

# Wine Spectator

Thank you for your interest in *Wine Spectator* magazine.

Published 15 times per year, ***Wine Spectator*** offers an exciting, insider's view of the good life, including fine dining, wine travel, and entertainment. With more than **2.9 million readers** (MRI), *Wine Spectator* reaches business leaders, trendsetters, epicureans and connoisseurs. Our readership also comprises the billion-dollar trade – the key buyers in the wine and spirits industry.

Consumer readers who participated in a **Luxury Brand Status Index Survey\*** had this to say about *Wine Spectator*:

“It is the industry benchmark.”

“I consider it the foremost guide to its subject matter.”

“... great recommendations for wines at all price levels, and great travel recommendations too ...”

About our subscribers:

*Wine Spectator* is #1 in dining and affluence

Median HHI \$153,920

98% took a recent trip

92% have a valid passport

71% feel comfort and service are worth paying for when traveling

57% visit food and wine festivals

72% enjoys cooking for family and friends

62% have a wine cellar

**Our readers are influencers and brand ambassadors not only for wine, but for the luxury products they enjoy and consume. To put it simply, those who enjoy wine and spirits, food, travel and the good life read *Wine Spectator*.**

The *Wine Spectator* team looks forward to working with you on a cross platform plan, integrated media plan for print, social media, and digital. To speak with us and execute your strategic marketing plan, please call 212-684-4224.

Best Regards,



Miriam Morgenstern / [mmorgenstern@mshanken.com](mailto:mmorgenstern@mshanken.com)

Vice President, Associate Publisher

Tel: 212-684-4224

\*The Luxury survey, conducted online, consists of a national sample of wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million.

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Publishers of WINE SPECTATOR • CIGAR AFICIONADO • CIGAR INSIDER • FOOD ARTS • MARKET WATCH • IMPACT

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## the power of print

**1. 92% of U.S. adults read magazines.**

Source: GfK MRI, Fall 2011, Page 5 of MPA 2012/13 Magazine Handbook

**2. Magazines mean engagement. The average reader spends 41 minutes reading each issue.**

Source: GfK MRI, Fall 2011, Page 12 of MPA 2012/13 Magazine Handbook

**3. Magazine readers rank #1 among super influencers.**

Source: GfK MRI, Fall 2011, Page 21 of MPA 2012/13 Magazine Handbook

**4. Magazines excel at long-form journalism, superb photography, eye catching design. Readers respond to magazine ads anywhere in the book.**

Source: GfK MRI Starch Research, January-December 2011, Page 19 of MPA 2012/13 Magazine Handbook

**5. Readership doesn't take a vacation, audiences are consistent month-to-month.**

Source: GfK MRI, 2011 Page 13 of MPA 2012/13 Magazine Handbook

**6. Magazines positively influence purchase intent and brand imagery. 81% were positively influenced by a magazine ad and 91% positively influenced by viewing brand imagery.**

Source: Marketing Evolution, Page 29 of MPA 2012/13 Magazine Handbook

**7. Magazine advertising increases sales. Households exposed to a magazine campaign spent significantly more than those not exposed.**

Source: Meredith Corporation/The Nielsen Company, 2011 Page 30 of MPA 2012/13 Magazine Handbook

**8. 61% of readers took action or plan to take action as a result of exposure to specific magazine ads.**

Source: GfK MRI Starch Research, January-December 2011, Page 19 of MPA 2012/13 Magazine Handbook

**9. Adoption of action codes on the rise, driving digital connections for readers.**

Source: Nellymoser, Inc. Q1 2012 Report "Mobile Action Codes in Magazine Advertising" Page 24

**10. Digital drives engagement among readers- 86% access the same electronic magazine issue two or more times.**

Source: Affinity/MPA, GfK MRI, 2011 Page 59 of MPA 2012/13 Magazine Handbook

**11. Consumers are connected to magazines. 73% spend one hour or more reading or viewing electronic magazines.**

Source: Affinity/MPA, 2011 Page 58 of MPA 2012/13 Magazine Handbook

**12. 47% of readers trust magazine advertising.**

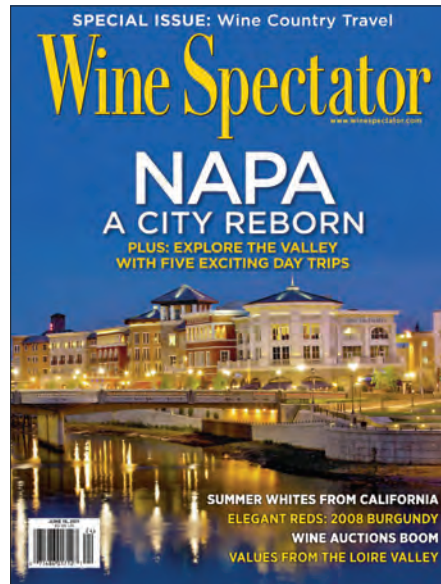
Source: Nielsen Global Trust in Advertising Survey, April 2012

**13. 61% took action as a result of exposure to specific magazine ads.**

Source: MPA 2012/13 Handbook



# Samples of Wine Spectator Issues





## profile of our readers

2013 Ipsos Affluent Survey USA, HHI \$100,000+

### TOTAL AUDIENCE: 969,000

|  | %COMP       |
|--|-------------|
| <b>GENDER / MARITAL STATUS</b>                   |             |
| Men  | 59%         |
| Women  | 41%         |
| Married  | 74%         |
| <b>AGE</b>                                       |             |
| 21+  | 100%        |
| 25-54  | 54%         |
| 35-64  | 69%         |
| Median Age                                       | 52          |
| <b>HHI &amp; ASSETS</b>                          |             |
| Average HHI                                      | \$301,380   |
| Average Net Worth                                | \$1,586,054 |
| Median Value of Financial accts<br>+ Real Estate | \$1,186,268 |
| Own Principal Residence                          | 94%         |
| Own or Lease 2+ Vehicles                         | 81%         |
| <b>EDUCATION &amp; OCCUPATION</b>                |             |
| College Degree                                   | 73%         |
| Top Mgmt/Chief Officer/Professional              | 54%         |
| <b>PASSIONS, HOBBIES &amp; INTERESTS</b>         |             |
| Attended Museums/Theater/Live Performances       | 91%         |
| \$2K+ on Leisure/Entertainment/Dining            | 76%         |
| Have Wine Cellar or Fridge                       | 62%         |
| Drinks Wine                                      | 83%         |
| Attends Wine/Food Tastings & Festivals           | 57%         |
| Willing to Spend More on Gourmet Food            | 64%         |
| Likes to Try New & Different Wines               | 87%         |
| Took a Recent Trip                               | 98%         |
| Own a Valid Passport                             | 92%         |



**According to the Fall 2013 MRI Study,  
*Wine Spectator* has the highest household income  
over all national, monthly magazines.**

|                            | <i>Median HHI</i> |
|----------------------------|-------------------|
| <b>1. Wine Spectator</b>   | \$114,556         |
| 2. Conde Nast Traveler     | \$108,022         |
| 3. New York Times (Sunday) | \$105,186         |
| 4. Travel + Leisure        | \$102,433         |
| 5. Architectural Digest    | \$101,798         |
| 6. Fortune                 | \$92,909          |
| 7. Bon Appetit             | \$91,358          |
| 8. Forbes                  | \$84,358          |
| 9. Food & Wine             | \$83,636          |
| 10. Vanity Fair            | \$73,354          |
| 11. Food Network Magazine  | \$64,931          |
| 12. Town & Country         | \$52,227          |



## a sampling of Wine Spectator's luxury advertisers

### **AUTOMOTIVE**

911 Carrera Cabriolet  
Acura  
Bentley  
Buick  
Cadillac  
Cayenne  
Cayman  
Exotic Classics  
Jaguar  
Jeep  
Land Rover  
Lincoln  
Maserati  
Mercedes-Benz  
Panamera  
Panamera S Hybrid  
Porsche 911  
Taurus  
Touareg

### **WATCHES/ JEWELRY**

Bell & Ross USA  
Bulova  
Cartier  
CFB North America  
David Yurman  
Carl F. Bucherer  
IWC  
Jaeger-LeCoultre  
Oris USA  
Panerai  
Raymond Weil  
Rolex  
Tag Heuer  
Tutima

Ulysse Nardin  
Van Cleef & Arpels

### **FINANCIAL**

Ally Bank  
Chase Marriott  
Chase Sapphire  
Fidelity Investments  
First Republic Bank  
HSBC Bank  
Royal Bank of Canada  
Scottrade  
Visa  
Wilmington Trust

### **SPIRITS**

1800 Tequila  
Absolut  
Appleton Rum  
Ardberg  
Bacardi  
Bailey's  
Balvenie  
Belvedere  
Bombay Sapphire  
Boodles Gin  
Bowmore  
Bushmills  
Cabo Wabo  
Cazadores  
Chivas Regal  
Courvoisier  
DeLeón Tequila  
Dewars  
Dobel Tequila  
Don Julio  
Don Q Rum  
El Tesoro

George Dickel  
Glenfiddich  
Glenmorangie  
Gran Absente  
Grand Marnier  
Grey Goose  
Hammer & Sickle  
Hendrick's Gin  
Kahlua  
Ketel One  
Lola Belle  
Louis XIII  
Maker's Mark  
Malibu Rum  
Michter's American Whisky  
Milagro Tequila  
Moon Mountain Vodka  
Mount Gay Rum  
Nolet Gin  
Patrón Tequila  
Piper-Heidsieck  
Rémy Martin  
Skyy Vodka  
Tanqueray Gin  
The Glenlivet  
The Macallan  
Tullamore Dew  
Ultimat  
Wild Turkey  
Woodford Reserve  
Yamazaki

### **ELECTRONICS**

AT&T  
Bose  
Fujifilm  
McIntosh

### **RESORT/ TRAVEL**

Beaver Creek  
Bellagio  
British Virgin Island Tourism Board  
Butterfield & Robinson  
California Division of Tourism  
Cayman Islands  
Cosmopolitan Hotel  
Foxwoods  
Hawaii Visitors & Convention Bureau  
Inspirato  
Kukui'ula  
M Life  
Marriott's Western Resort  
Mexico Tourism Board  
MGM Grand  
Mirage  
Monaco Tourism  
Old Palm Bay Golf Club  
Oregon Tourism  
Quebec City Tourism  
The Ritz-Carlton Dorado Beach  
Sheraton  
St. Kitts Tourism  
St. Regis Hotels & Resorts  
Taj Hotels Resorts & Palaces  
The Breakers  
The Luxury Collection Hotels & Resorts  
Three Forks Ranch  
Tulalip Resort Casino

Venetian Hotel & Casino  
Visit St. Petersburg  
Wynn Las Vegas

### **CRUISE LINE**

Crystal Cruises  
Fine Foods & Wine Cruise  
Norwegian Cruise Line  
Oceania Cruises  
Windstar Cruises

### **AIRLINES**

British Airways  
Honda Jet  
NetJets  
Piaggio America  
South African Airways  
Virgin Atlantic Airways

### **FASHION**

Chanel  
Mr Porter  
Paul Fredrick

### **EPICUREAN**

America's Beef  
Ghirardelli  
Grana Padano  
Illycaffé Espresso  
Lindt & Sprungli  
Lu Biscuits  
Perfect Puree  
Riedel Crystal  
Triscuit  
Viking Range  
Wisconsin Milk

## 2014 issue dates and deadlines

| COVER DATE           | SPACE CLOSE         | MATERIAL DUE        | *NEWSSTAND<br>ON-SALE DATE |
|----------------------|---------------------|---------------------|----------------------------|
| ■ Jan/Feb 2014       | ■ December 18, 2013 | ■ December 20, 2013 | ■ January 28               |
| ■ March 31, 2014     | ■ January 14        | ■ January 17        | ■ February 25              |
| ■ April 30, 2014     | ■ February 11       | ■ February 14       | ■ March 25                 |
| ■ May 31, 2014       | ■ March 11          | ■ March 14          | ■ April 22                 |
| ■ June 15, 2014      | ■ April 8           | ■ April 11          | ■ May 20                   |
| ■ June 30, 2014      | ■ April 22          | ■ April 25          | ■ June 3                   |
| ■ July 31, 2014      | ■ May 20            | ■ May 23            | ■ July 1                   |
| ■ August 31, 2014    | ■ June 10           | ■ June 13           | ■ July 22                  |
| ■ September 30, 2014 | ■ July 8            | ■ July 11           | ■ August 19                |
| ■ October 15, 2014   | ■ August 5          | ■ August 8          | ■ September 16             |
| ■ October 31, 2014   | ■ August 19         | ■ August 22         | ■ September 30             |
| ■ November 15, 2014  | ■ September 9       | ■ September 12      | ■ October 21               |
| ■ November 30, 2014  | ■ September 23      | ■ September 26      | ■ November 4               |
| ■ December 15, 2014  | ■ October 7         | ■ October 10        | ■ November 18              |
| ■ December 31, 2014  | ■ October 21        | ■ October 24        | ■ December 2               |

**\*Subscribers receive issues on estimate three weeks prior to cover date.**

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

**Please note we can offer extensions:**

Space extension: [cchiaffitella@mshanken.com](mailto:cchiaffitella@mshanken.com)

Material extension: [cplouffe@mshanken.com](mailto:cplouffe@mshanken.com)





# Wine Spectator's

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# WINE

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# 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."



## production specifications

### PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 9.875" x 13"

### 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 AD MATERIAL

Digital files uploaded to our ad portal

<http://mshanken.SendMyAd.com>

(uploading tutorial 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

| Ad Size:            | Width   | Depth    |
|---------------------|---------|----------|
| Trim                | 9.875"  | x 13"    |
| Spread Bleed        | 20"     | x 13.25" |
| Spread Trim         | 19.75"  | x 13"    |
| Spread Safety       | 19.25"  | x 12.5"  |
| Full Page Bleed     | 10.125" | x 13.25" |
| Full Page Safety    | 9.375"  | x 12.5"  |
| Full Page Non-Bleed | 8.875"  | x 12"    |
| 2/3 Page Vertical   | 6"      | x 11.25" |
| 1/2 Junior Page     | 6"      | x 7.5"   |
| 1/2 Page Horizontal | 9"      | x 5.625" |
| 1/3 Page Vertical   | 3"      | x 11.25" |
| 1/3 Page Horizontal | 6"      | x 5.625" |
| 1/6 Page Vertical   | 3"      | x 5.625" |
| 1/6 Page Horizontal | 6"      | x 3.75"  |

### Insert Specifications:

#### Tipped Inserts

|                           |             |
|---------------------------|-------------|
| Mailable Minimum Size     | 3.5" x 5"   |
| Non-Mailable Minimum Size | 3.5" x 3.5" |
| Maximum Size              | 9" x 12"    |

#### Blow-In Inserts

|                     |              |
|---------------------|--------------|
| Minimum Size        | 3.5" x 4.25" |
| Maximum Size        | 5.5" x 6.25" |
| Minimum Paper Stock | 60#          |

#### Bind-In Inserts

|               |                              |
|---------------|------------------------------|
| Minimum Size  | 4" x 6"                      |
| Maximum Size: | 10.125" x 13.375"            |
| Jogs To Foot  | .1875" Trim                  |
| Scuff         | .375"                        |
| Perf          | .625" (Scuff + .25" To Perf) |

#### Multi-Page Inserts

|                |                              |
|----------------|------------------------------|
| Minimum Size   | 4" x 5"                      |
| Maximum Size   | 10.125" X 13.375"            |
| Head/Foot Trim | .1875"                       |
| Magna Strip    | Required for 8 Pages or More |

*Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.*

### FOR FURTHER INFORMATION

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

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