



# Whisky

ADVOCATE

2022 MEDIA KIT



## OUR VALUES

*Whisky Advocate* is the informative voice that speaks to its passionate consumer audience about the intelligent, responsible and joyful consumption of the world's finest whiskies

### TRUST

Our brand is first and foremost known for the integrity of its industry-leading ratings and reviews for whiskies

### RICH CONTENT

Expert editorial features educate and inspire our readers by delivering top sourced information, and entertainment

### WHISKY EXPERTISE, EVERYWHERE:

Across print, digital, social media and events, we offer a unified and cross-platform experience for our audience as the most authoritative source of whisky & spirit information anywhere





Source: Google Analytics 2021

## TOTAL BRAND FOOTPRINT

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**1,468,000**

### PRINT

875,000 Readership

### DIGITAL

385,000 Unique visitors

### SOCIAL

100,000 Active followers

### NEWSLETTERS

100,000 Subscribers

### EVENTS

8,000+ Highly engaged consumers

## EDITORIAL COVERAGE

WHISKY REVIEWS

INDUSTRY NEWS/INSIGHTS

WHISKY EXPERIENCES

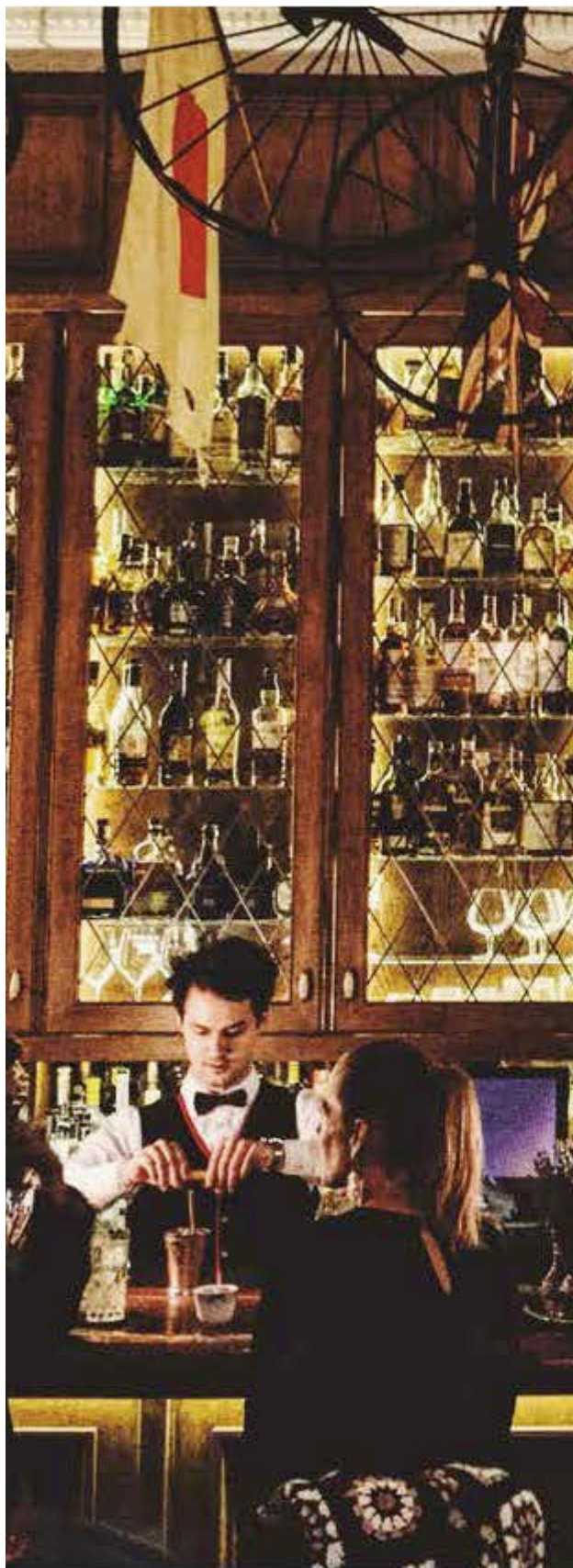
COCKTAILS & RECIPES

TRAVEL

STYLE & LUXURY







Source: Publisher estimate based on 2020 IPSOS subscriber study

## OUR AUDIENCE

*Whisky Advocate* attracts an audience of top lifestyle influencers and affluent consumers. Our readers are leaders in their social and professional worlds.

MALE	94%
FEMALE	6%
AVERAGE AGE	43
AVERAGE HHI	\$405,837
AVERAGE NET WORTH	\$2,614,540

## OUR READERS...

Monthly consumption of spirits (by glass)	12 MILLION
Yearly spend of alcoholic beverages	\$1.8 BILLION
Purchased an edit rated whisky	85%
Dine out on a monthly basis	6x
Entertain 2x a month at home	83%
Have traveled in the past year	97%

## WHISKY ADVOCATE DIGITAL EDITIONS



The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.



POWERED BY



amazonkindle eMagazines

## WHISKY ADVOCATE CUSTOM BRAND BUILDING

In addition to premium placements, polybags, inserts and gatefolds, our skilled marketing and design team is able to create customized content that will meet all of your strategic needs for print, mobile, social media and video. This customized campaign will drive home your brand's message.

By aligning with *Whisky Advocate*, you will have a unique opportunity to leverage the authority and trust our brand holds while inspiring readers to gain a deeper understanding of your key message.

### Our Abilities

- Category co-ops
- Custom content programs
- Digital media design marketing
- Social media design marketing
- Custom video production





## WHISKY ADVOCATE DIGITAL ADVERTISING

Whisky Advocate has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram) and WhiskyNotes & Cocktail Club Newsletters. Our website is the preeminent source of whisky information on the web, with its ratings and expert editorial content. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.

FOR MORE INFORMATION, ASK FOR OUR **DIGITAL CAPABILITIES DECK**

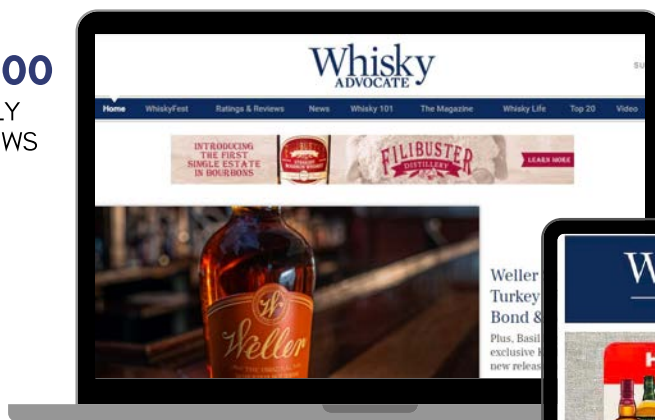
### QUALITY AUDIENCE

MALE	78%
FEMALE	22%
AVERAGE AGE	47
AVERAGE HHI	\$100,000
COLLEGE EDUCATED	86%

### AVAILABLE OPPORTUNITIES:

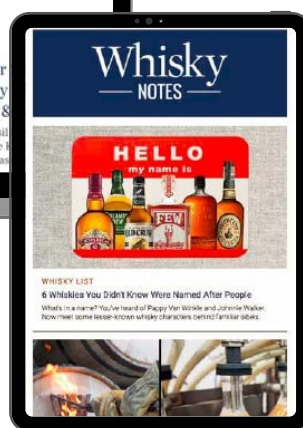
- High-Impact IAB
- Standard IAB Display Units
- Video Pre-Roll
- M.Shanken Private Marketplace
- Email Marketing
- Newsletter Marketing
- Editorial 101 Videos
- Social Media Organic & Paid Content
- Content Marketing
- Connected TV

**740,000**  
MONTHLY  
PAGE VIEWS



**385,000**  
MONTHLY  
VISITS

**265,000**  
UNIQUE  
MONTHLY VISITS







## 2022 ISSUE DATES & DEADLINES

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### **SPRING**

Space Close: February 1, 2022

Material Due: February 3, 2022

Mail Date: March 1, 2022

Newsstand Date: March 22, 2022

### **SUMMER**

Space Close: April 12, 2022

Material Due: April 14, 2022

Mail Date: May 10, 2022

Newsstand Date: May 31, 2022

### **FALL**

Space Close: August 16, 2022

Material Due: August 18, 2022

Mail Date: September 13, 2022

Newsstand Date: October 4, 2022

### **WINTER**

Space Close: November 1, 2022

Material Due: November 3, 2022

Mail Date: November 29, 2022

Newsstand Date: December 20, 2022

**Please note we can offer extensions on space and art.**

Contact: Jennifer Arcella • 212-684-5147 • [jarcella@mshanken.com](mailto:jarcella@mshanken.com)

## 2022 ADVERTISING COSTS & INFORMATION

EFFECTIVE JANUARY 1, 2022

### ADVERTISING RATES

#### Four Color

Frequency:	1x	4x	12x
<b>Full Page</b>	\$20,220	\$19,220	\$18,000
<b>2/3 Page</b>	\$15,140	\$14,240	\$13,520
<b>1/2 Page</b>	\$13,160	\$12,460	\$11,660
<b>1/3 Page</b>	\$10,160	\$9,620	\$9,020
<b>1/6 Page</b>	\$7,140	\$6,740	\$6,320

- Gross rates

#### Special Positioning Premiums

<b>2nd Cover Gatefold:</b>	On Request
<b>3rd Cover:</b>	10%
<b>4th Cover:</b>	25%

#### Notes

<b>Agency Commission:</b>	15%
<b>Bleed:</b>	15% premium
<b>2 Color:</b>	10% premium above earned B&W rate
<b>5th Color:</b>	20% premium
<b>2% cash discount not available</b>	
<b>Copy split by state only</b>	\$3,500/split (net)

### DISCOUNTS

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

### ISSUANCE AND CLOSING DATES

Published four times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due one week after space closing.

### WHISKY ADVOCATE CONTACTS:

#### Michael P. McGoldrick

Vice President, Ad Director  
mmcgoldrick@mshanken.com

#### M. Shanken Communications

825 Eighth Ave. 33rd Floor  
New York, NY 10019  
Tel: 212-684-4224  
Fax: 212-481-1540

## PRINT PRODUCTION SPECIFICATIONS

### PRINTING

Web Offset (SWOP)  
Binding: Perfect Bound  
Publication Trim Size: 9.875" x 11.5"

### 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% (min: 260%)

### DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal  
[mshanken.sendmyad.com](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.

### FOR FURTHER INFORMATION

Go to [mshanken.com](http://mshanken.com), or contact:

Jennifer Arcella  
[jarcella@mshanken.com](mailto:jarcella@mshanken.com)  
tel:212.684.5147

### ADVERTISING SIZE SPECIFICATIONS

#### MECHANICAL SPECS

	Width	Depth
Publication Trim Size	9.875"	11.5"
Full Page Safety	9.375"	11.00"
Full Page Bleed	10.125"	11.75"
Full Page Non-Bleed	8.625"	10.375"

#### SPREAD

Spread Trim Size	19.75"	11.50"
Spread Safety	19.25"	11.00"
Spread Bleed	20.00"	11.75"
Spread Non-Bleed	18.25"	10.25"

#### FRACTIONALS

2/3 Page (2 columns) Non-Bleed	5.625"	10.375"
1/2 Page Non- Bleed	8.625"	5.1875"
1/3 Page (1 column) Bleed	3.6875"	11.75"
1/3 Page (1 column) Non- Bleed	2.875"	10.375"
1/6 Page (1/2 column)	2.875"	5.0625"

Visit [www.mshanken.sendmyad.com](http://www.mshanken.sendmyad.com), "Ad Sizes" for mechanical specification with template.

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.

*Competitor logos/ratings are subject to publisher approval.  
Inquire for more information*



# WhiskyFest

WhiskyFest is the longest-running whisky festival in the U.S. Its success is rooted in offering the finest whiskies from all around the world, poured by the people—the very living legends—which make them. For 23 years, WhiskyFest has attracted eager beginners to seasoned enthusiasts, all with the same desire to learn and experience more about whisky. Attendees also include trade members that are wholesalers, retailers, importers and mixologists, as well as journalists from the most influential print and online media including *Washington Post*, *New York Times*, *Chicago Tribune*, *Men's Health*, CBS News and more.

## GRAND TASTINGS

Over 200 whisky booths are set up in a gala atmosphere where attendees taste and interact with brand ambassadors.



## SEMINARS

Educational programming presented by top industry figures.

## SPONSORSHIP OPPORTUNITIES

- Dedicated table area within a grand tasting
- Seminar integration
- Brand ad in printed booklet distributed at each event
- Gift bag inclusion to 1,000 VIPs
- On-site prizing and delivery of opt-ins
- Social media extensions

## 2022 DATES & LOCATIONS

### BIG SMOKE MEETS WHISKYFEST

TBD

### WHISKYFEST

TBD



## 2022 WHISKYFEST BOOKLET RATES

### WhiskyFest PROGRAM BOOKLET

<b>COVER 4</b>	\$4,000
<b>COVER 2</b>	\$3,000
<b>COVER 3</b>	\$2,500
<b>FULL PAGE</b>	\$2,000

\*All rates are Net

### FOR ADVERTISING INFORMATION CONTACT:

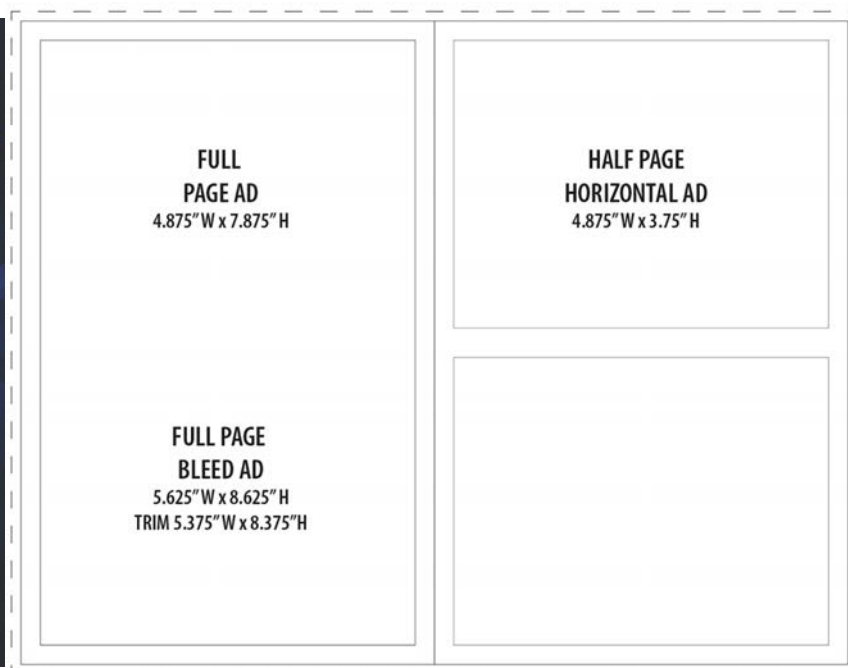
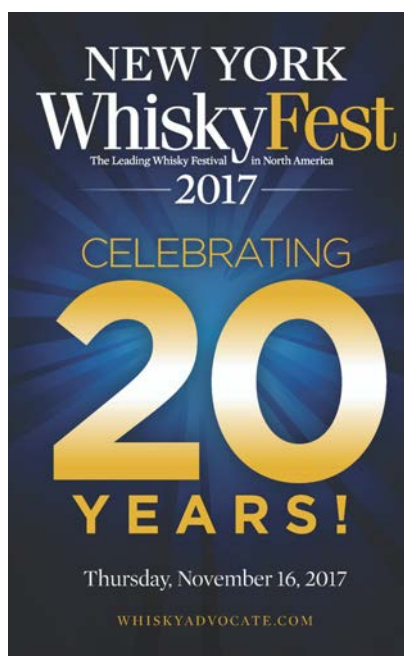
**Michael P. McGoldrick**

Vice President, Ad Director  
mmcgoldrick@mshanken.com

M.Shanken Communications  
825 Eighth Ave. 33rd Floor  
New York, NY 10019

Tel: 212-684-4224

Fax: 212-481-1540



## **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 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.





## CONTACTS FOR MEDIA INQUIRIES

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### **NEW YORK:**

825 Eighth Avenue, 33rd Floor, New York, NY 10019  
Phone: 212-684-4224 - Fax: 212-481-1540

### **Advertising Contacts:**

**Michael McGoldrick - Vice President/Advertising Director**  
212-684-4987 - email: mmcgoldrick@mshanken.com

### **Barry Abrams - Cigars and Luxury**

212-684-4896 - email: babramsemshanken.com

### **Miriam Morgenstern - Corporate Advertising**

email: mmorgenstern@mshanken.com  
cc: Maggie Kotraba at mkotraba@mshanken.com

### **Michael DiChiara - Account Director**

212-481-1521 - email: mdichiara@mshanken.com

### **Cheryl Lewis - West Coast Sales Director**

Phone: 415-673-2040 ext. 1 - Fax: 415-673-0103  
email: clewisemshanken.com

### **Marissa Barker - West Coast Advertising Coordinator**

Phone: 415-673-2040 ext. 2 - email: mbarker@mshanken.com

### **Texas Representative**

#### **Lucinda Weikel**

214-566-3531 - email: lucinda@wnpmedia.com

### **Special Account Representative**

#### **Steve Bliman**

760-994-0285 - email: bliman@twc.com

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### **Jennifer Arcella - Advertising Services Manager**

212-684-5147 • email: jarcella@mshanken.com

### **Hilary Chalson - Digital Production Manager**

212-481-8610 ext. 553 • email: hchalson@mshanken.com