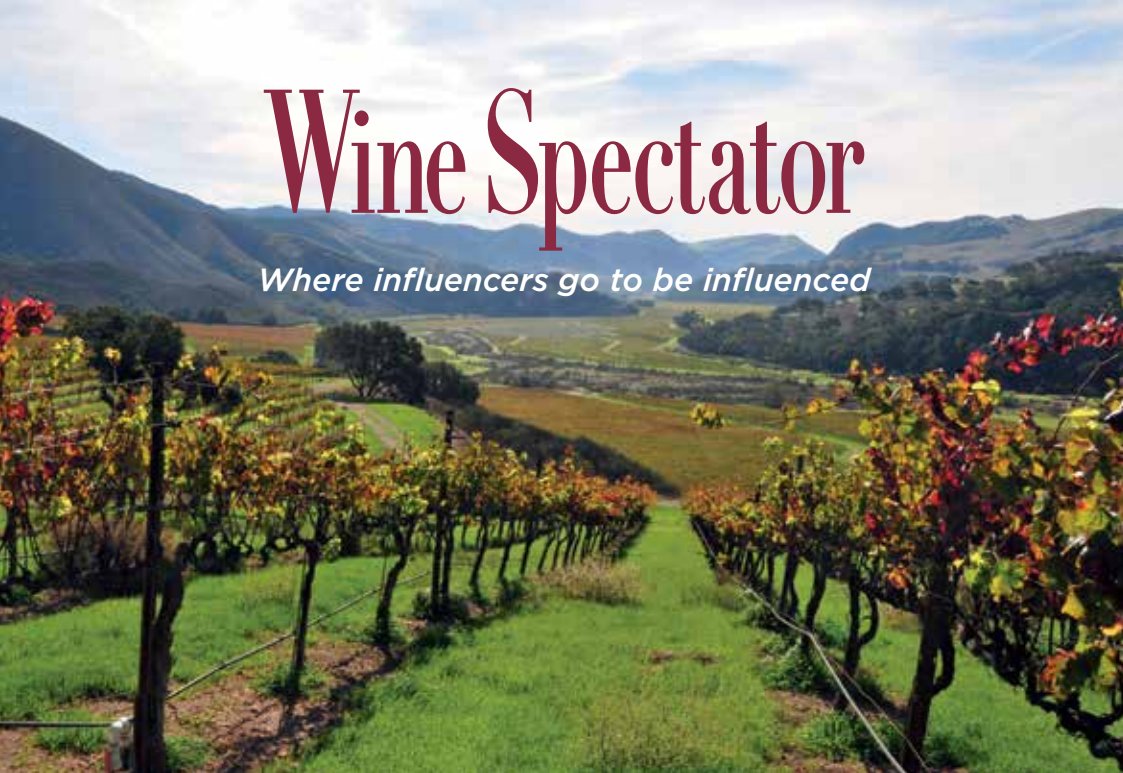


Wine Spectator

Where influencers go to be influenced



Mission Statement & Audience Profile

Wine Spectator is known for its intelligent and trustworthy editorial content and the integrity of its ratings and reviews.

Across media platforms, our editors celebrate the “good life” through the lens of wine. Features consistently educate our readers on travel, culture, home design & entertaining, and fine dining.

Wine Spectator attracts an affluent, epicurean audience of buyers and influencers. Our readers are brand ambassadors, not only for the quality wine & spirits they consume but also for the premium brands they invest in.



WS Brand Footprint & Offerings



PRINT
3,000,000



DIGITAL
1,100,000



SOCIAL
830,000



eNEWSLETTERS
430,000



EVENTS
30,000



MOBILE APPS
170,000



VIDEO
300,000

Source: All numbers are estimated. 2017 GfK MRI DB, Google Analytics 2018

Wine Spectator's Audience Profile

Demographic Profiles	MRI**	IPSOS* AFFLUENT
Average Age	51	51
Average HHI	\$127,000	\$345,000
Average Net Worth	\$520,000	\$2.2MM
College Educated	80%	78%
Lead Decision Makers	72%	81%

Total Yearly Luxury Expenditures*

\$167 Billion

Top Spending Categories At A Glance*

Home and Garden

\$25 Billion

Vehicles Bought or Leased

\$21 Billion

Travel

\$16 Billion

Financial Services

\$15 Billion

Apparel + Accessories

\$11 Billion

Leisure, Entertainment, Dining, Wine and Spirits

\$10.1 Billion

Jewelry + Watch

\$4 Billion

Source**: 2017, 2018 GfK MRI DB, Total Adults, HHI \$75,000+
Source*: IPSOS Affluent Survey USA Fall 2017, 2018 HHI \$125,000+
All numbers are estimates.



Wine Spectator

Print Presence

15x

NUMBER OF ISSUES PUBLISHED IN A YEAR

\$59.95

COST OF ONE-YEAR SUBSCRIPTION

60 Minutes

AVERAGE TIME SPENT PER ISSUE

385,000

PAID CIRCULATION

8.1

READERS PER COPY

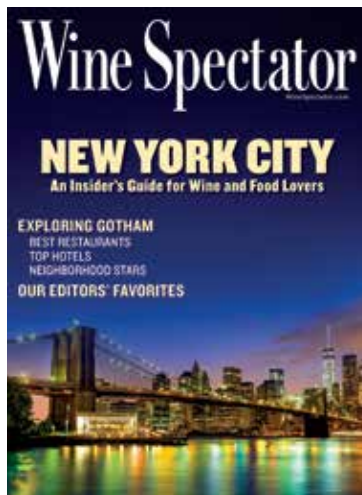
3 Million

AUDIENCE FOOTPRINT

Multi-Platform

ZINIO DESKTOP + MOBILE APP
LIVELINK

Source: All numbers are estimated. 2017 GfK MRI & MRI DB



Wine Spectator

WS Digital Offerings



NEWSLETTERS

Collecting & Auctions

Private Insider

Guide to Dining

Retailer Trade Report

Ratings Flash

Sips & Tips

UNFILTERED:

Pop Culture and

Wine/Spirits

Video Highlights

Wine & Healthy Living

WEBSITES

Custom Curated Microsites
Available

Top100.WineSpectator.com

Restaurants.WineSpectator.com

WineSpectator.com

MOBILE APPS

Restaurant Awards

Wine Ratings+

XValues

WS Social Media Offerings

Leverage Wine Spectator Authority to share and promote your brand's messaging and reach your target customer on Facebook and/or Instagram. Content can be developed and executed by Wine Spectator on behalf of your brand.



SHANKEN SOCIAL

Extend brand awareness and prompt brand loyalty from the Wine Spectator handle

90+ RATING PROMOTION

Highlight your score and review from WS Editorial Tasting Panel Delivered from the Wine Spectator Handle

Wine Spectator and M. Shanken Events at a Glance



SIGNATURE EVENTS

Bring Your Own Magnum Party

The New York Wine Experience
and Grand Tastings

Wine Spectator Grand Tours:
Chicago, Las Vegas, Miami

CO-SPONSORED EVENTS IN PREMIUM MARKETS

California

Chicago

Miami

New York

Santa Fe

TRADE

IMPACT Annual Global
Marketing Seminar

LEADERS Retail Awards Dinner
(sponsored by Impact and
Market Watch)

Reaching the Trade

In addition to reaching influential consumers, Wine Spectator attracts trade decision makers including Retailers, Food & Beverage Directors, Wine & Spirits Buyers, and more. There is no wasted circulation. It all counts.



PRINT ISSUES

Bonus Distribution

Sent to key global wine, spirits, and trade buyers and influencers throughout the year

DIGITAL

For the Trade

Dedicated Trade section on WineSpectator.com

Wine Ratings

Unbiased editorial reviews on WineSpectator.com

E-NEWSLETTER

Retailer Trade Report

Reaches independent and chain retail buyers

Private Insider Guide to Dining

Reaches sommeliers, chefs, foodies, wine directors and restaurant & hospitality teams

2019 issue dates and deadlines

COVER DATE

■ Jan/Feb Double Issue
■ March 2019
■ April 2019
■ May 2019
■ June 15, 2019
■ June 30, 2019
■ July 2019
■ August 2019
■ September 2019
■ October 15, 2019
■ October 31, 2019
■ November 15, 2019
■ November 30, 2019
■ December 15, 2019
■ December 31, 2019

SPACE CLOSE

■ December 14, 2018
■ January 8
■ February 5
■ March 5
■ April 2
■ April 16
■ May 14
■ June 4
■ June 28
■ July 30
■ August 13
■ September 3
■ September 17
■ October 1
■ October 22

MATERIAL DUE

■ December 18, 2018
■ January 10
■ February 7
■ March 7
■ April 4
■ April 18
■ May 16
■ June 6
■ July 2
■ August 1
■ August 15
■ September 5
■ September 19
■ October 3
■ October 24

Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

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
Full Page Trim	9.875"	13"
Full Page Bleed	10.125"	13.25"
Full Page Safety	8.875"	12.5"
Full Page Non-Bleed	8.875"	12"
Spread Trim	19.75"	13"
Spread Bleed	20"	13.25"
Spread Safety*	19.25"	12.5"
*For spreads, allow .5" safety on each side of the gutter		
2/3 Page Vertical	6"	11.25"
1/2 Junior Page	6"	7.5"
1/2 Page Horizontal	9"	5.625"
1/3 Page Vertical	3"	11.25"
1/3 Page Horizontal	6"	5.625"
1/6 Page Vertical	3"	5.625"
1/6 Page Horizontal	6"	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, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
tel: 212-684-4224 x344

Jennifer Arcella
jarcella@mshanken.com
tel: 212-684-4224 x321

ADVERTISING SPECS

Ad Type	Dimensions	Max Size	Animation	Loops
Rectangle	300x250	75kb	Up to 15 sec.	Unlimited only
Tile	234x60	75kb	Up to 15 sec.	Unlimited only
Leaderboard	728x90	75kb	Up to 15 sec.	Unlimited only
Roadblock	300x250, 234x60 and 728x90 (run concurrently)	75kb	Up to 15 sec.	Unlimited only
E-mail Newsletter Sponsorship	Classic: 300x50 and 300x250	75kb	Up to 15 sec.	Unlimited only
	Sponsored Post: 540x304 GIF or JPG 72 DPI image Short photo caption/photo credit URL Headline: Up to about 5 words or 42 characters. Text: Up to about 70 words or 400 characters Suggested Tweet text (optional) Suggested Pinterest caption (optional)	150kb	Up to 15 sec.	Unlimited only

VIDEO SECTION SPONSORSHIP:

- Video Format and Size: .mov or .mp4; 2GB max
- Video Aspect Ratio: 16x9
- Large Still: 848x477px JPG file, without text
- Video Title (appears under the Large Still image): up to 65 characters, with spaces
- Short Description of the video (short + punchy is best): up to 220 characters, with spaces
- Link (to your website, promotional materials, etc.): text up to 50 characters; URL
- Banner ads: 234x60px, 728x90px; GIF or JPG format under 75kb

RICH MEDIA AD SPECS

- **Other Rich Media:**
- All Rich Media files require a default .gif or .jpeg with a max file size of 75kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DFP-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative must be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.

DIGITAL PRODUCTION CONTACT

Hilary Chalson
 Digital Ad Manager
 212-684-4224 ext. 553
 hchalson@mshanken.com

Contacts for Media Inquiries

CONTACT INFORMATION:

NEW YORK:

825 Eighth Avenue, 33rd Floor New York, NY 10019

Phone: 212-684-4224 ■ Fax: 212-481-1540

Advertising contacts:

Miriam Morgenstern – Senior Vice President, Associate Publisher

e-mail: mmorgenstern@mshanken.com

cc: Maggie Kotraba at mkotraba@mshanken.com

Barry Abrams – Corporate Advertising

212-684-4896 ■ e-mail: babrams@mshanken.com

Michael McGoldrick – Beverage & Alcohol Advertising

212-684-4987 ■ e-mail: mmcgoldrick@mshanken.com

Michael DiChiara – Account Director

212.481.1521 ■ e-mail: mdichiara@mshanken.com

West Coast Representatives

Cheryl Lewis – Vice President, West Coast Sales Director

Phone: 415-673-2040 ext. 1 ■ Fax: 415-673-0103

e-mail: clewis@mshanken.com

Marissa Barker – West Coast Advertising Coordinator

Phone: 415-673-2040 ext. 2 ■ e-mail: mbarker@mshanken.com

Restaurants/Arizona Representative

Steve Bliman

424-208-3150 ■ e-mail: bliman@twc.com

Southeast Representative

Wheeler Morrison

770-391-9905 ■ e-mail: wheeler@greenleavesmedia.com

Jennifer Arcella – Advertising Services Manager

212-684-5147 ■ e-mail: jarcella@mshanken.com

Hilary Chalson – New Media/Digital Production Manager

212-481-8610 ext. 553 ■ e-mail: hchalson@mshanken.com

To speak with a global representative in your area,
please contact the NY Corporate office

