

MISSION STATEMENT

Whisky Advocate is the informative voice that speaks to its passionate consumer audience about the intelligent, responsible, and joyful consumption of the world's finest whiskies.

With whisky enjoyment on the rise, Whisky Advocate inspires whisky lovers from around world, by delivering top sourced information, education, and entertainment.





TOTAL BRAND FOOTPRINT + OFFERINGS



PRINT

750,000 Readership



DIGITAL

110,000 Unique Visitors



EVENTS

8,000 Attendees



NEWSLETTER

16,000 Subscribers



SOCIAL

35,000 Followers



WHISKY ADVOCATE'S AUDIENCE PROFILE

A	WHISKY ADVOCATE	WHISKYADVOCATE.COM
Male	94%	78%
Female	6%	22%
Average Age	55	39
Average HHI	\$181,000	\$100,000

LOYAL + ENGAGED

PASSIONS + HOBBIES

Purchased an edit rated whisky Save at least one issue per year 85% 80% Entertain 2x a month at home 83%
Have traveled in the past year 78%
Dine out on a monthly basis 6x



EDITORIAL COVERAGE







WHISKY EXPERIENCES



COCKTAILS & RECIPES



TRAVEL



STYLE & LUXURY



WHISKY

REVIEWS

2019 CALENDAR

SPRING (MARCH)

Space Close: 2/6/19 Material Due: 2/8/19

Subscriber Mail Date: 3/5/19 Newsstand On-Sale Date: 3/26/19

BONUS DISTRIBUTION

- WhiskyFest, Washington D.C.
- WhiskyFest, Chicago
- Wine Spectator Grand Tours (New York, Las Vegas, Washington D.C.)
- Impact Seminar
- Els for Autism Golf Tournament
- Vinexpo, New York
- Cigar Aficionado Big Smoke, Miami

SUMMER (MAY)

Space Close: 4/17/19 **Material Due:** 4/19/19

Subscriber Mail Date: 5/14/19 Newsstand On-Sale Date: 6/4/19

BONUS DISTRIBUTION

- Tales of the Cocktail
- Wine Spectator Magnum Party, Napa Valley
- Taste of Hope

FALL (SEPTEMBER)

Space Close: 8/21/19 Material Due: 8/23/19

Subscriber Mail Date: 9/17/19 Newsstand On-Sale Date: 10/8/19

BONUS DISTRIBUTION

- WhiskyFest, San Francisco
- · WhiskyFest, New York
- Wine Spectator New York Wine Experience
- Cigar Aficionado Big Smoke, Las Vegas
- Market Watch Leaders Dinner

WINTER (DECEMBER)

Space Close: 11/6/19 Material Due: 11/8/19

Subscriber Mail Date: 12/3/19 Newsstand On-Sale Date: 12/24/19

BONUS DISTRIBUTION

- South Beach Wine & Food Festival
- Charleston Wine & Food Festival







PRINTING

Binding: Perfect Bound

Publication Trim Size: 9.875" x 11.5"

DIGITAL FILE SPECIFICATIONS

Media Accepted: PDF/X1a file (only one ad per file)

Images must be CMYK or Grayscale TIFF or EPS prepared for

the SWOP3 color environment

Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF MATERIAL

Digital files uploaded to our ad portal:

http://mshanken.SendMyAd.com (uploading information available on site)

MECHANICAL SPECIFICATIONS	Width x Height
Publication Trim Size	9.875" x 11.50"
Full Page Bleed	10.125" x 11.75"
Full Page Safety	9.375" x 11.00"
Full Page Non-Bleed	8.625" x 10.375"
FRACTIONALS	Width x Height
2/3 (2 columns) Non-Bleed	5.625" x 10.375"
1/2 Non-Bleed	8.625" x 5.1875"
1/3 (1 column) Bleed	3.6875" x 11.75"
1/3 (1 column) Non-Bleed	2.875" x 10.375"
1/6 (1/2 column)	2.875" x 5.0625"
SPREAD	Width x Height
Trim	19.75" x 11.50"
Bleed	20.00" x 11.75"
Safety (requires .5" safety gutter)	19.25" x 11.00"
Non-Bleed	18.25" x 10.25"

Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the Production Department.



WhiskyFest is the longest-running whisky festival in the U.S. It's success is rooted in offering the finest whiskeys from all around the world, poured by the people - the very living legends - which make them.

For 22-years, **WhiskyFest** has attracted eager beginners to seasoned enthusiasts, all with the same desire to learn and experience more about whisky.

Attendees also include trade members that are wholesalers, retailers, importers, and mixologists, as well as journalists from the most influential print and online media including *The Washington Post, The New York Times, Chicago Tribune, Men's Health, CBS News* and more.

2019 MARKETS AND DATES

Chicago | March 29 Washington D.C. | April 10 San Francisco | October 4 New York City | December 3

GRAND TASTINGS

Over 200 whisky booths are set-up in a gala atmosphere where attendees taste and interact with brand ambassadors

SEMINARS

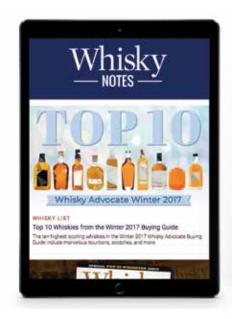
Educational programming presented by top industry figures

SPONSORSHIP OPPORTUNITIES

- Dedicated table area within a grand tasting
- Seminar integration
- Brand ad in printed booklet distributed at each event
- Gift bag inclusion to 1,000 VIPs
- · On-site prizing and delivery of opt-ins
- Social media extensions
- · And more

8,000 Total Attendees

DIGITAL OFFERINGS







WHISKY NOTES

Tile Banner (300x250)
Sponsored Content (580x326)

Available on Desktop + Mobile

WHISKYADVOCATE.COM

Billboard Unit (1320x330)

RUN-OF-SITE

Leaderboard (728x90) Square (300x250)

MULTI-PLATFORM

Zinio Desktop + Mobile App

VIDEO

Pre-roll (:07)

MOBILE

Billboard (450x450) Square (300x250)

CONTACTS FOR MEDIA INQUIRIES

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