



# Whisky ADVOCATE

2021 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, EVERWHERE:

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.



## TOTAL BRAND FOOTPRINT

**1,522,000**

### PRINT

1,000,000 Readership

### DIGITAL

382,000 Unique visitors

### SOCIAL

87,000 Active followers

### NEWSLETTERS

45,000 Subscribers

### EVENTS

8,000+ Highly engaged consumers



**48 HOURS**  
**Harboring Charm**  
Baltimore's whisky status is on the rise

**Day One**

N a short space of time, Baltimore has become one of America's most exciting whisky destinations. Located in the heart of the city, which is home to the oldest port in the United States, the city is well-positioned to benefit from the growth of the craft whisky industry. The city's proximity to the Atlantic Ocean and its many bars and restaurants offer a variety of options for those looking to sample some of the best whiskies in the world.

The first stop on our tour is the Baltimore Whisky Festival, held annually in October. This year, the festival will feature over 50 exhibitors, including distilleries from around the country and international brands. The festival offers a variety of tastings, including single malt whiskies, rums, and bourbons. There are also food trucks, live music, and a general atmosphere of fun and enjoyment.

After the festival, we head to the Baltimore Whisky Bar, located in the heart of the city. This bar is known for its extensive selection of whiskies and its friendly staff. We sample a few different whiskies, including a single malt from Scotland and a rye from Kentucky. The bar also offers a variety of cocktails made with whisky, such as the "Maryland Mule" and the "Baltimore Whisky Sour".

Our final stop on Day One is the Baltimore Whisky Distillery, located in the Fells Point neighborhood. This distillery is owned by a local family and produces a variety of whiskies, including a single malt and a rye. The distillery also offers tours and tastings, allowing visitors to learn about the whisky-making process and taste some of the best whiskies in the city.

**Day Two**

On Day Two, we continue our exploration of Baltimore's whisky scene. We start by visiting the Baltimore Whisky Bar again, this time for a more in-depth tasting. We sample a variety of whiskies, including a single malt from Scotland and a rye from Kentucky. The bar also offers a variety of cocktails made with whisky, such as the "Maryland Mule" and the "Baltimore Whisky Sour".

After the tasting, we head to the Baltimore Whisky Distillery, located in the Fells Point neighborhood. This distillery is owned by a local family and produces a variety of whiskies, including a single malt and a rye. The distillery also offers tours and tastings, allowing visitors to learn about the whisky-making process and taste some of the best whiskies in the city.

**Conclusion**

Baltimore's whisky scene is on the rise, and it's clear that the city has what it takes to become one of the top whisky destinations in the country. Whether you're a whisky enthusiast or just curious about the craft, Baltimore is a must-visit destination for anyone looking to explore the world of whisky.

Photo credit: Baltimore Whisky Bar

**Build Your Best.  
HIGHBALL**

D eveloped during Prohibition as a hidden delight, the highball is a simple cocktail that has become a favorite of many. It's a classic, yet it's still a great way to impress your friends with your mixology skills. Here's how to build the perfect highball:

**How to Make a Highball**

It is simple. You will need a glass, ice cubes, a bottle of whisky, and a garnish. Fill the glass with ice cubes. Pour the whisky over the ice. Add a garnish, such as a slice of orange or lemon, if desired.

**NOTES FROM THE COCKTAIL COUNCIL**

When making a highball, it's important to use a good quality whisky. A single malt or blended whisky will work well. You can also add a splash of soda water or club soda to give it a more fizzy texture.

**Glass**

A highball glass is a tall, slender glass with a flared rim. It is designed to hold a large amount of liquid and ice. The glass should be large enough to hold the whisky and ice, but not so large that it's difficult to drink from.

**Ice**

Ice cubes are essential for a highball. They help to cool the whisky and dilute it. You can use crushed ice or regular ice cubes.

**Fizz**

If you want a more fizzy highball, you can add a splash of soda water or club soda to the glass before adding the whisky.

**Garnish**

A garnish is a small piece of fruit or vegetable that is added to the highball to add flavor and visual appeal. Common garnishes include orange slices, lemon wedges, and mint leaves.

**Creative Solutions**

There are many creative ways to make a highball. You can add a splash of whisky to a glass of soda water, or you can add a splash of whisky to a glass of beer. You can also experiment with different garnishes, such as lime juice or mint leaves.

**CREATIVE SOLUTIONS**

There are many creative ways to make a highball. You can add a splash of whisky to a glass of soda water, or you can add a splash of whisky to a glass of beer. You can also experiment with different garnishes, such as lime juice or mint leaves.

**Photo credit: Baltimore Whisky Bar**

**O**n MELLON's return to the fold, the distillery's founders have given the brand a new look. The new packaging features a bold, modern design with a focus on the brand's history and tradition. The new bottles are available in two sizes: 700ml and 1L. The 700ml bottle is priced at \$45, while the 1L bottle is priced at \$65. The new packaging is a significant improvement over the previous design, which was released in 2010. The new design is clean and modern, reflecting the brand's commitment to quality and craftsmanship.

**BACK**

**THE JOYFUL RETURN OF IRELAND'S MOST IRISH WHISKIES**

BY DAVID LEVINGSTON  
PHOTOGRAPH BY JEFFREY L. BROWN

**FROM THE BRINK**

**Photo credit: Powers Whiskey**

## EDITORIAL COVERAGE

### WHISKY REVIEWS

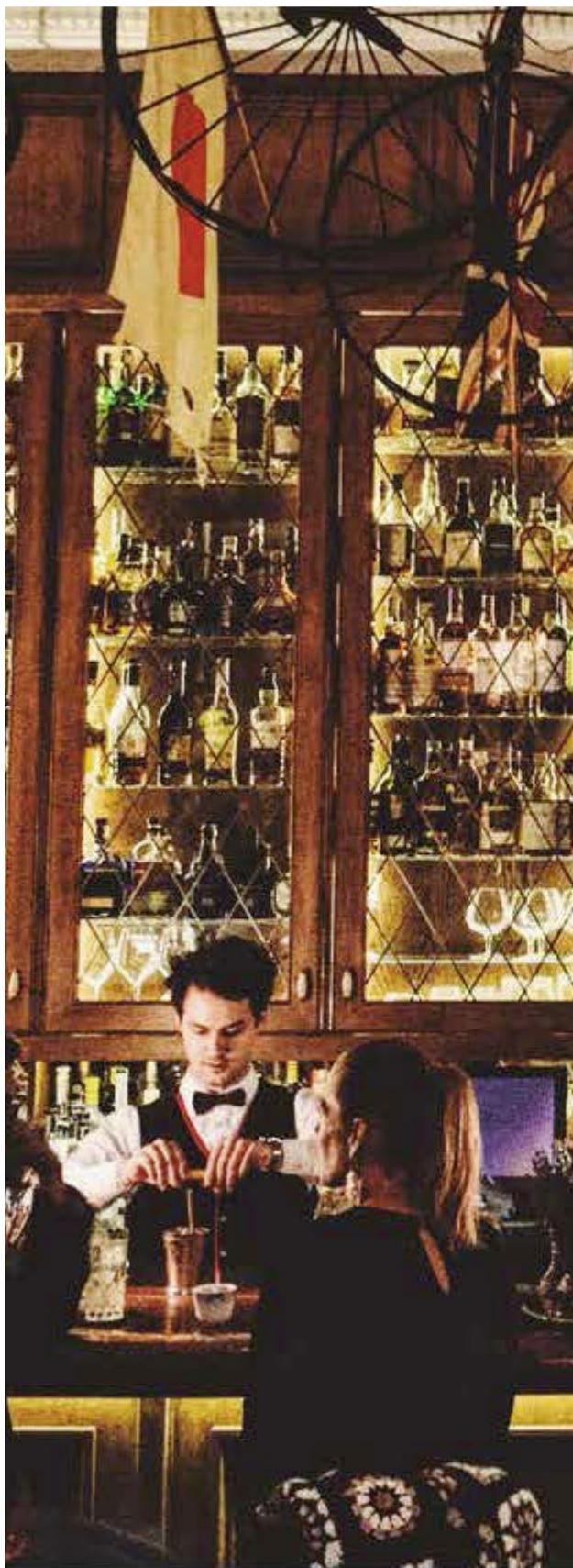
### INDUSTRY NEWS/INSIGHTS

### WHISKY EXPERIENCES

### COCKTAILS & RECIPES

### TRAVEL

### STYLE & LUXURY



## 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 | \$181,133 |

## OUR READERS...

|   |               |
|---|---------------|
| Monthly consumption of spirits (by glass) | 10 MILLION    |
| Yearly spend of alcoholic beverages       | \$1.6 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            | 78%           |

## WHISKY ADVOCATE DIGITAL EDITIONS



POWERED BY



amazon kindle 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 PLATFORMS

Whisky Advocate has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram) and WhiskyNotes Newsletter. 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.

The image displays four digital platforms for Whisky Advocate:

- WEB:** A tablet screen showing the official Whisky Advocate website. The homepage features a banner for "INTRODUCING THE FIRST SINGLE ESTATE IN BOURBONS" and a large image of a Weller Single Barrel bottle.
- SOCIAL:** A smartphone screen showing the official Instagram account (@whiskyadvocate). It displays the profile picture, follower count (21.6K), and a grid of posts related to whisky.
- NEWSLETTER:** A laptop screen showing the Whisky Notes newsletter. The header reads "HELLO my name is" and features a collage of various whisky bottles. Below it, there's a section titled "WHISKY LIST" with the sub-headline "6 Whiskies You Didn't Know Were Named After People".

Below the smartphone and newsletter are three social media icons: Facebook, Twitter, and Instagram.

## WHISKYADVOCATE.COM DIGITAL ADVERTISING

### **ADVERTISING OPPORTUNITIES**

#### **AD UNITS:**

Industry standard made for display

- Desktop and mobile banners
- Hi-impact billboard unit
- Geo-targeting capabilities

#### **CUSTOM CURATED MICROSITES:**

A customized microsite created exclusively for your brand. Ads click over to this landing page featuring your products and editorial content.

#### **VIDEO SECTION SPONSORSHIP**

Video platform to tell your brand's story with supplied video featured on our websites's video section. Section takeover also available.

### **QUALITY AUDIENCE**

|                      |           |
|----------------------|-----------|
| MALE                 | 78%       |
| FEMALE               | 22%       |
| AVERAGE AGE          | 47        |
| AVERAGE HHI          | \$100,000 |
| AVERAGE HH NET WORTH | \$140,500 |
| COLLEGE EDUCATED     | 86%       |

**747,201**

Monthly Page Views

**382,056**

Monthly Visits

**249,562**

Unique Monthly Visits



## WHISKYNOTES DIGITAL NEWSLETTER

Our WhiskyNotes e-newsletter reaches targeted opt-in audience of more than 45,000 enthusiasts. Editorial features include the latest news in the world of whisky as well as events, trends, and the lifestyle surrounding whisky.

### ADVERTISING OPPORTUNITIES

#### Premium Native Post (Sponsored)

- Hi-res image (580x326px)
- JPG or GIF sponsored image
- Short photo caption, headline and 50 words of copy
- Social media handles

THIS ISSUE IS SPONSORED BY

THE MOTHER OF ALL SINGLE MALTS.

BUY NOW      EXPLORE

New Cedar Ridge QuintEssential™ Single Malt Sets the American Standard

Handcrafted from pure malted barley. Aged in American oak and uniquely cask finished. Then meticulously married and matured using techniques honed over ten generations. With upfront deep stone fruit balanced by a subtle peat finish, this single malt sets the American standard with a taste that's perfectly RICH and COMPLEX. [Learn more.](#)



[Click here:](#)

WHISKYNOTES SAMPLE  
NEWSLETTER

## WHISKY ADVOCATE SOCIAL MEDIA

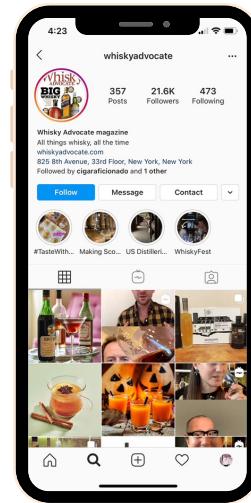
### SPONSORED SOCIAL MEDIA POSTS:

Our Facebook and Instagram pages spotlight articles, video content and photos from recent events. We offer sponsored posts on both channels to allow your brand to leverage our social media handles and reach a hyper-targeted segment of our audience (e.g., by geography, behavior, age, lifestyle and interests).

### Social Sponsored Posts

Industry standard for Facebook and Instagram; can include photo and video and audience targeting.

- Leverage our social media handles
- Geo-targeting, behavioral targeting, age-targeting, lifestyle and interest targeting



FOLLOWERS

### Direct Paid Partnership Instagram Post

Post placed directly on our Instagram page.

- Post will live on the *Whisky Advocate* Instagram page for a minimum of one year
- Post will be seen by our highly engaged social audience

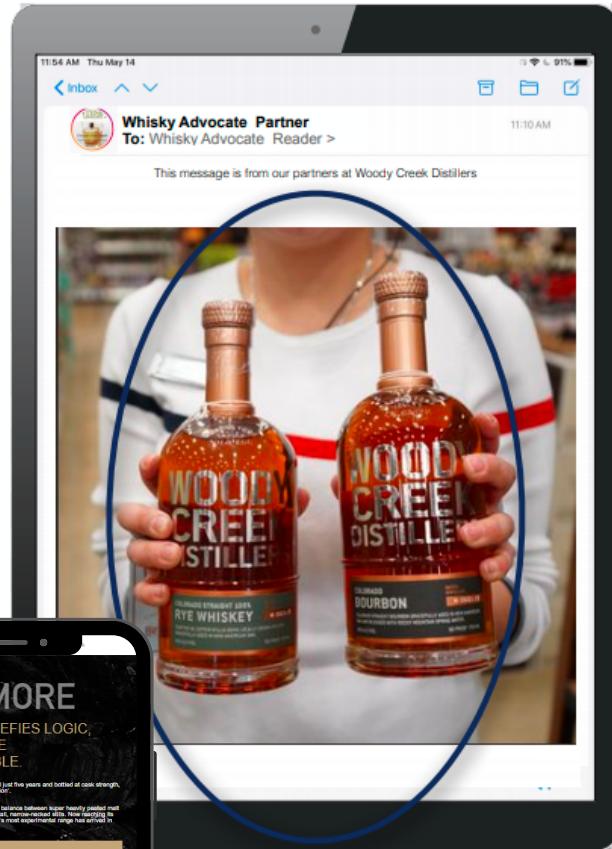


## **WHISKY ADVOCATE DEDICATED E-BLAST**

Send your brand's own dedicated e-mail blast to a selection of our opt-in subscriber database. Content of the dedicated e-blast can be created by you or our in-house marketing and design team to ensure your brands message reaches your target audience.

- E-mail content can link directly to an ecommerce site or to an interactive web experience.
- An high-impact way to deliver your brand's messaging to *Whisky Advocate*'s influential audience

[Click here:](#)  
SAMPLE DEDICATED  
E-BLAST





## 2021 ISSUE DATES & DEADLINES

### **SPRING**

Space Close: February 2, 2021  
Material Due: February 4, 2021  
Mail Date: March 3, 2021  
Newsstand Date: March 23, 2021

### **SUMMER**

Space Close: April 13, 2021  
Material Due: April 15, 2021  
Mail Date: May 11, 2021  
Newsstand Date: June 1, 2021

### **FALL**

Space Close: August 17, 2021  
Material Due: August 19, 2021  
Mail Date: September 14, 2021  
Newsstand Date: October 5, 2021

### **WINTER**

Space Close: November 2, 2021  
Material Due: November 4, 2021  
Mail Date: November 30, 2021  
Newsstand Date: December 21, 2021

Please note we can offer extensions on space and art.  
Contact: Jennifer Arcella • 212-684-5147 • [jarcella@mshanken.com](mailto:jarcella@mshanken.com)

# 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.

## ADVERTISING SIZE SPECIFICATIONS

| <b>MECHANICAL Specs</b> | <b>Width</b> | <b>Depth</b> |
|-------------------------|--------------|--------------|
| Publication Trim Size   | 9.875"       | x 11.5"      |
| Full Page Safety        | 9.375"       | x 11.00"     |
| Full Page Bleed         | 10.125"      | x 11.75"     |
| Full Page Non-Bleed     | 8.625"       | x 10.375"    |

### **SPREAD**

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

### **FRACTIONALS**

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

## 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

# ONLINE PRODUCTION SPECIFICATIONS

## WHISKYADVOCATE.COM BANNER ADS

| Placement Type     | Platform         | Dimensions | Format           | Max Image Size | Animation Requirements           |
|--------------------|------------------|------------|------------------|----------------|----------------------------------|
| Billboard Banner   | Desktop          | 1320x330   | JPG, GIF, HTML5* | 300kb          | If animated, must endlessly loop |
| Rectangle Banner   | Desktop & Mobile | 300x250    | JPG, GIF, HTML5* | 250kb          | If animated, must endlessly loop |
| Leaderboard Banner | Desktop          | 728x90     | JPG, GIF, HTML5* | 250kb          | If animated, must endlessly loop |

## WHISKYNOTES NEWSLETTER SPONSORSHIP

| Placement Type         | Platform         | Dimensions/Text  | Format   | Max Image Size | Animation Requirements           |
|------------------------|------------------|--|----------|----------------|----------------------------------|
| Sponsored Ad Placement | Desktop + Mobile | *580x336px JPG image<br>(sponsored content image)<br>*Short headline<br>*50 words of text<br>*URL(s)<br>**Social media pages/handles | JPG, GIF | 200kb          | If animated, must endlessly loop |

## TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, Ad Manager 360-compatible Rich Media files.
- Linking URL: Each creative must be accompanied by a click-through URL.
- Due Dates: All creative(s) must be delivered a minimum of 7-10 business days prior to launch.
- All ads must have a border.

## RICH MEDIA AD SPECS

- All Rich Media files require a default .gif or .jpeg with a max file size of 250kb.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

## Digital Production Contact

Hilary Chalson  
 212-684-4224 ext. 553 •  
[hchalson@mshanken.com](mailto:hchalson@mshanken.com)

# 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 22 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



## 2021 DATES & LOCATIONS

### **BIG SMOKE MEETS WHISKYFEST**

April 17, 2021 • Hollywood, FL

### **WHISKYFEST CHICAGO**

2021 Date TBD

### **WHISKYFEST NEW YORK**

2021 Date TBD

### **WHISKYFEST SAN FRANCISCO**

2021 Date TBD

## 2021 WHISKYFEST BOOKLET RATES

### WhiskyFest PROGRAM BOOKLET

|                  |         |
|------------------|---------|
| <b>COVER 4</b>   | \$3,999 |
| <b>COVER 2</b>   | \$2,999 |
| <b>COVER 3</b>   | \$2,400 |
| <b>FULL PAGE</b> | \$1,999 |

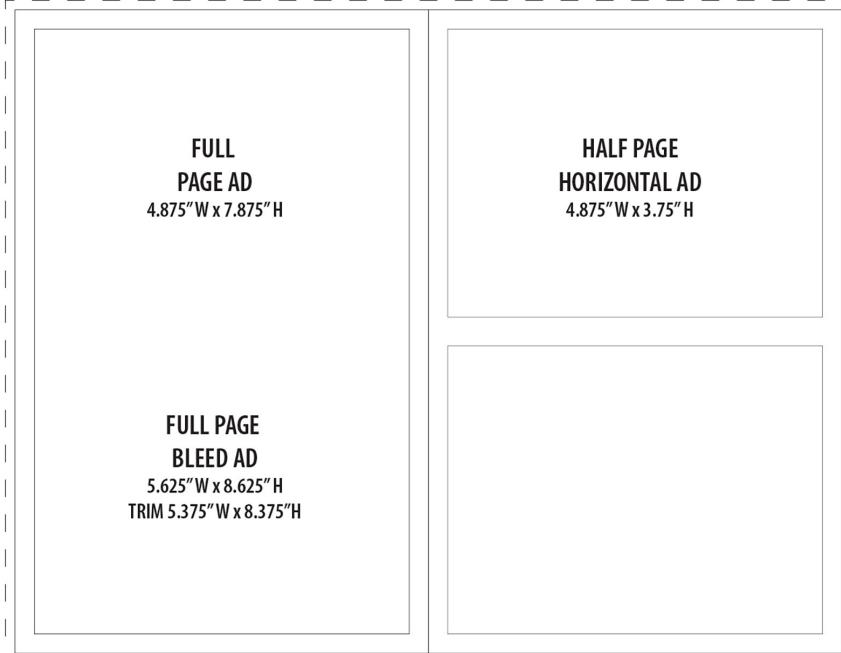
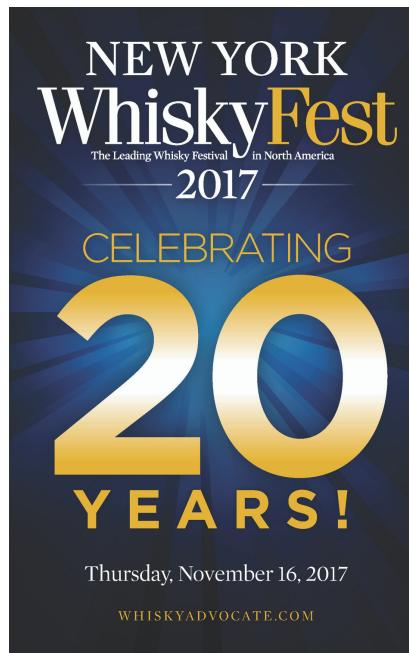
\* All rates are Net

### FOR ADVERTISING INFORMATION CONTACT:

**Michael P. McGoldrick**  
Vice President, Ad Director  
[mmcgoldrick@mshanken.com](mailto: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

### **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: babram@mshanken.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: clewis@mshanken.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@wnpmmedia.com

### **Special Account Representative**

#### **Steve Bliman**

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

### **Southeast Representative**

#### **Wheeler Morrison**

770-391-9905 - email: wheeler@greenleavesmedia.com

---

### **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