

Wine Spectator.com

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OVERVIEW

Launched in October 1996, WineSpectator.com is the most authoritative source of wine information in the world. This definitive Web site is for individuals who wish to expand their knowledge and appreciation of wine, fine dining, cooking and entertaining, and world travel.

America's most popular wine Web site, redesigned in October 2006, WineSpectator.com provides wine ratings and original content you won't find anywhere else. Our site provides an exciting opportunity to reach an educated, sophisticated and affluent professional who enjoys what life has to offer.

Online Subscribers have access to:

- More than **200,000 wine ratings**, searchable by score, varietal, vintage and price
- More than **1,000 new wine ratings** each month
- **Detailed Vintage Charts** for all the major growing regions
- Advance wine ratings through our two newsletters, the *Insider* (hot new wines) and the *Advance* (a preview of new ratings from *Wine Spectator* magazine), exclusive to *Wine Spectator* Online
- **Editors' Blogs:** Exclusive opinions and commentary from our senior editors and guest bloggers
- **Videos:** Join the editors at *Wine Spectator* as they talk with winemakers, chefs and sommeliers
- **Auction Database** that tracks the most current prices for collectible wines
- **Personal Wine List/My Cellar:** Allows members to track their wine collections online and make their own shopping lists
- **Wine Spectator Mobile**
- **Plus:** News & Features, Tasting Reports, exclusive Barrel Tastings, Daily Wine Picks, Value Wines and much more

A SAMPLE OF PREVIOUS ADVERTISERS

Wine Industry

Acker Merrall & Condit
Bonny Doon
Chateau Ducru-Beaucaillou
Chateau Haut-Brion
Curran and Conners
D. Sokolin Company
Gallo
Hart Davis Hart
J.P. King Auction
Pasternak Wine Imports
Rioja
Terlato Wines
Sterling Winery
Vineyard Brands
Vinitaly
Wines from Spain
Wines of Germany

Travel/Tourism

Air New Zealand
California Tourism
Delta Airlines
Government of France
Hyatt
Monaco Tourism Board
Pinehurst Resorts
Ritz-Carlton
The Luxury Collection
Three Forks Ranch
Tourism BC
Tourism New Zealand
Tourism of Ontario
Vail Resorts

Financial/Automotive

American Express
Aetna/AARP
Acura
Porsche

Fashion/Misc.

Callaway Golf
Christies
Gucci
Riedel
Sothebys
Triscuit
Vinturi
WinePod

AUDIENCE

TRAFFIC

- 6 million+ monthly page views
- 800,000+ monthly visits
- 500,000+ monthly unique visitors
- Time on site: 7:45

DEMOGRAPHIC

- Male/Female: 81% / 19%
- Median Age Range: 40–44
- Median HHI Range: \$150,000–\$200,000
- College Degree or Higher: 83%
- Executive, Managerial, Professional: 77%

AD SIZES

- | | |
|-------------|-------------|
| ▪ 120 x 600 | ▪ 300 x 600 |
| ▪ 160 x 600 | ▪ 300 x 250 |
| ▪ 728 x 90 | ▪ 234 x 60 |

We will tailor the proposal based on advertiser goals and objectives.
Our minimum buy is \$5,000 net per month.

WineSpectator.com is open to “out of the box” ideas and will create packages that suit the needs of our clients.

LUXURY INSTITUTE CONSUMER WEBSITE STUDY, 2008

The Luxury Institute has conducted research on leading Consumer Websites among wealthy consumers with a minimum annual income of \$150,000.

15 CONSUMER WEBSITES INCLUDED IN THE SURVEY WERE (ALPHABETICAL ORDER)

- | | | | |
|------------------------|-----------------------|-----------------------|----------------------|
| ▪ Architectural Digest | ▪ Food and Wine | ▪ New York Magazine | ▪ Travel and Leisure |
| ▪ Bon Appetit | ▪ Gourmet | ▪ Scientific American | ▪ Vanity Fair |
| ▪ Conde Nast Traveler | ▪ National Geographic | ▪ The New York Times | ▪ Vogue |
| ▪ Esquire | ▪ Traveler | ▪ The New Yorker | ▪ Wine Spectator |

CONSUMERS WERE SURVEYED IN DEPTH ON HOW THE FOLLOWING CATEGORIES RELATE “TO ME”:

- | | |
|-------------------------------|------------------------------------|
| ▪ Subject Matter Expert | ▪ Helpful and Relevant Information |
| ▪ Advertising Appropriateness | ▪ Production Quality |

TWO IMPORTANT QUESTIONS WERE ASKED:

- Is this website worthy of a price premium
- Would you be willing to recommend the Website to people you care about

WINESPECTATOR.COM RESULTS

WINESPECTATOR.COM RANKED SIXTH OVERALL IN THE SURVEY BUT SCORED WELL ABOVE AVERAGE FOR “WORTHINESS OF A PRICE PREMIUM” AND “WILLINGNESS TO RECOMMEND”

- #1 in the category “is this consumer website worthy of a significant price premium with”
- #3 in the category “would you recommend this consumer website”

Those that would recommend winespectator.com cited its’ expert advice and product relevant information, as well as appropriate ads. The website had an 80% willingness to recommend score.

CONSUMERS WHO WERE WILLING TO RECOMMEND WINESPECTATOR.COM TO OTHERS SAID:

“Great addition to the printed magazine”

“Definitive source for information”

“If people want access to wine reviews, winespectator.com is the best place to get them”

“Totally relevant to my lifestyle and interests, well done”

“Great reviews and recommendations for wine and food”

“Just about the best in the business”

“Best resource for wine fans”

“Expert advice and current knowledge”

E-MAIL NEWSLETTER SPONSORSHIPS

SIPS & TIPS

- Features a great-value wine selected by our editors along with dining, travel and other wine-related tips
- Sent weekly to Sips & Tips opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

VIDEO THEATER

- Features our most recent videos in one convenient delivery
- Sent weekly to Video Theater opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

WINE & HEALTHY LIVING

- Features ideas and advice for a healthy and satisfying lifestyle
- Sent bi-weekly to Wine & Healthy Living opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

COLLECTING & AUCTIONS

- Provides information on upcoming auctions, results from recent auctions and other valuable information for the in-the-know collector
- Sent bi-weekly to Collection & Auctions opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

SPONSORSHIP OPPORTUNITIES

Throughout the year, WineSpectator.com offers sponsorship opportunities of both special features and recurring content. Some sponsorship opportunities may include:

- Bordeaux Barrel Tastings
- Top 100
- Daily Wine Picks
- For the Trade
- Dining & Travel
- Wine Spectator Mobile

ADDITIONAL OPPORTUNITIES

GEO-TARGETING

WineSpectator.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

FREQUENCY CAPPING

WineSpectator.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

VIDEO & RICH MEDIA

WineSpectator.com can support a wide variety of Rich Media including Flash and In-Unit Video :07 pre-rolls also available in limited quantities

ADVERTISING SPECS

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

RICH MEDIA AD SPECS

■ Flash Files:

- Flash files are accepted in .swf format only.
- To ensure proper tracking, files should contain an action script inserted in this fashion:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

(This action script will replace the click-through url within the file but urls must still be provided)
- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher

■ Expandable Units:

- 160x600; max expansion 400x600
- 728x90; max expansion 728x270
- 300x250; max expansion 500x500
- Expansion must be user-initiated

■ Other Rich Media:

- All Rich Media files require a default .gif or .jpeg with a max file size of 30k.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Skyscraper	160x600	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Half-Page	300x600	40K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblocks	160x600 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
E-Mail Newsletter Sponsorships	160x600, 120x90 & 50 words of text	30K	Up to 15 sec.	3 loops max	GIF or JPEG Only. Text max of 50 words.

SAMPLE WEEKLY EMAIL NEWSLETTERS



Wine Spectator.com

AD SAMPLES

This screenshot shows the Wine Spectator website homepage with several ad placement callouts:

- 234 x 60:** Two callouts pointing to green rectangular ad spaces at the top of the page, one on the left and one on the right.
- 300 x 250:** A callout pointing to a large green rectangular ad space on the right side of the page.

The website layout includes a navigation bar with links like "Welcome", "Customer Care", "My Page", "Wine Ratings", and "Site". The main content area features sections for "Tasting Highlights", "Classic Dessert Wines", "FREE Wine Spectator e-mail newsletters", "SUBSCRIBE TO WINE SPECTATOR MAGAZINE!", "SPECTATOR'S TRADING POST", "Blogs", "What's New", "Video Theater", and "MEMBERS ONLY Wine Ratings".

This screenshot shows the Wine Spectator website video theater section with ad placement callouts:

- 728 x 90:** A callout pointing to a green rectangular ad space at the top of the video theater section.

The video theater section features a large video player with the title "OREGON PINOTS Yamhill-Carlton vs. McMinnville". Below the video player is a "New Videos" section with a grid of video thumbnails, including "Oregon Pinots", "Hudson Falls", "08 Top 10: #2", "Tom vs. the Chef", "Diana's Discovery", "08 Top 10: #3", "Top 10 Tasting", "08 Wine of the ...", and "08 Top 10: #4".

Wine Spectator.com

AD SAMPLES

Wine Spectator.com website layout. The top navigation bar features a 'Roadblock' ad (234 x 60). Below the navigation bar, the 'dining & travel' section includes a 'Wine Country Travel' article and a 'Roadblock' ad (234 x 60) with the text 'Units Run Concurrently'. The 'Roadblock' label is placed next to the ad with an arrow pointing to it.

Wine Spectator.com website layout. The top navigation bar features an 'EXCLUSIVE SPONSORSHIP' ad (234 x 60) with the text '(all 4 ad positions)'. Below the navigation bar, the 'wine ratings' section includes a 'Wine Ratings Search' article and a 'Roadblock' ad (234 x 60) with the text '300 x 250'. The 'Roadblock' label is placed next to the ad with an arrow pointing to it.

WINE SPECTATOR MOBILE

A new way to reach WineSpectator.com members — sponsor *Wine Spectator Mobile* today!

ABOUT WINE SPECTATOR MOBILE

Launched in October 2008, *Wine Spectator Mobile* is for everyone who has ever wanted more information when buying wine on the go.

- Search *Wine Spectator*'s database of more than 200,000 wine ratings
- View our vintage charts
- Reference your shopping lists and current cellar inventory via Personal Wine List/My Cellar



MOBILE BANNER AD SPECS

Dimension	Max File Size	Accepted Formats
216x36	3K	Static GIF or JPEG only

ADDITIONAL INFORMATION

- Third party serving and tracking not accepted.
- Click through URL must link to a mobile web site specifically optimized for mobile phones. If you do not have a mobile web site, your ad must click through to a landing page that is optimized for mobile phones.

mobile.winespectator.com