

***Wine Spectator* is the No. 1 luxury consumer publication in the 2008 Luxury Brand Status Index Survey for the 2nd year in a row.**

***Wine Spectator* ranked No. 1 overall in the categories of**

- Subject matter expertise
- Advertising appropriateness
- Helpful and relevant information
- Production quality

The 34 consumer publications (in alphabetical order) included in the survey were

- Architectural Digest
- Bon Appetit
- Cigar Aficionado
- Coastal Living
- Condé Nast Traveler
- Departures
- Elle Décor
- Esquire
- Food & Wine
- Golf Digest
- Golf Magazine
- Gourmet Magazine
- Islands
- Men's Vogue
- Metropolitan Home
- National Geographic Traveler
- New York Magazine
- Robb Report
- Saveur
- Scientific American
- Southern Accents
- Tennis
- The New York Times
- The New Yorker
- Town & Country
- Traditional Home
- Travel & Leisure
- Travel & Leisure Golf
- Vanity Fair
- Veranda
- Vogue
- W
- Wine Spectator
- Yachting

Consumers who are willing to recommend *Wine Spectator* to others say:

"It is the industry benchmark."

"*Wine Spectator's* reviews of wine, hot spots and wealth of information make it the best in its class."

"... fantastic recipes, articles and photography ..."

"... great recommendations for wines at all prices levels, and great travel recommendations too ..."

The LBSI consists of a national sample of 1,681 wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million who were surveyed online.

our readers spend on high-end luxury products

	Median HH Income	Median \$ Plasma, LCD, HDTV	Median \$ Artwork & Collectibles	Median \$ Watches	Median \$ Jewelry	Median \$ Total Women's Apparel & Accessories	Median \$ Total Men's Apparel & Accessories
WINE SPECTATOR	\$163,983	\$1,559	\$909	\$644	\$917	\$4,445	\$2,947
Architectural Digest	\$163,246	\$1,581	\$1,048	\$491	\$892	\$4,238	\$2,686
Bon Appetit	\$151,589	\$1,441	\$899	\$441	\$825	\$3,780	\$2,449
Conde Nast Traveler	\$158,903	\$1,479	\$971	\$484	\$936	\$4,784	\$2,786
Food & Wine	\$148,431	\$1,508	\$906	\$446	\$851	\$4,184	\$2,606
Forbes	\$162,463	\$1,483	\$874	\$457	\$898	\$3,620	\$2,650
Fortune	\$158,965	\$1,440	\$880	\$435	\$897	\$3,716	\$2,667
Gourmet	\$148,359	\$1,554	\$933	\$429	\$848	\$3,986	\$2,609
The New York Times (Sunday)	\$161,997	\$1,567	\$910	\$425	\$873	\$4,047	\$2,610
The New Yorker	\$155,300	\$1,503	\$980	\$394	\$800	\$3,656	\$2,403
Travel + Leisure	\$154,969	\$1,537	\$871	\$448	\$909	\$4,149	\$2,729
The Wall Street Journal	\$171,503	\$1,644	\$878	\$442	\$919	\$4,115	\$2,737

a sampling of *Wine Spectator's* luxury advertisers

AUTOMOTIVE

Acura
Aston Martin
BMW
Cadillac
Chrysler 300 C
Honda
Infiniti
Jaguar
Lexus
Lincoln
Nissan
Porsche
Range Rover
Volvo

WATCHES/JEWELRY

Breitling
Carl F. Bucherer
Cartier
Hublot
IWC
Jaeger Lecoultre
London Jewelers
Mont Blanc
Panerai
Piaget
Van Cleef & Arpels

FINANCIAL

Aletheia
American Express
Barclays iShares
Credit Suisse
Raymond James Financial
Royal Bank of Canada
Visa
Wachovia

SPIRITS

360 Vodka
Bailey's
Balvenie
Belvedere
Bombay Sapphire
Bowmore
Cabo Wabo
Chopin
Ciroc
Cointreau
Crown Royal
Dewars
Don Julio
El Mayor
Glenfiddich
Glenlivet 18 year old
Godiva
Grey Goose
Hendrick's Gin
Imperia Vodka
Jean-Marc XO
Johnnie Walker Blue
Johnnie Walker Gold
Ketel One
Knobs Creek
Patron
Pearl Vodka
Pravda Vodka
Remy Martin –Louis XII
Sauza
Skyy
Stella Artois
SV Supreme
Tanqueray
Ten Cane Rum
Tommy Bahama Rum
Trump Vodka

ELECTRONICS

Bang & Olufsen
Canon USA
Harman Kardon
Pioneer

RESORTS/ TRAVEL

Bellagio
Borgata
The Breakers
Caesars Palace
Four Seasons
Grenada Tourism
Honda Jet
Hyatt Hotels & Resorts
Iberostar
Kahala Hotel & Resort
Kapalua Bay
Lago Mar
Lufthansa
Madrid Tourism Council
MGM City Center
MGM Grand
Monaco Government
Tourism
NetJets
Palm Beach County
Preferred Retreats
Private Residence Club
Punta Cana Tortuga Bay
Hotel
Rendezvous Bay
Residential Cruise Line
Ritz Carlton
Sea Island
St Regis Bal Harbour
Timbers
Ultimate Resorts

Venetian Hotel & Casino
Villas at Royal Lahaina
Villazzo
W Las Vegas
Windstar Cruises
Wynn

FASHION

Chanel
Ermenegildo Zegna
Tommy Bahama

EPICUREAN

America's Beef
Beemster Cheese
Bertolli/Unilever
Brix Chocolate
Buitoni
Cadbury Adams
Cheeses of France
Dove Chocolate
Fiji
General Electric
Ghirardelli
Grana Padano
Hershey's
Liebherr
Lu Cookies
Milk Marketing Board
Nestle Wafers
Prosciutto di Parma
Riedel Crystal
Triscuit
Sub Zero
Uline
Viking Range
Weber
Whirlpool/KitchenAid

profile of our readers

Mendelsohn Affluent Study 2009
HHI \$100,000+

Total Audience: 1,127,000

GENDER / MARITAL STATUS

Male	52%
Female	48%
Married	85%

AGE

21+	99%
25-49	45%
25-54	60%
35-64	76%
Median Age	51

HH & ASSET VALUES

Median HHI	\$162,200
HHI \$150,000+	56%
HHI \$200,000+	33%
Median Liquid Assets	\$361,142
HH Liquid Assets \$250,000+	56%
Median HH Net Worth	\$980,418
Mean HH Net Worth	\$1,507,871
HH Net Worth \$250,000+	88%

EDUCATION & OCCUPATION

Managerial/Professional	56%
Any Chief Officer Title	30%
Owner/Partner	30%
College Degree+	64%

PROPERTY & REAL ESTATE

Own Home	97%
Own 2+ Homes	25%
Value of Principal Residence \$250,000+	85%
Value of Principal Residence \$500,000+	45%

PASSIONS, HOBBIES & INTERESTS

Own a Valid Passport	82%
Average Vacations per Year	6.6
Average Business Trips per Year	11
Flies First Class or Business Class	33%
\$5,000+ on Leisure, Entertainment, and Dining	40%
Purchased Wine by the Case	63%
Have Wine Cellar / Refrigerator	52%
Willing to Spend More on Gourmet Food	60%
Entertains At Home	56%
Attends Live Theater	64%
Visits Museums	65%
Attends Art Auctions / Gallery Exhibits	46%
Member of a Private Club	54%
Owns / Leases 2+ Vehicles	85%
Owns / Leases Imported Vehicles	78%

QUALITY OF READERSHIP

Read 4 Of The Last 4 Issues	48%
	3,284 (Index)

CELLAR PROMOTIONS

PROMOTIONS & EVENTS WITH OUR PARTNERS



SONOMA WINE WEEKEND

SEPTEMBER 3-6, 2009, SONOMA, CALIF.

A three-day wine, food and auction extravaganza. *Wine Spectator* sponsored the Sonoma Valley Harvest Wine Auction at Cline Cellars on Sunday. While *Wine Spectator* hosted the tent and auction, *Cigar Aficionado* threw a party for all winning bidders. Our sponsors included **Brix Chocolate**, **A. Turrent Cigars**, **Premium Port**, **Ana Tzarev Gallery**, **Crushpad** and **Cardinal Mendoza**.

LUFTHANSA & MOËT HENNESSY EVENT

SEPTEMBER 2009, WASHINGTON, D.C.

Wine Spectator and **The Park Hyatt** hotel hosted a wine tasting led by the Director of Wine Education, Seth Box, from **Moët Hennessy USA**. This event was for **Lufthansa's** most elite fliers. The wines tasted were: Cloudy Bay Sauvignon Blanc, Livio Felluga Pinot Grigio, Newton The Puzzle, Terrazas de los Andes and Cheval des Andes.



FEAST WITH FAMOUS FACES

OCTOBER 2009, NEW YORK CITY

Celebrity chefs created a culinary experience where soap opera stars and New York newscasters mingled all night. The event, highlights of which made the 11pm news, benefited the Center for Hearing and Communication in New York City. Sponsors from *Wine Spectator* included **Stella Artois**, **Sud de France**, **Sandeman Port** and **American Airlines**.

American Airlines & PALM BAY INTERNATIONAL EVENT

SEPTEMBER 2009, BOSTON

Wine Spectator and the Liberty Hotel created a "one of a kind" food and wine pairing for **American Airlines** platinum passengers. Guests were treated to wines from **Palm Bay International** in the Presidential Suite, overlooking Boston. The chef created a memorable and outstanding array of dishes to complement Ferrari Brut Sparkling, Santa Rita Medalla Real Sauvignon Blanc, Planeta Chardonnay, Salentein Reserve Malbec and Jean-Luc Colombo Cornas Les Ruchets.



tweetable truths about magazines

12 facts that showcase magazine vitality, in 140 characters or less

1. Magazine readership remains steady in an increasingly crowded and noisy media landscape.

Source: MRI Fall Study 2008, Page 7 of MPA 2009 Magazine Handbook

2. 92% of U.S. adults read magazines.

Experian Simmons, 2009

3. Magazine readers pay attention to magazine ads. They don't pay to avoid the advertising as they do with other media.

Source: BIGResearch Simultaneous Media Usage Study, 2008 Page 30 of MPA 2009 Magazine Handbook

4. Consumers spend more than \$86 million each week on single-copy magazines.

Nielsen 2006

5. Subscriptions to magazines are on the rise. 2007: 322 million paid subscriptions. 2008: 325 million paid subscriptions.

Source: MPA; A.B.C.. Page 14 of MPA 2009 Magazine Handbook

6. Magazine subscriptions increased in the first half of 2009.

Source: MPA Info Center analysis of ABC First Half 2009 Fas Fax

7. Magazines love the Internet. Almost a quarter of all new subscriptions come from the Internet.

Source: MPA Internet Subscription Surveys 2009 edition

8. Magazines build buzz. They excel in reaching people who shape attitudes and behavior.

Source: MRI Omnibus Recontact Study, 2008; Page 73 of MPA 2009 Magazine Handbook

9. Circulation generates more than 40% of all magazine revenue.

Source: PriceWaterhouseCoopers Financial Survey for MPA, 2008, 2007, Page 20 of MPA 2009 Magazine Handbook

10. The number of consumer magazine websites grew 78% between 2005 and 2009.

Source: Mediafinder.com, 2009, Page 9 of MPA 2009 Magazine Handbook

11. Magazines excel at long-form journalism, superb photography, eye-catching design.

12. Magazines drive web search more than any other medium. More than double Internet advertising and social media.

Source: BIGResearch Simultaneous Media Usage Study (SIMM13), December 2008, Page 70 of MPA 2009 Magazine Handbook

engagement with Wine Spectator

Action taken in response to ads in Wine Spectator:	Index
Send for info on the product in the ad	206
Send for product advertised	152
Cut out an ad(s)	321
Cut out an article(s)	231
Cut out or used a recipe	158
Visited the WS website	157
Visited another website	251

According to our MMR 2009, we stand far above our competitors with the number of issues read:

4 out of 4 issues	48%
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Wine Spectator:

Is a good source of learning	63%
Makes me think	56%
Keeps me informed	36%
Is a good escape	43%
Gives me good ideas	67%
Keeps me up to date/latest trends	73%

Attitudes/Opinions of our readers

	Index
People seek my advice on artwork/collectibles	189
I influence others on investing	145
I influence others on travel	192
I consider myself an opinion leader	142
I like trying new restaurants	191
I am the first of my friends to try new products	197
Traveling internationally helps me learn other cultures	167
I prefer to buy luxury/designer brands	196
I spend more on gourmet food	315
I look for ways to improve my home	153
I keep up with financial news	154



insertion order

Date: _____ SalesRep: _____

Advertiser / Company Name: _____

Brand Name: _____

Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____ E-mail: _____

AD MATERIALS:

☐ New ☐ Pick-up _____

Ad Caption (if applicable): _____

AD SIZE/ SPACE: _____

☐ Vertical ☐ Horizontal

COLOR:

☐ 5 Color ☐ 4 Color ☐ 2 Color ☐ B&W

DELIVERY OF AD MATERIALS: Digital files uploaded to our ad portal: <http://mshanken.SendMyAd.com>
(uploading information available on site)

ISSUE DATE(S):

☐ Jan/Feb. '10 ☐ March '10 ☐ April '10 ☐ May '10 ☐ June 15, '10 ☐ June 30, '10 ☐ July '10 ☐ August '10
☐ Sept. '10 ☐ Oct. 15, '10 ☐ Oct. 31, '10 ☐ Nov. 15, '10 ☐ Nov. 30, '10 ☐ Dec. 15, '10 ☐ Dec. 31, '10 ☐ Jan/Feb. '11

COMMENTS/POSITIONS: _____

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Please sign and fax back to (212) 481-1540

Questions? Call 212-684-4224, or e-mail Advertising Services Manager Carolyn Plouffé at cplouffe@mshanken.com

2010 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON SALE DATE
■ Jan/Feb 2010	■ December 21, 2009	■ December 28, 2009	■ January 13, 2010	■ February 2, 2010
■ March 2010	■ January 18, 2010	■ January 22, 2010	■ February 10, 2010	■ March 2, 2010
■ April 2010	■ February 15, 2010	■ February 19, 2010	■ March 9, 2010	■ March 30, 2010
■ May 2010	■ March 15, 2010	■ March 19, 2010	■ April 6, 2010	■ April 27, 2010
■ June 15, 2010	■ April 12, 2010	■ April 19, 2010	■ May 4, 2010	■ May 25, 2010
■ June 30, 2010	■ April 26, 2010	■ April 30, 2010	■ May 18, 2010	■ June 8, 2010
■ July 2010	■ May 17, 2010	■ May 21, 2010	■ June 8, 2010	■ June 29, 2010
■ August 2010	■ June 14, 2010	■ June 18, 2010	■ July 7, 2010	■ July 27, 2010
■ September 2010	■ July 12, 2010	■ July 16, 2010	■ August 3, 2010	■ August 24, 2010
■ October 15, 2010	■ August 9, 2010	■ August 13, 2010	■ August 31, 2010	■ September 21, 2010
■ October 31, 2010	■ August 23, 2010	■ August 27, 2010	■ September 14, 2010	■ October 5, 2010
■ November 15, 2010	■ September 13, 2010	■ September 17, 2010	■ October 5, 2010	■ October 26, 2010
■ November 30, 2010	■ September 27, 2010	■ October 1, 2010	■ October 19, 2010	■ November 9, 2010
■ December 15, 2010	■ October 11, 2010	■ October 15, 2010	■ November 2, 2010	■ November 23, 2010
■ December 31, 2010	■ October 25, 2010	■ October 29, 2010	■ November 16, 2010	■ December 7, 2010
■ Jan/Feb 2011	■ December 13, 2010	■ December 17, 2010	■ January 12, 2011	■ February 1, 2011

Subscribers receive issue an estimated three weeks prior to cover date.

Please contact the advertising department with any questions: (212) 684-4224.

For production questions, please email production@mshanken.com

To place your ad, please call (212) 684-4224 ext. 1321



Wine Spectator's

WINE

EXPERIENCE

A **3-day weekend extravaganza** of tasting, eating and meeting, for both consumers and trade, THE WINE EXPERIENCE is held annually in a major U.S. city. The largest event of its kind, which is sold out every year, consists of extensive tastings, including vertical tastings of extremely rare vintage wines, lectures by noted authorities, special lunches hosted by wine growing regions from around the world, plus a black tie banquet with star-studded entertainment at which the Restaurant Grand Awards are presented.



FRANK PRIAL, noted wine columnist for The New York Times, wrote... "In size and numbers, The Wine Experience resembles a Hollywood production: some 1,700 guests and exhibitors attend; more than 200 wineries took part; 20,000 bottles of wine were consumed, some of them priceless rarities, and about 30,000 glasses were used."