

# IMPACT

*Dear Advertiser,*

Many thanks for your interest in IMPACT. Enclosed please find a media kit with complete advertising information.

Published 16 times per year, IMPACT is written for the top decision-makers, who turn to this publication as the number one source for all the information they need to manage their business.

Each issue of IMPACT offers timely, accurate market intelligence and data on global drinks trends.

Readers of IMPACT are the drinks industry's most powerful executives, who direct the marketing, sales and distribution of spirits, wine and beer throughout the world. With readers in more than 50 countries, IMPACT boasts a total full-paid subscription base of nearly 15,000 readers.

IMPACT is uniquely positioned as the publication to reach the key players in the spirits, wine and beer business. A presence in IMPACT positions your brand as an important global player.

To place advertisements, or to obtain further information please contact me.

Best Regards,

A handwritten signature in blue ink that reads "Stephen Senatore". The script is fluid and cursive, with the first and last names clearly legible.

Stephen Senatore  
Advertising Director  
212-684-4224, ext. 668  
ssenatore@mshanken.com

# IMPACT

## **IMPACT MISSION STATEMENT:**

IMPACT Newsletter is the industry's #1 source for data, trends, and analysis. Recognized worldwide, IMPACT delivers exclusive data, analysis and news to industry subscribers.

- Global distribution to executives in all sectors of the drinks industry
- Paid circulation of approximately 15,000 subscribers
- Frequency rate of 16 issues annually
- Content includes:
  - Ranking and analysis of suppliers, brands, and distributors
  - Coverage of global markets and trends
  - Interviews with key industry executives
  - Global spirits, wine and beer news
  - Impact Seminar Coverage
  - Impact Hot Brand Awards
  - Impact Blue Chip Brand Awards
  - Impact Hot Prospects Awards
  - Company, brand and market profiles

# IMPACT

## IMPACT INDUSTRY AWARDS

### *HOT BRAND AWARDS*

#### Spirits Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in current year and at least 15% growth in past four years
- Calendar year minimum volume requirements: 200,000 cases

#### Imported Wine Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in current year and at least 15% growth over the past three years
- Significant new product introduction
- Calendar year minimum volume requirements: 200,000 cases

#### Domestic Wine Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in current year and at least 15% growth over the past three years
- Significant new product introduction
- Calendar year minimum volume requirements: 250,000 cases

#### Beer Criteria:

- Established brand with double-digit growth each year for three consecutive years
- Established brand with at least 15% growth for two consecutive years
- Special consideration: top ten brand with at least 5% growth in last calendar year and at least 15% growth for three consecutive years
- Significant new product introduction
- Calendar year minimum volume requirements:

##### **Domestic Beer:**

Major Brewers = 3 million 2.25 gallon cases

Other Brewers = 1 million 2.25 gallon cases

**Imported Beer:** 1 million 2.25 gallon cases

**RTD's:** 300,000 2.25 million gallon cases

**Cider:** 250,000 2.25 million gallon cases

# IMPACT

## **BLUE CHIP BRANDS**

### Spirits Criteria:

- At least 10 consecutive years of volume growth
- At least 500,000 nine-liter case depletions
- At least \$25 million in gross margins

### Wine Criteria:

- At least 10 consecutive years of volume growth
- At least 500,000 nine-liter case depletions
- At least \$25 million in gross margin

### Beer Criteria:

- At least 10 consecutive years of volume growth
- At least 5 million 2.25-gallon cases in volume
- At least \$25 million in gross margin

## **HOT PROSPECTS**

### Spirits Criteria:

- Depletions of at least 50,000 nine-liter cases but not over 200,000 cases in previous calendar year
- At least 15% depletions growth in previous calendar year and consistent growth over past three years

### Wine Criteria:

- Depletions of at least 50,000 nine-liter cases but not over 200,000 cases in past calendar year
- At least 15% depletions growth in previous calendar year and consistent growth over past three years

## 2009 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
<i>January 1 &amp; 15</i>	<i>Top 25 U.S. Spirits</i>	<i>December 29</i>	<i>January 5</i>
<i>February 1 &amp; 15</i>	<i>Top 100 Spirit Brands Worldwide</i>	<i>January 23</i>	<i>January 26</i>
<b>March 1 &amp; 15</b>	<b>2008 Hot Brands; Top 100 By Value Impact Marketing Seminar</b>	<b>February 18</b>	<b>February 20</b>
April 1	Tequila Report	March 13	March 16
<b>April 15 &amp; May 1</b>	<b>Top 10 Spirits &amp; Wine Distributors; U.S. on-premise overview WSWA Convention (April 25-28)</b>	<b>April 3</b>	<b>April 6</b>
<b>May 15</b>	<b>U.S. Market Spirits, Wine &amp; Beer; Mexico overview London Wine Fair</b>	<b>April 24</b>	<b>April 27</b>
<b>June 1 &amp; 15</b>	<b>Champagne/Sparkling Wine Global Wine Market Vinexpo</b>	<b>May 29</b>	<b>June 2</b>
July 1	Rum; India overview	June 19	June 22
July 15	Vodka Market; Eastern/Central Europe review (beer); Cachaça category report	July 2	July 6
<i>August 1 &amp; 15</i>	<i>China overview; Far East update</i>	<i>July 24</i>	<i>July 28</i>
<b>September 1 &amp; 15</b>	<b>Hot Prospect Brands; World Beer Report; Top U.S. Beer Wholesalers NBWA Convention (September 22-25)</b>	<b>August 26</b>	<b>August 28</b>
October 1	Blue Chip Brand Awards—Spirits Wine & Beer; Top Spirits Companies; Russia	September 15	September 17
<b>October 15/ November 1</b>	<b>Duty Free Pricing Report; Cognac updates; Top 10 Brands in travel retail TAX FREE WORLD EXHIBITION, Cannes, France</b>	<b>October 5</b>	<b>October 8</b>
November 15	Scotch/Single Malt; Irish & Canadian Whiskey	October 28	October 30
December 1	Gin, Bourbon category reports	November 16	November 18
December 15	Liqueurs Market; Top Global Spirit Brands; Australia update	December 2	December 4

- Issues in italics are double-issues
- Issues in bold feature bonus distribution at trade shows

# IMPACT

## INSERTION ORDER

Fax To: 212-779-3334

Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Brand Name: \_\_\_\_\_

Ad Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

### AD MATERIALS:

☐ New ☐ Pick-up \_\_\_\_\_

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

### AD SIZE/ SPACE:

☐ Spread ☐ Full Page ☐ 1/2 Page ☐ 1/3 Page Vertical ☐ 1/3 Page Square

### COLOR:

☐ 4 Color ☐ 2 Color ☐ B&W

### ISSUE DATE(S):

<input type="checkbox"/> Jan. 1 & 15, 2009	<input type="checkbox"/> Feb. 1 & 15, 2009	<input type="checkbox"/> March 1 & 15, 2009	<input type="checkbox"/> April 1, 2009
<input type="checkbox"/> April 15 & May 1, 2009	<input type="checkbox"/> May 15, 2009	<input type="checkbox"/> Jun. 1 & 15, 2009	<input type="checkbox"/> July 1, 2009
<input type="checkbox"/> July 15, 2009	<input type="checkbox"/> Aug. 1 & 15, 2009	<input type="checkbox"/> Sept. 1 & 15, 2009	<input type="checkbox"/> Oct. 1, 2009
<input type="checkbox"/> Oct. 15 & Nov 1, 2009	<input type="checkbox"/> Nov. 15, 2009	<input type="checkbox"/> Dec. 1, 2009	<input type="checkbox"/> Dec. 15, 2009

**AD POSITION:** \_\_\_\_\_

### BILL TO:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Cost: Gross \_\_\_\_\_ Net: \_\_\_\_\_

Signature: \_\_\_\_\_

## PRODUCTION SPECIFICATIONS

### Printing Specifications

Web Offset (SWOP)

Binding: Saddle Stitch

Publication Trim Size: 8 1/2" x 11"

### Digital File Specifications

#### PDF/X-1a

- 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)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

### Mechanical Specifications

#### Full Page:

Trim	8 1/2" x 11" (216mm x 279mm)
Bleed Size	8 3/4" x 11 1/4" (219mm x 286mm)
Non-Bleed Size	7" x 10" (178mm x 245mm)

*\* All live matter must be 1/4" (6.35mm) from trim on all sides*

#### Spread:

Trim	17" x 11" (432mm x 279mm)
Bleed Size	17 1/2" x 11 1/4" (438mm x 286mm)
Non-Bleed Size	14" x 10" (356mm x 245mm)

*\* 1/4" (6.35mm) gutter safety for spreads*

#### Fractionals:

2/3 Page	4 3/4" x 9 3/4" (121mm x 247mm)
1/2 pg. Vert. Bleed	4 1/2" x 11 1/4" (115mm x 286mm)
1/2 pg. Horiz. Bleed	8 3/4" x 5 3/4" (219mm x 147mm)
1/3 pg. Vert. Non-Bleed	2 1/4" x 9 3/4" (57mm x 247mm)

*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.*

### For Further Information

Go to [www.mshanken.com](http://www.mshanken.com), or contact:

Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
TEL: 212-481-8610 x344

Carolyn Plouffé  
[cplouffe@mshanken.com](mailto:cplouffe@mshanken.com)  
TEL: 212-481-8610 x365

## **COPY AND CONTRACT REQUIREMENTS**

- 1.** The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
- 2.** All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
- 3.** Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
- 4.** All rates and units of space are subject to change on 30 days' notice.
- 5.** Orders for specific units of space and dates of insertions are necessary.
- 6.** Orders specifying positions are accepted on request basis only.
- 7.** The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
- 8.** Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
- 9.** Conditional orders are not accepted by the Publisher.
- 10.** Cancellation or changes in orders not accepted after closing date.
- 11.** All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
- 12.** Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
- 13.** Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- 14.** Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
- 15.** All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
- 16.** The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
- 17.** No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
- 18.** As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.