

Online Media Kit

WhiskyAdvocate.com

Whisky Advocate's online audience attracts a wide range of engaged readers from the novice to experienced enthusiasts. Connect with this audience through our desktop and mobile-friendly website, and targeted email newsletter opportunities.

AUDIENCE

Traffic

- 500,000+ monthly page views
- 200,000+ monthly visits
- 150,000+ monthly unique visitors

DEMOGRAPHICS

- Male/Female: 78%/22%
- 40%: 25-34; 20% are 35-44.
- Average HHI: \$175,000
- College Degree/Post Graduate: 92%
- 45% access via mobile device

AD SIZES (width x height)

- 234 x 60
- 300 x 250
- 728 x 90

We offer home page, blog and run of site road blocks (300 x 250 combined with 728 x 90 leaderboard for desktop, 300 x 250 combined with 234 x 60 for mobile) as well as running these ad sizes individually.



Advertising Information Contact

Amy Westlake,
Senior Vice President,
Advertising
amy@whiskyadvocate.com
484-519-1992

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PRICING OPTIONS

We can tailor a digital program that meets your marketing goals and budget. Our minimum buy is \$2,000 net per program.

PREVIOUS ADVERTISERS

- Distillers
- Retailers
- Publishers
- Auction houses

SPONSORSHIP OPPORTUNITIES

Throughout the year, WhiskyAdvocate.com offers sponsorship opportunities of special features. Some sponsorship opportunities may include:

- Whisky Advocate Annual Whisky Awards (December)
- Top 10 Whiskies rated per issue (March, June, September, December)
- WhiskyFest tickets on sale date (November)

EMAIL NEWSLETTER SPONSORSHIP

Advertise in our bi-weekly newsletter WhiskyNotes and reach our targeted opt-in audience of more than 16,000 enthusiasts. The newsletter features current whisky news and other targeted content. Open rates exceed 45%.

- Exclusive sponsorship: \$2,500 net per edition



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TECHNICAL AD SPECS

- Format: We accept GIF and JPG.
- Creative must be accompanied by a URL.
- Due date: 5 business days prior to launch.
- All ads must have a border.

Ad Type	Dimensions	Max File Size	Animation
Half Banner	234x60	30K	up to 15 sec.
Rectangle	300x250	30K	up to 15 sec.
Leaderboard	728x90	30K	up to 15 sec.
Roadblock	728x90, 300x250 & 234x60	30K	up to 15 sec.
Mobile	234x60 & 300x250	30K	up to 15 sec.
Newsletter	728x90 & 300x250	30K	up to 15 sec.

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Ad Samples

Roadblock
(units run concurrently)

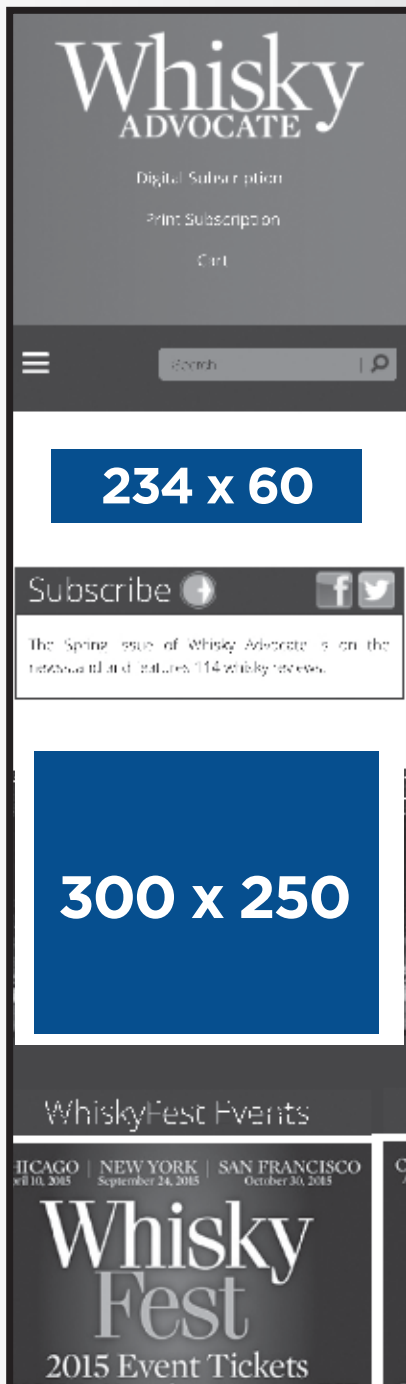
The screenshot displays the Whisky Advocate website layout with several ad units highlighted by blue boxes and arrows indicating a roadblock strategy. The units and their dimensions are:

- 728 x 90**: Located at the top right of the page, below the Whisky Advocate logo.
- 234 x 60**: Located on the right side of the page, above the 'Subscribe' button.
- 300 x 250**: Located on the right side of the page, below the 'Subscribe' button.

The website content includes a navigation bar with links to EVENTS, MAGAZINE, BUYING GUIDE, BLOG, SHOP, and WHISKY 101. The main content area features an article titled 'The State of American Craft Whiskey Distilling by Lew Bryson' with an image of whiskey bottles. Below this is a 'Whisky Advocate Blog' section with a list of articles and a 'WhiskyFest Events' section with a 'ORDER WHISKYFEST TICKETS' button.

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Mobile Sample



Email Newsletter Sample

