

***Wine Spectator* is the No. 1 luxury consumer publication in the 2008 Luxury Brand Status Index Survey for the 2nd year in a row.**

***Wine Spectator* ranked No. 1 overall in the categories of**

- Subject matter expertise
- Advertising appropriateness
- Helpful and relevant information
- Production quality

The 34 consumer publications (in alphabetical order) included in the survey were

- Architectural Digest
- Bon Appetit
- Cigar Aficionado
- Coastal Living
- Condé Nast Traveler
- Departures
- Elle Décor
- Esquire
- Food & Wine
- Golf Digest
- Golf Magazine
- Gourmet Magazine
- Islands
- Men's Vogue
- Metropolitan Home
- National Geographic Traveler
- New York Magazine
- Robb Report
- Saveur
- Scientific American
- Southern Accents
- Tennis
- The New York Times
- The New Yorker
- Town & Country
- Traditional Home
- Travel & Leisure
- Travel & Leisure Golf
- Vanity Fair
- Veranda
- Vogue
- W
- Wine Spectator
- Yachting

Consumers who are willing to recommend *Wine Spectator* to others say:

"It is the industry benchmark."

"*Wine Spectator's* reviews of wine, hot spots and wealth of information make it the best in its class."

"... fantastic recipes, articles and photography ..."

"... great recommendations for wines at all prices levels, and great travel recommendations too ..."

The LBSI consists of a national sample of 1,681 wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million who were surveyed online.

our readers spend on high-end luxury products

	Median HH Income	Median \$ Plasma, LCD, HDTV	Median \$ Artwork & Collectibles	Median \$ Watches	Median \$ Jewelry	Median \$ Total Women's Apparel & Accessories	Median \$ Total Men's Apparel & Accessories
WINE SPECTATOR	\$163,983	\$1,559	\$909	\$644	\$917	\$4,445	\$2,947
Architectural Digest	\$163,246	\$1,581	\$1048	\$491	\$892	\$4,238	\$2,686
Bon Appetit	\$151,589	\$1,441	\$899	\$441	\$825	\$3,780	\$2,449
Conde Nast Traveler	\$158,903	\$1,479	\$971	\$484	\$936	\$4,784	\$2,786
Food & Wine	\$148,431	\$1,508	\$906	\$446	\$851	\$4,184	\$2,606
Forbes	\$162,463	\$1,483	\$874	\$457	\$898	\$3,620	\$2,650
Fortune	\$158,965	\$1,440	\$880	\$435	\$897	\$3,716	\$2,667
Gourmet	\$148,359	\$1,554	\$933	\$429	\$848	\$3,986	\$2,609
The New York Times (Sunday)	\$161,997	\$1,567	\$910	\$425	\$873	\$4,047	\$2,610
The New Yorker	\$155,300	\$1,503	\$980	\$394	\$800	\$3,656	\$2,403
Travel + Leisure	\$154,969	\$1,537	\$871	\$448	\$909	\$4,149	\$2,729
The Wall Street Journal	\$171,503	\$1,644	\$878	\$442	\$919	\$4,115	\$2,737

a sampling of *Wine Spectator's* luxury advertisers

AUTOMOTIVE

Acura
Aston Martin
BMW
Cadillac
Chrysler 300 C
Honda
Infiniti
Jaguar
Lexus
Lincoln
Nissan
Porsche
Range Rover
Volvo

WATCHES/JEWELRY

Breitling
Carl F. Bucherer
Cartier
Hublot
IWC
Jaeger Lecoultre
London Jewelers
Mont Blanc
Panerai
Piaget
Van Cleef & Arpels

FINANCIAL

Aletheia
American Express
Barclays iShares
Credit Suisse
Raymond James Financial
Royal Bank of Canada
Visa
Wachovia

SPIRITS

360 Vodka
Bailey's
Balvenie
Belvedere
Bombay Sapphire
Bowmore
Cabo Wabo
Chopin
Ciroc
Cointreau
Crown Royal
Dewars
Don Julio
El Mayor
Glenfiddich
Glenlivet 18 year old
Godiva
Grey Goose
Hendrick's Gin
Imperia Vodka
Jean-Marc XO
Johnnie Walker Blue
Johnnie Walker Gold
Ketel One
Knobs Creek
Patron
Pearl Vodka
Pravda Vodka
Remy Martin –Louis XII
Sauza
Skyy
Stella Artois
SV Supreme
Tanqueray
Ten Cane Rum
Tommy Bahama Rum
Trump Vodka

ELECTRONICS

Bang & Olufsen
Canon USA
Harman Kardon
Pioneer

RESORTS/ TRAVEL

Bellagio
Borgata
The Breakers
Caesars Palace
Four Seasons
Grenada Tourism
Honda Jet
Hyatt Hotels & Resorts
Iberostar
Kahala Hotel & Resort
Kapalua Bay
Lago Mar
Lufthansa
Madrid Tourism Council
MGM City Center
MGM Grand
Monaco Government
Tourism
NetJets
Palm Beach County
Preferred Retreats
Private Residence Club
Punta Cana Tortuga Bay
Hotel
Rendezvous Bay
Residential Cruise Line
Ritz Carlton
Sea Island
St Regis Bal Harbour
Timbers
Ultimate Resorts

Venetian Hotel & Casino
Villas at Royal Lahaina
Villazzo
W Las Vegas
Windstar Cruises
Wynn

FASHION

Chanel
Ermenegildo Zegna
Tommy Bahama

EPICUREAN

America's Beef
Beemster Cheese
Bertolli/Unilever
Brix Chocolate
Buitoni
Cadbury Adams
Cheeses of France
Dove Chocolate
Fiji
General Electric
Ghirardelli
Grana Padano
Hershey's
Liebherr
Lu Cookies
Milk Marketing Board
Nestle Wafers
Prosciutto di Parma
Riedel Crystal
Triscuit
Sub Zero
Uline
Viking Range
Weber
Whirlpool/KitchenAid

profile of our readers

Mendelsohn Affluent Survey 2008/ Subscriber Study
HHI \$100,000+

Total Audience 1,092,000

SEX/MARITAL STATUS

Male	59%
Female	41%
Married	87%

AGE

21+	100%
25 - 49	52%
25 - 54	65%
35 - 64	79%
Median Age	49

HHI & ASSET VALUES

Median HHI	\$163,983
HHI \$150,000+	55%
Median Liquid Assets	\$3,018,000
Total Liquid Assets \$250,000+	53%

EDUCATION & OCCUPATION

Managerial/Professional	61%
Any Chief Officer Title	25%
College Degree +	71%

PROPERTY & REAL ESTATE

Own Home	97%
Own 2+ Homes	34%
Own Home Value \$200,000+	87%
Own Home Value \$500,000+	52%

PASSIONS, HOBBIES & INTERESTS

Own A Valid Passport	81%
Average Vacations Per Year	7
Average Business Trips Per Year	13
Flies First Class Or Business Class	30%
Visited California Within Past 3 Years	61%
Purchased Wine By The Case	58%
Drank 4+ Glasses Of Wine Past Week	64%
Have Wine Cellar/ Refrigerator	51%
Drank Spirits Past Week	51%
Enjoys Gourmet Cooking	50%
Entertains At Home	63%
Attends Live Theater	65%
Visits Museums	66%
Attends Art Auctions/ Gallery Exhibits	57%
Member Of A Private Club	56%
Owns/ Leases 2+ Vehicles	84%
Owns/ Leases Imported Vehicles	77%

QUALITY OF READERSHIP*

Read 4 Of The Last 4 Issues	82%
Average Time Spent Reading	1 hour
Save Back Issues	89%
Will Definitely/ Probably Renew	93%

MRI Fall 2008 Survey

snapshot of our readers

	MRI
Total Audience	2,584,000*
Readers Per Copy	6.85*

SEX/MARITAL STATUS

Male	50%
Female	50%
Married	73%

AGE

Median Age	47
21+	100%
25 – 54	73%
35 – 64	75%

HOUSEHOLD INCOME & PROPERTY

Median HHI	\$168,500
HHI \$150,000+	59%
Own Home	90%
Own Home \$200,000+	84%
Own Home \$400,000+	60%

	MRI
EDUCATION & OCCUPATIONS	
Attended College+	88%
College Degree+	76%
Managerial/Professional	58%
Finance/Acct./Engineering/Banking/Marketing	46%
Top position in field	22%
C-Suite/Top Management	22%

INTERNET USE

Use Internet at home or work	99%
Made a purchase online	71%
Made travel plans online	60%
Obtained news/current events online	70%
5+ Times on Internet a Day	53%

LIFESTYLE

"I buy brands that reflect my style"	75%
"When I find a brand I like to stick to it"	88%
Owns valid passport	68%
Attends sports events	50%
Attends live music performance	41%
Purchased/Drank wine in the past 7 days	55%
Entertained family or friends at home	53%
Dines out	70%
Barbecues	48%
Purchased/Drank mixed drink	48%

insertion order

Date: _____ Sales Rep: _____

Advertiser / Company Name: _____

Brand Name: _____

Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

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AD MATERIALS:

☐ New ☐ Pick-up _____

Ad Caption (if applicable): _____

AD SIZE /SPACE: _____

☐ Vertical ☐ Horizontal

COLOR:

☐ 5 Color ☐ 4 Color ☐ 2 Color ☐ B&W

DELIVERY OF AD MATERIALS: Digital files uploaded to our ad portal: <http://mshanken.SendMyAd.com>
(uploading information available on site)

ISSUE DATE(S):

☐ Jan/Feb. '09 ☐ March '09 ☐ April '09 ☐ May '09 ☐ June 15, '09 ☐ June 30, '09 ☐ July '09 ☐ August '09
☐ Sept. '09 ☐ Oct. 15, '09 ☐ Oct. 31, '09 ☐ Nov. 15, '09 ☐ Nov. 30, '09 ☐ Dec. 15, '09 ☐ Dec. 31, '09 ☐ Jan/Feb. '10

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Questions? Call 212-684-4224, or e-mail Advertising Services Manager Carolyn Plouffe at cplouffe@mshanken.com

2009 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON SALE DATE
■ Jan/Feb 2009	■ December 15, 2008	■ December 18, 2008	■ January 14, 2009	■ February 3, 2009
■ March 2009	■ January 19, 2009	■ January 22, 2009	■ February 10, 2009	■ March 3, 2009
■ April 2009	■ February 9, 2009	■ February 12, 2009	■ March 3, 2009	■ March 24, 2009
■ May 2009	■ March 23, 2009	■ March 26, 2009	■ April 14, 2009	■ May 5, 2009
■ June 15, 2009	■ April 13, 2009	■ April 16, 2009	■ May 5, 2009	■ May 26, 2009
■ June 30, 2009	■ April 27, 2009	■ April 30, 2009	■ May 19, 2009	■ June 9, 2009
■ July 2009	■ May 18, 2009	■ May 21, 2009	■ June 9, 2009	■ June 30, 2009
■ August 2009	■ June 15, 2009	■ June 18, 2009	■ July 7, 2009	■ July 28, 2009
■ September 2009	■ July 13, 2009	■ July 16, 2009	■ August 4, 2009	■ August 25, 2009
■ October 15, 2009	■ August 10, 2009	■ August 13, 2009	■ September 1, 2009	■ September 22, 2009
■ October 31, 2009	■ August 24, 2009	■ August 27, 2009	■ September 15, 2009	■ October 6, 2009
■ November 15, 2009	■ September 14, 2009	■ September 17, 2009	■ October 6, 2009	■ October 27, 2009
■ November 30, 2009	■ September 28, 2009	■ October 1, 2009	■ October 20, 2009	■ November 10, 2009
■ December 15, 2009	■ October 12, 2009	■ October 15, 2009	■ November 3, 2009	■ November 24, 2009
■ December 31, 2009	■ October 26, 2009	■ October 29, 2009	■ November 17, 2009	■ December 8, 2009
■ Jan/Feb 2010	■ December 18, 2009	■ December 22, 2009	■ January 14, 2010	■ February 4, 2010

Subscribers receive issue an estimated three weeks prior to cover date.

Please contact the advertising department with any questions: (212) 684-4224.

For production questions, please email production@mshanken.com

To place your ad, please call (212)684-4224 ext. 1321



Wine Spectator's

WINE

EXPERIENCE

A **3-day weekend extravaganza** of tasting, eating and meeting, for both consumers and trade, THE WINE EXPERIENCE is held annually in a major U.S. city. The largest event of its kind, which is sold out every year, consists of extensive tastings, including vertical tastings of extremely rare vintage wines, lectures by noted authorities, special lunches hosted by wine growing regions from around the world, plus a black tie banquet with star-studded entertainment at which the Restaurant Grand Awards are presented.



FRANK PRIAL, noted wine columnist for The New York Times, wrote... "In size and numbers, The Wine Experience resembles a Hollywood production: some 1,700 guests and exhibitors attend; more than 200 wineries took part; 20,000 bottles of wine were consumed, some of them priceless rarities, and about 30,000 glasses were used."