

# 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
- Readership of 25,000
- 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

## 2016 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
January 1 & 15	<ul style="list-style-type: none"> <li>• Top 25 U.S. Spirits</li> </ul>	December 31	January 4
February 17 & 15	<ul style="list-style-type: none"> <li>• Bourbon                             <ul style="list-style-type: none"> <li>• Top 25 Bourbon Brands in U.S.</li> <li>• Top 5 Super-Premium Brands in U.S.</li> </ul> </li> </ul>	Feb 5	Feb 9
<b>March 1 &amp; 15</b> <b>(IM Seminar - 3/10)</b>	<ul style="list-style-type: none"> <li>• “Hot Brands”: Spirits and Wine</li> <li>• Top 100 Spirits Brands Worldwide</li> </ul>	Feb 22	Feb 25
<b>April 1 &amp; 15</b> <b>(WSWA -4/18-21)</b>	<ul style="list-style-type: none"> <li>• Global Vodka Update                             <ul style="list-style-type: none"> <li>• Top 25 Vodka Brands in U.S.</li> <li>• Fastest-Growing Vodka Brands</li> </ul> </li> <li>• Top 10 Spirits &amp; Wine Distributors</li> </ul>	March 25	March 30
May 1st	<ul style="list-style-type: none"> <li>• Imported Wine Report                             <ul style="list-style-type: none"> <li>• Top 20 Imported Wine Brands</li> <li>• Top 10 Premium-Plus Imports</li> </ul> </li> <li>• Top 100 Brands Worldwide By Value</li> <li>• U.S. Off-Premise Update</li> </ul>	April 13	April 15
<b>May 15th</b> <b>(NABCA - 5/20-23)</b>	<ul style="list-style-type: none"> <li>• Tequila Report                             <ul style="list-style-type: none"> <li>• Top 25 Tequila Brands In U.S.</li> <li>• Leading Luxury Tequilas</li> <li>• Leading Super-Premium Tequilas</li> <li>• Leading Premium Tequilas</li> </ul> </li> <li>• Control State Update</li> <li>• Beer “Hot Brands”</li> </ul>	April 29	May 2
June 1 & 15	<ul style="list-style-type: none"> <li>• Champagne</li> <li>• Sparkling Wine</li> <li>• Flavored Whiskey In U.S.                             <ul style="list-style-type: none"> <li>• Top 10 Flavored Whiskey Brands</li> </ul> </li> </ul>	May 20	May 24
July 1st	<ul style="list-style-type: none"> <li>• Rum                             <ul style="list-style-type: none"> <li>• Top 20 Rum Brands In U.S.</li> <li>• Top 5 Super-Premium Rums</li> </ul> </li> <li>• U.S. Beer</li> </ul>	June 14	June 17
July 15th	<ul style="list-style-type: none"> <li>• U.S. Vodka Report &amp; Analysis                             <ul style="list-style-type: none"> <li>• Leading Vodkas Above \$25</li> <li>• Leading Vodkas in \$15-\$25 range</li> <li>• Leading Vodkas in \$10-\$15</li> </ul> </li> <li>• New Product Update</li> </ul>	June 29	July 5
August 1 & 15	<ul style="list-style-type: none"> <li>• Top 20 Premium Wines In U.S.</li> <li>• China Overview</li> </ul>	July 27	July 29
September 1 & 15	<ul style="list-style-type: none"> <li>• Top Spirits Companies</li> <li>• Hot Prospects</li> </ul>	August 15	August 18
<b>October 1st</b> <b>(NBWA - 9/25-28)</b>	<ul style="list-style-type: none"> <li>• World Beer Report</li> <li>• Beer Wholesaler Update</li> <li>• Blue Chip Brands</li> </ul>	September 1	September 6
<b>October 15th</b> <b>(TFWA- 10/3-7)</b>	<ul style="list-style-type: none"> <li>• Travel Retail Report</li> <li>• Scotch/Single Malt</li> <li>• Cognac Update</li> </ul>	September 13	September 15
November 1st	<ul style="list-style-type: none"> <li>• Irish Whiskey</li> <li>• Canadian Whiskey</li> </ul>	October 11	October 14
November 15th	<ul style="list-style-type: none"> <li>• Gin</li> <li>• Emerging Markets Report</li> </ul>	October 28	November 1
December 1 & 15	<ul style="list-style-type: none"> <li>• Liqueurs Market</li> <li>• Canada Market Report</li> </ul>	November 23	November 29

• Issues in bold feature bonus distribution at trade shows

# IMPACT

## 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

Jennifer Arcella  
[jarcella@mshanken.com](mailto:jarcella@mshanken.com)  
TEL: 212-481-8610 x315

## **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.