

Whisky Advocate Media Kit 2015



Whisky
ADVOCATE

Whisky Advocate Media Kit 2015

Thank you

Thank you for your interest in *Whisky Advocate* magazine. Enclosed please find the 2015 media kit with complete advertising information.

Published quarterly, *Whisky Advocate* is the world's top source of whisky information, education, and entertainment, informed by the lively words of the world's best whisky writers.

We offer a variety of advertising and promotional options to position your brand in front of our unique audience of upscale whisky enthusiasts and members of the trade. These outlets include advertising in *Whisky Advocate* magazine, exhibiting at WhiskyFest events, and promoting your business online.

We look forward to working with you to get your product exposure to this valuable targeted audience.

Sincerely,

Amy Westlake
Senior Vice President, Advertising
610-967-1083
amy@whiskyadvocate.com



Reach the Growing Worldwide Whisky Market

Whisky Advocate magazine

- **World's top source of whisky information**, education, and entertainment, penned by the world's best whisky writers.
- **Published quarterly since 1992** first under the *Malt Advocate* name; magazine name changed to *Whisky Advocate* in 2011.
- **Readership has expanded to 225,000** and continues strong growth due to significant circulation investment.

Demographic highlights:

Age:

32% between 25 and 44 years old

Gender:

96% male

Whisky interest:

81% bourbon/American
79% single malt scotch
52% Irish

Other spirits:

Beer, Wine, Vodka, Rum,
Tequila, Gin, Wine



Whisky Advocate Events

- WhiskyFest events (est. 1998) are the largest, longest running, and most successful whisky events in the U.S.
- All 40 previous events have sold out of booth space and attendee tickets in advance.
- Events attract more than 6,000 affluent consumers, top media, and influential members of the trade and are held annually in New York, Chicago, and San Francisco.



WhiskyAdvocate.com

- WhiskyAdvocate.com is the gateway to our whisky-related media: beginners' information, over 20 years of our Buying Guide reviews, digital and print subscriptions, and our blog where thousands of visitors stop by daily to read insider information and lively opinions of our top writers.
- 150,000+ unique visitors every month
- 500,000+ page views per month
- Demographics skew younger (more than 60% are between 25 and 44) and a growing female audience (20%+).



Your Target Audience: Focused and Delivered

Leaders

Whisky Advocate readers become just that: *whisky* advocates. They are learning more about whisky every day, and then they pass that knowledge along to an expanding web of friends, who often base whisky buying decisions on that advice.

Because of our collection of the best writers, and our deep connections in the industry, the trade reads *Whisky Advocate* as well; they look to us for honest reviews and pre-release information. Importers and distillers themselves read the magazine for the unbiased perspective we give them. **We watch the whole world of whisky, and that world watches us.**

Passionate

Our readers tell us that they read *the whole magazine*, not just one or two parts; they want every bit of information we can give them. We see them at WhiskyFest, asking distillers questions and discussing whiskies, fiercely, intensely, and joyously. They kindle great discussions on the Whisky Advocate blog, and they expect a lot from our e-newsletter, Whisky Notes, and our strong social media presence.

Readership

Whisky Advocate's 2015 readership is estimated at more than 225,000 enthusiasts. With the strong support of parent company M. Shanken Communications, the leader in luxury lifestyle publications like *Wine Spectator* and *Cigar Aficionado*, we expect readership to continue to grow year after year from significant investment in promotions and circulation building.



Profile of Our Readers

Age

57% of our readers are between 21 and 54 years old

21+	100%
21 to 44	32%
45 to 54	25%
55 to 65	29%
65+	15%

Household Income

Household incomes are high

Average Household Income	\$175,000
--------------------------	-----------

Education

Subscribers are highly educated

College Graduate	96%
Post Graduate Study	41%

Employment

Many work in finance, marketing, and technology

Executive, managerial, or professional positions	40%
--	-----

Monthly Spending on Whisky

Subscribers spend generously on whisky

\$50 to \$100	46%
\$100 to \$200	28%



Reader Lifestyle

Automobile

Many readers drive high-end vehicles

Own or lease a luxury car	41%
---------------------------	-----

Cigar Smokers

Based on past 30 days

Smoke cigars	44%
--------------	-----

Golf

Based on past year

Played golf 1+ times	38%
----------------------	-----

Travel

More than 50% enjoy traveling to Europe while many others travel to Mexico and the Caribbean

Europe	55%
UK	52%
Mexico	17%

Watch Ownership

Own a luxury watch	46%
--------------------	-----



Editorial Calendar

Spring (March) 2015 — Travel to Scotland

All aboard the Royal Scotsman! The whisky-trimmed elegance of this fabled train is just one of the attractions in our Scottish travel issue. We'll take you sailing on the distillery coast, visit the best visitor centers, stay in the best whisky inns, and take a roaring road trip up Scotland's Thunder Road, the A9. Then we're back to America to look at new things in bourbon country and the big fuss over whisky regulations. We'll feast on smoked game, play midnight golf, and go drinking with Inspector Rebus. And don't forget: it's also our annual Awards Issue.

Bonus distribution: *WhiskyFest Chicago, Wine Spectator Grand Tour (New York, Las Vegas, Washington, DC), Impact Seminar, Els for Autism Gold Tournament*

Summer (June) 2015 — Whisky and Beer

Learn how brewers are aging beers in whisky barrels (and vice versa), making whisky directly from beer, brewing beers with the smoky malts whisky makers use, and pushing super-beers into whisky ranges of alcohol. We'll celebrate Ardbeg's bicentenary, meet some 'proper' distillery managers, and count off the people who made whisky what it is today. Then it's 48 Hours in Philly, a taste of Scottish chocolates, and advice on how to store your whisky.

Bonus distribution: *Tales of the Cocktail, Wine Spectator Magnum Parties in Napa and Sonoma, VinExpo, Market Watch Leaders Dinner*

Fall (September) 2015 — Looking for Whisky Value

"Value" is a tricky word; you can find it in low-priced whisky and in expensive ones. We'll help you find them with pieces like the 100 best whiskies under \$100. Learn why bourbon got so pricey so fast, how much of your whisky price is taxes, and where the last great value sector is in whisky. We'll go hunting and fishing in Scotland, taste unusually smoked whiskeys, and view the 7 wonders of Irish whiskey. Then it's 48 Hours in Paris, tips for finding whisky value and more.

Bonus distribution: *WhiskyFest San Francisco, WhiskyFest New York, New York Wine Experience Weekend, Las Vegas Big Smoke Weekend, Market Watch Leaders Dinner*

Winter (December) 2015 — Bourbon!

Bourbon is exploding, and there's no end in sight: more drinkers, more cocktails, more distillers, more bottlings! We'll check in on innovation (and consistency) at the majors, visit some of the new makers, and celebrate bottled in bond. Add our usual blend of world whisky stories, travel and food focuses, and bountiful harvest of whisky reviews at this time of year, and you've got an issue you won't want to miss!

Bonus distribution: *New York Big Smoke, South Beach Food & Wine Festival*

Bonus distribution issues offer the opportunity to get your message directly into the hands of motivated consumers who attend tasting events around the United States.

Editors reserve the right to make changes to editorial calendar as necessary.

In Each Issue

Besides eight to ten feature-length articles, each issue delivers these regular columns.

From The Publisher

Publisher John Hansell's forum on what the whisky world needs to know.

Buying Guide

Whisky Advocate's Buying Guide is the heart of the magazine: pages of reviews of a worldwide range of the best—and sometimes worst—whiskies currently available, honestly appraised by the best palates in the business.

Distillations

Smaller stories: openings, closings, new whiskies and trends. We also have our 48 Hours travel section, a food story, and our valuable Whisky Advocate Auction Index, tracking the hammer prices of collectible whiskies at world auction houses.

World Whiskies

Dave Broom's views what's going on (and sometimes what should be going on) with Scotch, Japanese, and other whiskies of the world.

American Spirit

Lew Bryson looks at trends, issues, and concerns in the American whiskey industry: bourbon, rye, Canadian, and craft distillation.

Add Whisky

Famed cocktail historian and writer David Wondrich spins great tales of what happens when you take ordinary (and not-so ordinary) ingredients...and add whisky.

The Thoughtful Drinker

Stephen Beaumont pens our longest-running column on how drinking — whisky, spirits, beer, wine — fits into a happy, integrated life.

A Round With. . .

A dozen or so questions — whisky details and personal queries, some pointed, some irreverent — posed to leading industry figures: distillers, retailers, bar managers, and so on.

48 Hours

Travel to the best whisky bars on Earth with a variety of correspondents. Sometimes it's a city guide — New York, Glasgow — sometimes a whole region, but it's always a great two days' worth of travel and whisky.

A Lighter Dram

Humorist Terry Sullivan likes whisky...but he's not as serious about it as the rest of us. It's a laugh, a lark, a lighter dram.

I'm a Whisky Advocate

We wondered, is whisky as important a part of our readers' lives as it is of ours? Judging from the pictures we get for this reader-supplied gallery, the answer is no. It looks like it's even more important.



WhiskyFest™

WhiskyFest is the longest-running and best-attended whisky festival in the U.S. It is unique, offering the finest whiskies from all around the world, poured by the people — the very living legends — who make them. It was created by *Whisky Advocate* magazine and continues to improve and benefit through the extensive knowledge and industry savvy of the magazine's editors and writers.

Your Audience

WhiskyFest attracts a wide range of affluent attendees, from the excited novice to seasoned enthusiasts. What brings them together at WhiskyFest is a desire to learn more, know more, experience more about whisky. That same desire draws large numbers of people from the trade: wholesalers, retailers, importers, and mixologists. WhiskyFest is also well-attended by journalists representing the most influential print and online media.

Top Whisky Markets

These events offer unsurpassed opportunities to reach top, targeted audiences with a significant echo effect in America's most influential cities: Chicago, San Francisco and New York. As we like to say: WhiskyFest — The First, The Best!

How Will You Connect?

WhiskyFest has two sides, two opportunities to connect with this audience of influencers. The Grand Tasting is a gala atmosphere of wide-eyed variety, the perfect arena for a stand-out brand with a charismatic ambassador. The Seminars offer a quiet, focused venue for your message to a smaller, self-selected group who are looking to learn much more, to become ambassadors.

"It was first class all the way and definitely an event that I'm going to continue to partake in."



GET ON BOARD

TRIPLE THE SHOWCASE

WhiskyFest is in all three major U.S. whisky markets: New York, Chicago, and San Francisco.

SEE NEW FACES

Over half of our attendees are first-time attendees. You reach new audiences in each city, each time you exhibit.

KEY OPINION LEADERS

You will meet and engage with the most influential consumers, retailers, media, and members of the trade.

TOP CONTACT

All this through one company — Whisky Advocate — the company who originated the Whisky Festival concept in the U.S.

GET THE PACKAGE

Receive a discount on your booth space when you sign up for all three 2015 events.

FULL HOUSE

With WhiskyFest, there's never a worry about numbers: sell-out crowds, every time.

RESERVATION PROCEDURES

To reserve space at WhiskyFest, contact Joan McGinley, Events Manager at 610-967-1083 or email joan@whiskyadvocate.com

Advertising Information

ADVERTISING RATES

Four Color

Frequency	1X	4X	12X
Full page	\$10,460	\$9,645	\$9,320
2/3 page	\$7,830	\$7,235	\$6,990
1/2 page	\$6,795	\$6,270	\$6,060
1/3 page	\$5,235	\$4,820	\$4,665
1/6 page	\$3,660	\$3,375	\$3,260

Special Positioning Premiums

2nd Cover Gatefold	On Request
Inside Back Cover	\$11,265
Back Cover	\$13,800
Opposite Table of Contents	\$10,340

Issuance and Closing Dates

Published 4 times a year, in March, June, September, and December.
Closing for insertion orders is approximately 6 weeks prior to cover date. Material is due approximately 5 weeks prior to cover date.

Reserve Your Ad Space Now

Send space reservations to:
Amy Westlake,
Senior Vice President, Advertising
Whisky Advocate Magazine
167 Main Street, Emmaus PA 18049-2705
Telephone: (610) 967-1083
Email: amy@whiskyadvocate.com



Production Specifications

Printing

Binding: Perfect Bound
Publication Trim Size: 9.875" x 11.5"

Digital File Specifications

Media Accepted: 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)

Mechanical Specifications

Size = Width x Height	
Publication Trim Size	9.875" x 11.50"
Full Page Bleed	10.125" x 11.75"
Full Page Safety	9.375" x 11.00"
Full Page Non-Bleed	8.625" x 10.375"
Fractionals	
2/3 (2 columns) Non-Bleed	5.625" x 10.375"
1/2 Non-Bleed	8.625" x 5.1875"
1/3 (1 column) Bleed	3.6875" x 11.75"
1/3 (1 column) Non-Bleed	2.875" x 10.375"
1/6 (1/2 column)	2.875" x 5.0625"
Spread	
Trim	19.75" x 11.50"
Bleed	20.00" x 11.75"
Safety (requires .5" safety gutter)	19.25" x 11.00"
Non-Bleed	18.25" x 10.25"

2015 Closing Dates

March (Spring)
Space Close: 1/12/15
Materials Due: 1/19/15
On Sale Date: 3/1/15

June (Summer)
Space Close: 4/13/15
Materials Due: 4/20/15
On Sale Date: 6/1/15

September (Fall)
Space Close: 7/13/15
Materials Due: 7/20/15
On Sale Date: 9/1/15

December (Winter)
Space Close: 10/12/15
Materials Due: 10/19/15
On Sale Date: 12/1/15

FOR PRODUCTION QUESTIONS

Email **Melanie Gochner**:
melanie@whiskyadvocate.com

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, contact,
Whisky Advocate magazine,
167 Main St., Emmaus PA 18049-2705
Telephone: (610) 967-1083

2014 Advertisers

Whisky

American

Barterhouse
Bird Dog
Buffalo Trace
Bulleit
Dickel
E.H. Taylor
Eagle Rare
Four Roses
Larceny
Lexington
Maker's Mark
MGP
Michter's
Old Blowhard
Parker's Heritage
Collection
Rhetoric
Ron Burgundy
Sam Houston
TINCUP

Westland
Wild Turkey

Scotch

Aberlour
Ardbeg
Auchentoshan
Balvenie
Bowmore
Bruichladdich
Buchanan's
Chivas
Glen Garioch
Glen Grant
Glenfiddich
Glengoyne
Glenlivet
Glenmorangie
Glenrothes
Gordon & MacPhail
Grand Macnish
Highland Park

Johnnie Walker
Kilchoman
Macallan
Oban
Talisker
Tamdhu
Tomatin

Irish

Bushmills
Green Spot
Jameson
Midleton
Powers
Redbreast
Tullamore Dew

Canadian

Crown Royal
Lot No. 40
Pike Creek

Other Spirits

Absolut vodka
Belvedere vodka
Botanist gin
Brugal rum

Cazadores
Captain Morgan
rum
DeLeon Tequila

Diplomatico rum
Gran Patron
Piedra
Zacapa rum

Luxury

Ball Watches
Bonhams
Carl F. Bucherer
Dueber Watches
Graham Watches
Maurice LaCroix
Oris
Tag Heuer

Cigars

Asylum Cigars
Alec Bradley
Altadis
Boutique Blends
Casa Magna
Cohiba
Davidoff

Drew Estate
Fuente
H. Upmann
Matasa
My Father Cigar
Padron



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 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)

- 300 x 250
- 728 x 90

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



Advertising Information Contact

Amy Westlake,
Senior Vice President,
Advertising
amy@whiskyadvocate.com
610-967-1083

Online Media Kit

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 15,000 enthusiasts. The newsletter features current whisky news and other targeted content. Open rates exceed 45%.

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



Advertising Information Contact

Amy Westlake,
Senior Vice President,
Advertising
amy@whiskyadvocate.com
610-967-1083

Online Media Kit

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, and Flash
(No expanding Flash files, SWF format only)
- 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
Rectangle	300x250	30K	up to 15 sec.
Leaderboard	728x90	30K	up to 15 sec.
Roadblock	728x90 & 300x250	30K	up to 15 sec.
Newsletter	728x90 & 300x250	30K	up to 15 sec.

Online Media Kit

Ad Samples

Roadblock
(units run
concurrently)

The screenshot displays the Whisky Advocate website with several ad opportunities highlighted by blue boxes and arrows. The top navigation bar includes links for EVENTS, MAGAZINE, BUYING GUIDE, BLOG, SHOP, and WHISKY 101, along with a search bar. A large blue box in the top right corner indicates a **728 x 90** ad space. Below the navigation bar, a featured article titled "The State of American Craft Whiskey Distilling" by Lew Bryson is shown. To the right of the article, a "Subscribe" button and social media icons are visible. Below the article, a "Whisky Advocate Blog" section lists several articles. To the right of the blog, a large blue box indicates a **300 x 250** ad space. At the bottom right, a "WhiskyFest Events" section is visible, featuring a "ORDER WHISKYFEST TICKETS" button and a list of events for Chicago, San Francisco, and New York.

Whisky ADVOCATE

728 x 90

Digital Subscription | Print Subscription | Cart

EVENTS MAGAZINE BUYING GUIDE BLOG SHOP WHISKY 101

Search

The State of American Craft Whiskey Distilling
by Lew Bryson

Subscribe

The Fall issue of Whisky Advocate is on the newsstand and features 83 whisky reviews.

300 x 250

Whisky Advocate Blog

- ▶ WhiskyFest New York 2013: rare and wonderful whiskies
- ▶ Whisky's Hearts, Hands, and Brains All At WhiskyFest New York
- ▶ It's Not Like That!
- ▶ Rare and Unique whiskies at WhiskyFest New York seminars
- ▶ Woodford Reserve...Malts? Yes Indeed!

WhiskyFest Events

ORDER WHISKYFEST TICKETS

Whisky Fest

CHICAGO
SAN FRANCISCO
NEW YORK

Online Media Kit

Email Newsletter Sample



WhiskyNOTES

Updates, news & events from the whisky world

728 x 90

In This Issue:

- Whisky Advocate Blog
- WhiskyFest Updates
- Whisky Advocate News
- Whisky News
- Tasting Events
- Recipe

Whisky Advocate Blog

News and views from Editor & Publisher John Hansell and Whisky Advocate writers.



Sneak preview of *Whisky Advocate's* spring issue Buying Guide.

WhiskyFest Updates

Gather. Taste. Discover. Share.

Variety and high-proof passion: your first two WhiskyFest Chicago seminars!

WhiskyFest Chicago's seminars are shaping up, and we'll be telling you about them as they finalize. Here are the first two. Anchor Distilling president David King will be talking about his company's portfolio of own-make whiskeys and imports, justly bragging that it's "The Most



300 x 250



FREE Trial Issue
Plus the ABC's of Whisky
[CLICK HERE](#)

Whisky ADVOCATE