

# Wine Spectator

Thank you for your interest in *Wine Spectator*,

**Wine Spectator** reaches over 3 million affluent and influential readers with each issue and is the largest paid wine-focused/wine-lifestyle magazine in the world. It has garnered tremendous respect for its integrity, intelligence, and quality editorial. In addition to a wide assortment of features on quality wines and spirits, subscribers enjoy articles on fine dining, travel, and entertainment. Our readership includes business leaders, trendsetters, epicureans, connoisseurs and key trade buyers in the industry who look to *Wine Spectator* for valuable information they won't find anywhere else.

## Readers had this to say about *Wine Spectator*:

*"It is the industry benchmark."*

*"I consider it the foremost guide to its subject matter."*

*"...great recommendations for wines at all price levels and great travel recommendations too..."*

## About our subscribers:

WS Readers consume over 10 million glasses of beverage alcohol each week

Median HHI \$166,733

94% plan to travel in the next year

91% have a valid passport

81% feel comfort and service are worth paying for when traveling

75% like to try new and different wines

72% enjoy cooking for family and friends

48% own a wine cellar or wine refrigerator

As the demand for our publication increases, readers value our growing online presence as well. WineSpectator.com serves as the most authoritative source of wine information on the web. Our growing website gathers 3 million page views and 1 million visits a month. Our WS digital site's audience consists of a majority of paid subscribers, and every campaign is guaranteed to reach our highly engaged readers. We attract an audience serious about wine and the accompanying "good life" and who are willing to invest in their passions.

Visit WineSpectator.com to learn more and subscribe to any of our six popular (and FREE) e-newsletters.

**Our *Wine Spectator* readers are influencers and brand ambassadors not only for wine, but for the luxury products they enjoy and consume. To put it simply, those who enjoy wine and spirits, food, travel and the "good life" read *Wine Spectator*.**

The *Wine Spectator* team looks forward to working with you on a cross platform plan: integrated media plan for print, social media and digital. To speak with us and execute your strategic marketing plan, please call 212-684-4224.

Best Regards,



Miriam Morgenstern / [mmorgenstern@mshanken.com](mailto:mmorgenstern@mshanken.com)

Vice President, Associate Publisher

Tel: 212-684-4224

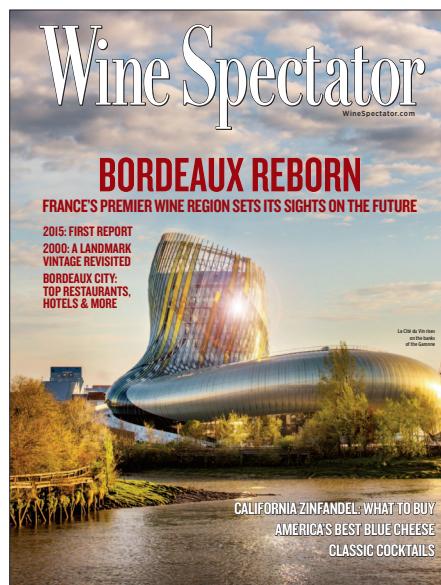
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Publishers of WINE SPECTATOR • CIGAR AFICIONADO • CIGAR INSIDER • FOOD ARTS • MARKET WATCH • IMPACT

387 PARK AVENUE SOUTH, NEW YORK, NY 10016 • 212-684-4224 • FAX: (212) 684-1540 • [WWW.WINESPECTATOR.COM](http://WWW.WINESPECTATOR.COM)

# Wine Spectator issues



# Wine Spectator

www.WineSpectator.com

## profile of our readers

Fall 2016 Ipsos Affluent Survey USA, HHI \$100,000+

**TOTAL BRAND FOOTPRINT: 2,982,000**

### GENDER / MARITAL STATUS

|         |     |
|---------|-----|
| Men     | 63% |
| Women   | 37% |
| Married | 84% |

### AGE

|            |      |
|------------|------|
| 21+        | 100% |
| 25-54      | 55%  |
| 35-64      | 66%  |
| Median Age | 52   |

### HHI & ASSETS

|                          |             |
|--------------------------|-------------|
| Median HHI               | \$166,733   |
| Median Net Worth         | \$1,096,699 |
| Average HHI              | \$335,070   |
| Average Liquid Assets    | \$1,210,474 |
| Own Principle Residence  | 92%         |
| Own or Lease 2+ Vehicles | 84%         |

### EDUCATION & OCCUPATION

|                         |     |
|-------------------------|-----|
| College Degree +        | 85% |
| Professional/Managerial | 75% |

### PASSIONS, HOBBIES & INTERESTS

|  |     |
|--|-----|
| Enjoys Cooking for Family and Friends                | 77% |
| Drank Wine in Past Week                              | 86% |
| Attends Wine/Food Tastings & Festivals               | 53% |
| Likes to Try New & Different Wines                   | 75% |
| Plan to Travel in Next Year                          | 93% |
| Own a Valid Passport                                 | 91% |
| Entertain at Home Every Month                        | 92% |
| Entertain Outside the Home Every Month               | 79% |
| I Like to Try New Recipes                            | 82% |
| When Entertaining I Only Serve the Best Food & Drink | 68% |



## Wine Spectator Is The Ultimate In Luxury Lifestyle

### FALL 2016 IPSOS AFFLUENT SURVEY TOTAL BRAND FOOTPRINT

**#1 Median Household Income of all competitive magazines**

| MAGAZINES             | MEDIAN HHI       |
|-----------------------|------------------|
| <b>Wine Spectator</b> | <b>\$166,733</b> |
| Traditional Home      | \$163,909        |
| Bon Appetit           | \$162,709        |
| Afar                  | \$162,249        |
| Conde Nast Traveler   | \$162,225        |
| Vanity Fair           | \$160,105        |
| The New Yorker        | \$158,694        |
| Food & Wine           | \$156,763        |
| Saveur                | \$156,203        |
| Travel & Leisure      | \$156,079        |

## a sampling of Wine Spectator's advertisers

### AUTOMOTIVE

Alfa Romeo  
BMW  
Buick  
Cadillac  
Cayenne  
Cayman  
Dodge  
Ford Fusion  
Ford Escape  
Ford Explorer  
Karma Automotive  
Lincoln  
Maserati  
Mazda  
Mercedes-Benz  
Porsche

### WATCHES/ JEWELRY/ FASHION

Blancpain  
Bulova  
Carl F. Bucherer  
Cartier  
Charles Tyrwhitt  
Maui Jim  
Panerai  
Piaget  
Salvatore Ferragamo  
Tag Heuer  
Ulysse Nardin  
Westime

### FINANCIAL

Bacchus Capital Management  
Bank of New York Mellon  
Bank of the West  
Chase Ink  
Chase Sapphire  
First Republic Bank  
Royal Bank of Canada  
UBS  
Whittier Trust

### SPIRITS

1800 Tequila  
Absolut  
Ardbeg  
Bacardi  
Bailey's  
Balvenie  
Beefeater Gin  
Belvedere  
Bombay Sapphire  
Buchanan's  
Bulleit  
Bushmills  
Campeon Tequila  
Carpano Antica  
Cazadores  
Crown Royal  
Deleon  
Dewars  
Dobel Tequila

Don Julio  
Don Q Rum  
Glenfiddich  
Glenmorangie  
Grand Marnier  
Grey Goose  
Hangar One  
Hendrick's Gin  
Hennessy  
Hussong's Tequila  
Johnnie Walker  
Jose Cuervo  
Ketel One  
Lagavulin  
Lillet  
Louis XIII  
Macallan  
Maker's Mark  
Malibu Rum  
Michter's American Whisky  
Old Forester  
Patrón Tequila  
Piper-Heidsick  
Plymouth Gin  
Rémy Martin  
Roca Patron  
Ron Zacapa  
Sambuca  
Stolichnaya  
Tanqueray Gin  
The Glenlivet  
The Irishmen  
The Singleton

Three Olives  
Ultimat  
Woodford Reserve

### TRAVEL/REAL ESTATE

Acqualina  
Aruba Tourism  
Beaver Creek  
Bellagio  
Cayman Islands  
Enterprise Florida  
Fontainebleau  
Four Seasons Residences  
Calistoga  
Gateway Canyons  
Hard Rock Hollywood  
Hudson Yards  
Kahala Hotel & Resort  
MGM Grand  
Mirage  
The Ritz-Carlton Dorado Beach  
Roseberg Chamber of Commerce  
Santa Barbara Vintners Association  
Sheraton  
Tourism Australia  
Venetian Washington County

### AIR/CRUISE LINES

Celebrity Cruises  
Crystal Cruises  
Delta Airlines  
Emirates  
Honda Jet  
Lindblad Expeditions  
Oceania Cruises  
Qatar Airways

### EPICUREAN/ APPLIANCES/ ELECTRONICS

American Standard  
AT&T  
DXV  
Gaggenau  
Illycaffè Espresso  
Metrokane  
Parsons Xtreme Golf  
Riedel Crystal  
Stearns and Foster  
The International Culinary Center  
Voss

# Wine Spectator

www.WineSpectator.com

## Wine Spectator readers are well-traveled

### **HHI \$100K TRAVEL**

#### **DEMOGRAPHICS**

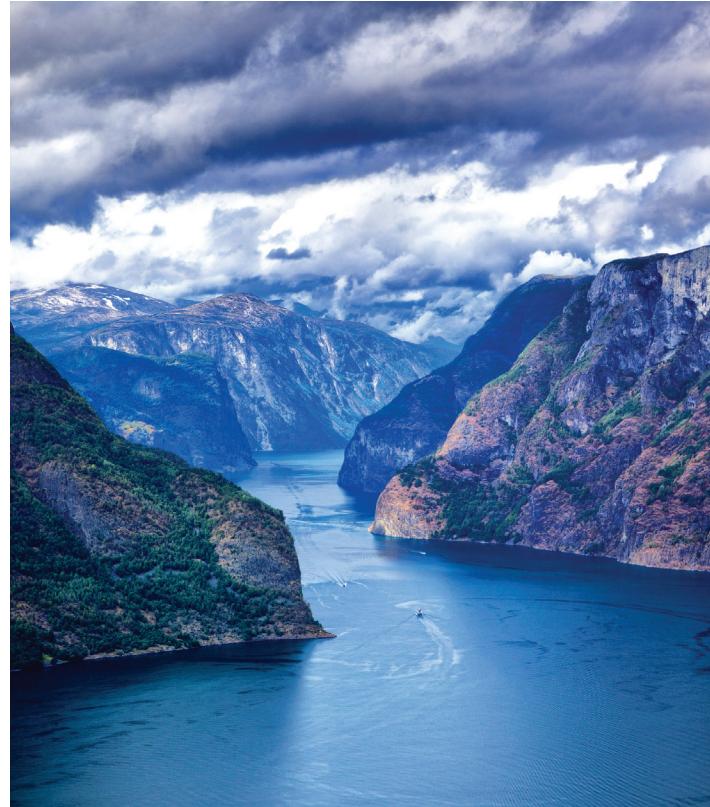
|   |           |
|---|-----------|
| Male                                      | 63%       |
| Female                                    | 37%       |
| Median Age                                | 52        |
| Median HHI                                | \$166,733 |
| Index                                     |           |
| Valid Passport                            | 91%       |
| Average Hotel/Resort Nights               | 25        |
| 20+ Round Trips                           | 247       |
| 30+ Round Trips for Business              | 223       |
| 25+ Commercial Airline Trips for Business | 273       |
| 25+ Commercial Airline Trips for Vacation | 203       |
| 50+ Nights in Hotel/Resort for Business   | 221       |
| Spent \$15K+ on Cruises                   | 234       |
| Average Expenditures Travel               | \$14,012  |

### **LOCATIONS PAST 3 YEARS - BUSINESS**

|                |     |
|----------------|-----|
| Caribbean      | 192 |
| France         | 237 |
| Germany        | 254 |
| Middle East    | 203 |
| Scandinavia    | 316 |
| Spain          | 260 |
| United Kingdom | 211 |

### **LIFESTYLE**

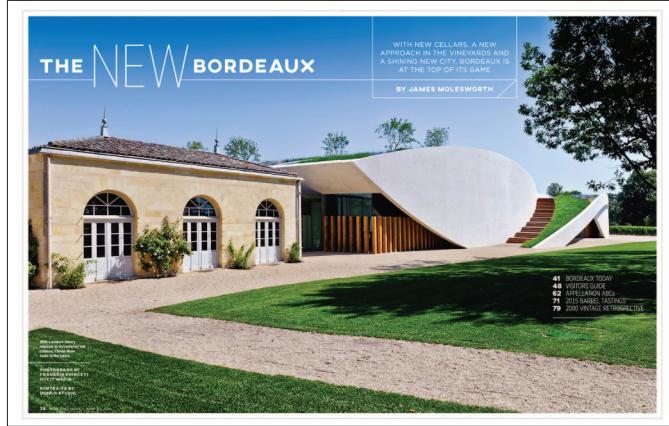
|   |     |
|---|-----|
| Any Travel in Next Year                                       | 93% |
| Frequent Traveler Program                                     | 89% |
| Fly First or Business Class                                   | 37% |
| When Traveling, Comfort & Service are Worth Paying For        | 81% |
| Traveling Internationally Helps Me Learn About Other Cultures | 82% |



# Wine Spectator

www.WineSpectator.com

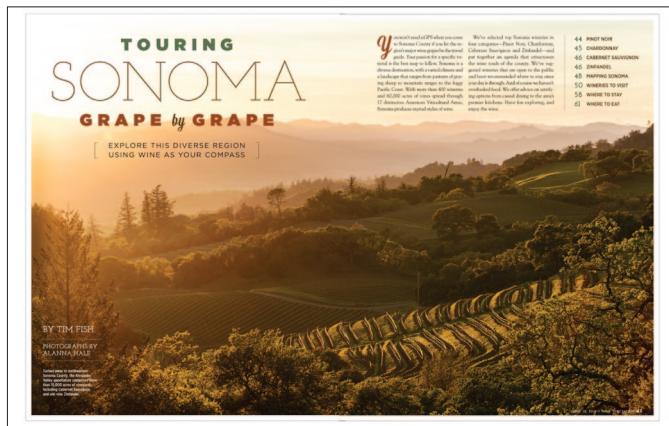
## 3 ways travel is featured in Wine Spectator



### Individual luxury travel feature



### Combined wine and travel editorial



### Single travel feature



### Wine Spectator

www.WineSpectator.com

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89 | WINE SPECTATOR | May 2016

90 | WINE SPECTATOR | May 2016

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# Wine Spectator

## Draft 2017 Editorial Calendar\*

| COVER DATE         | EDIT  |
|--------------------|---|
| • January/February | <b>Great Wines/Great Values from Around the World. Feature: Irish whisky.</b> Wine Reports: Oregon (Willamette Valley focus), New York Finger Lakes, Port. Column: Chocolate. <i>Bonus Distribution:</i> Boston Wine Expo, Pinot Days New York, ZAP California, South Beach Wine & Food Festival.   |
| • March            | <b>Prowein and Miami South Beach Bonus Circulation plus France and International Edit:</b> Features: US Travel and Dining. Wine Reports: Bordeaux, Australia. Columns: Coffee, Cheese, Science/Health, Travel. <i>Bonus Distribution:</i> South Beach Wine & Food Festival (SOBEWFF), Charleston Wine & Food Festival, Cab Fest, Prowein.   |
| • April            | <b>Global Best Values + VinItaly Issue:</b> Wine Report: Prosecco, Piedmonte and Global Best Values. Columns: Wine & Design, Wine + Food Pairing, Cheese, Chocolate, Gifts for Wine Lovers. <i>Bonus Distribution:</i> VinItaly, ProWein, Pinot Days Chicago, Flavor! Napa Valley, Veritage Miami Spring Edition, WSWA, WhiskyFest Chicago. |
| • May              | <b>Dining Trends and Chile plus WSWA and WS Grand Tours Bonus Edition:</b> Wine Reports: Chile, Madeira, Burgundy. Columns: Cheese, Spirits, Things We Like, Wine + Food Pairing. <i>Bonus Distribution:</i> WSWA, WS Grand Tours in Las Vegas, New York & Washington DC, Santa Barbara Vintners.   |
| • June 15          | <b>California Wine Country Edition:</b> Wine Reports: US Sparkling Wines, South Africa, Oregon. Columns: Gifts for Dads & Grads, Coffee, Travel, Perfect Match. <i>Bonus Distribution:</i> Taste of Hope, <i>Wine Spectator's</i> Napa Magnum Party, Auction Napa Valley (not event but throughout valley), BottleRock Napa Valley          |
| • June 30          | <b>International Wines and VinExpo Bonus Edition:</b> Wine Reports: Bordeaux, Spain. Travel to France. Columns: Cheese, US Travel, Wine & Design. <i>Bonus Distribution:</i> VinExpo, some extra copies to <i>Wine Spectator's</i> Magnum Party.  |
| • July             | <b>Summer Entertaining, Outdoor Dining &amp; Grilling:</b> Wine Reports: Australia, CA Chardonnay, German Riesling. Columns: Wine & Design, Science/Health, Travel. <i>Bonus Distribution:</i> Central Coast Wine Classic, Longhouse Reservc Summer Gala in Hamptons, Pinot Days San Francisco.   |
| • August           | <b>Annual Restaurant Awards Issue, with profiles of Winning Chefs &amp; Sommeliers:</b> Wine report: Portugal & Italy (Brunello di Montalcino). Columns: Cheese, Environment, Perfect Match, Private Cellars, Spirits. <i>Bonus Distribution:</i> Beaver Creek Wine & Spirits Weekend Festival, Evening on the Beach                        |
| • September        | <b>Food, Dining and Travel: Focus on Napa, CA.</b> Wine Reports: White Burgundy; CA Pinot Noir. Columns: Coffee. <i>Bonus Distribution:</i> Eat Drink SF, Auction of Washington State Wines.  |
| • October          | <b>Double Issue: The New York City Edition plus Italy:</b> Wine reports: Italy. Columns: Spirits, Chocolate, Wine & Design. <i>Bonus Distribution:</i> Santa Fe Wine & Chile Fiesta, Sonoma Wine Country Weekend, Sip for the Sea, LEADERS Banquet, WhiskyFest New York, Veritage Miami Late Harvest.                                       |
| • November 15      | <b>Wine Experience Bonus Issue + Cabernet Report:</b> Wine Reports: Alsace, Rhone Valley. Columns: Travel, Cheese, Private Cellars. Feature: Spirits. <i>Bonus Distribution:</i> New York Wine Experience, Feast NYC, Santa Barbara Celebration of Harvest.   |
| • November 30      | <b>Holiday Entertaining &amp; Holiday Menus:</b> Wine Reports: CA Cabernet, Ca Merlot. Columns: Travel, Wine & Design. <i>Bonus Distribution:</i> New York Wine Experience, Feast, WhiskyFest San Francisco, Carnival du Vin.   |
| • December 15      | <b>Holiday Gift Giving + Annual Champagne Report:</b> Wine report: Champagne, Northern Italy, Southern France. Columns: Spirits, Coffee, Cheese, Private Cellars, Travel. <i>Bonus Distribution:</i> Big Smoke Las Vegas, Napa Valley Film Festival, San Diego Bay Wine & Food Festival, Luxehome Chill.                                    |
| • December 31      | <b>Top 100 Wines of the Year Awards Edition:</b> Wine reports: Argentina, Washington State. Columns Spirits, Cheese, Chocolate. <i>Bonus Distribution:</i> TBD  |

\*This is a draft: Editors reserve the right to make changes as necessary, as of 11/28/16. Bonus Distribution is as of 11/28/16

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PUBLISHERS OF CIGAR AFICIONADO • WHISKY ADVOCATE • MARKET WATCH • IMPACT • SHANKEN NEWS DAILY

825 EIGHTH AVE., 33RD FLOOR, NEW YORK, NY 10019 • 212-684-4224 • FAX: 212-684-5424 • WINESPECTATOR.COM

## 2017 issue dates and deadlines

| COVER DATE             | SPACE CLOSE         | MATERIAL DUE        |
|------------------------|---------------------|---------------------|
| ■ Jan/Feb 2017         | ■ December 15, 2016 | ■ December 19, 2016 |
| ■ March 2017           | ■ January 10        | ■ January 12        |
| ■ April 2017           | ■ February 7        | ■ February 9        |
| ■ May 2017             | ■ March 7           | ■ March 9           |
| ■ June 15, 2017        | ■ April 4           | ■ April 6           |
| ■ June 30, 2017        | ■ April 18          | ■ April 20          |
| ■ July 2017            | ■ May 16            | ■ May 18            |
| ■ August 2017          | ■ June 6            | ■ June 8            |
| ■ September 2017       | ■ July 5            | ■ July 7            |
| ■ October Double Issue | ■ August 1          | ■ August 3          |
| ■ November 15, 2017    | ■ September 5       | ■ September 7       |
| ■ November 30, 2017    | ■ September 19      | ■ September 21      |
| ■ December 15, 2017    | ■ October 3         | ■ October 5         |
| ■ December 31, 2017    | ■ October 31        | ■ November 2        |

Please note we can offer extensions:

Space extension: hchalson@mshanken.com

Material extension: cchiaffitella@mshanken.com

## advertising costs and information

Effective January 1, 2017 ■ NATIONAL

### GENERAL

|                                 |                        |
|---------------------------------|------------------------|
| Frequency .....                 | 15X                    |
| Single Copy Price .....         | \$6.99 U.S./\$7.99 CAN |
| Annual Subscription Price ..... | \$59.95                |

### ADVERTISING RATES (GROSS)

| Frequency         | 1X       | 6X       | 12X      | 24X      |
|-------------------|----------|----------|----------|----------|
| <b>FOUR COLOR</b> |          |          |          |          |
| Full page         | \$46,970 | \$46,060 | \$44,260 | \$42,550 |
| 2/3 page          | \$38,525 | \$37,765 | \$36,550 | \$34,925 |
| 1/2 page          | \$31,785 | \$31,150 | \$30,080 | \$29,250 |
| 1/3 page          | \$21,845 | \$21,390 | \$20,750 | \$19,745 |
| 1/6 page          | \$12,805 | \$12,520 | \$12,200 | \$11,565 |

### BLACK & WHITE

|           |          |          |          |          |
|-----------|----------|----------|----------|----------|
| Full page | \$35,220 | \$34,520 | \$33,230 | \$31,900 |
| 2/3 page  | \$28,895 | \$28,315 | \$27,390 | \$27,220 |
| 1/2 page  | \$23,845 | \$23,360 | \$22,625 | \$21,960 |
| 1/3 page  | \$16,375 | \$16,050 | \$15,540 | \$14,715 |
| 1/6 page  | \$7,815  | \$7,645  | \$7,400  | \$6,890  |

### SPECIAL POSITIONING PREMIUMS

|   |     |
|---|-----|
| 2nd Cover/Page One .....                | 20% |
| Spread Prior to Table of Contents ..... | 10% |
| 3rd Cover.....                          | 10% |
| 4th Cover.....                          | 25% |
| Opposite Masthead.....                  | 10% |
| Guaranteed Position within Edit.....    | 10% |

### NOTES

- Agency Commission: 15% discount
- Bleed: 15% premium
- 2 Color: 20% premium above earned black and white rate
- 5th Color: 20% premium
- 2% cash discount not available
- Copy split: \$3,500 net per split

### 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: Advertisers using any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

### ISSUANCE AND CLOSING DATES

Published 15 times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. Material due approximately 45 days prior to cover date.

### CONTACT INFORMATION:

#### NEW YORK:

Advertising Department  
Wine Spectator  
825 Eighth Avenue, 33rd Floor  
New York, NY 10019  
Fax: 212-481-1540

#### Advertising contact:

Miriam Morgenstern,  
Vice President, Associate Publisher  
212-684-4224 ■ e-mail: mmorgenstern@mshanken.com

#### WEST COAST:

Wine Spectator  
1686 Union Street, Suite 207  
San Francisco, California 94123  
Tel: 415-673-2040  
Fax: 415-673-0103

## production specifications

### PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 9.875" x 13"

### 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 AD MATERIAL

Digital files uploaded to our ad portal  
<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.

### MECHANICAL SPECIFICATIONS

| Ad Size:  | Width   | Depth    |
|---|---------|----------|
| Full Page Trim  | 9.875"  | x 13"    |
| Full Page Bleed   | 10.125" | x 13.25" |
| Full Page Safety  | 8.875"  | x 12.5"  |
| Full Page Non-Bleed                                       | 8.875"  | x 12"    |
| Spread Trim   | 19.75"  | x 13"    |
| Spread Bleed  | 20"     | x 13.25" |
| Spread Safety*  | 19.25"  | x 12.5"  |
| *For spreads, allow .5" safety on each side of the gutter |         |          |
| 2/3 Page Vertical   | 6"      | x 11.25" |
| 1/2 Junior Page   | 6"      | x 7.5"   |
| 1/2 Page Horizontal                                       | 9"      | x 5.625" |
| 1/3 Page Vertical   | 3"      | x 11.25" |
| 1/3 Page Horizontal                                       | 6"      | x 5.625" |
| 1/6 Page Vertical   | 3"      | x 5.625" |
| 1/6 Page Horizontal                                       | 6"      | x 3.75"  |

#### Insert Specifications:

##### Tipped Inserts

|                           |             |
|---------------------------|-------------|
| Mailable Minimum Size     | 3.5" x 5"   |
| Non-Mailable Minimum Size | 3.5" x 3.5" |
| Maximum Size              | 9" x 12"    |

##### Blow-In Inserts

|                     |              |
|---------------------|--------------|
| Minimum Size        | 3.5" x 4.25" |
| Maximum Size        | 5.5" x 6.25" |
| Minimum Paper Stock | 60#          |

##### Bind-In Inserts

|               |                              |
|---------------|------------------------------|
| Minimum Size  | 4" x 6"                      |
| Maximum Size: | 10.125" x 13.375"            |
| Jogs To Foot  | .1875" Trim                  |
| Scuff         | .375"                        |
| Perf          | .625" (Scuff + .25" To Perf) |

##### Multi-Page Inserts

|                |                              |
|----------------|------------------------------|
| Minimum Size   | 4" x 5"                      |
| Maximum Size   | 10.125" X 13.375"            |
| Head/Foot Trim | .1875"                       |
| Magna Strip    | Required for 8 Pages or More |

Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.

### FOR FURTHER INFORMATION

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

Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
 tel: 212-684-4224 x344

Christina Chiaffitella  
[cchiaffitella@mshanken.com](mailto:cchiaffitella@mshanken.com)  
 tel: 212-684-4224 x321

Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

Advertiser / Company Name: \_\_\_\_\_

Brand Name: \_\_\_\_\_

Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ E-mail: \_\_\_\_\_

**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. '17     March '17     April '17     May '17     June 15, '17     June 30, '17     July '17     August '17  
 Sept. '17     Oct. 15, '17     Oct. 31, '17     Nov. 15, '17     Nov. 30, '17     Dec. 15, '17     Dec. 31, 17     Jan./Feb. '18

**COMMENTS/POSITIONS:** \_\_\_\_\_

**BILL TO:**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Space Cost Per Insertion: Gross: \_\_\_\_\_ Net: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Please email Hilary Chalson at [hchalson@mshanken.com](mailto:hchalson@mshanken.com)  
or sign and fax back to (212) 481-1540**

Questions? Call 212-684-4224, or e-mail Senior Ad Sales Coordinator Hilary Chalson at [hchalson@mshanken.com](mailto:hchalson@mshanken.com)