

Dear Advertiser,

Thanks very much for your interest in *IMPACT*. Enclosed please find a media kit with complete advertising information.

Published seventeen (17) times per year, *IMPACT* is edited for the top decision makers who turn to it as the *one source* for all the information they need to successfully manage their business.

The best in its field, each issue of *IMPACT* offers timely, accurate intelligence and data on trends in the worldwide drinks market, including:

- Exclusive interviews with key industry executives
- News from around the world
- Significant business developments
- Coverage of all major product introductions
- Exclusive data on companies, categories and brands

The readers of *IMPACT* are the top executives who control the distribution and sales of spirits, wine and beer throughout the world, covering both duty-paid and duty-free markets. Read in more than 50 countries, *IMPACT* boasts a total full-paid subscription base with close to 15,000 readers.

No other publication has such reach and influence. *IMPACT* is the place to be to reach the decision-makers who can influence your spirits, wine and beer business. *IMPACT* immediately positions your brand as an important worldwide player, expanding your market position while reinforcing the brand's image.

For more information, or to place advertisements, call me or Tiffany Kendall (Advertising Manager), at (212) 684-4224; or email [tkendall@mshanken.com](mailto:tkendall@mshanken.com)

Sincerely,

Diane Leech  
Vice President/Advertising Director  
[dleech@mshanken.com](mailto:dleech@mshanken.com)

# IMPACT

## 2007 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIAL DUE
<i>January 1 &amp; 15</i>	<i>Rum Market; Top 25 U.S. Spirits</i>	<i>December 14</i>	<i>December 21</i>
<i>February 1 &amp; 15</i>	<i>Top 100 Spirit Brands Worldwide; U.S. Beer Market Overview</i>	<i>January 17</i>	<i>January 24</i>
<b>March 1 &amp; 15</b>	<b>Impact Marketing Seminar (March 8); 2006 Hot Brands</b>	<b>February 7</b>	<b>February 14</b>
<i>April 1 &amp; 15</i>	<i>Tequila Market; Duty Free Show of Americas (4/22-4/26)</i>	<b>March 1</b>	<b>March 8</b>
<b>May 1</b>	<b>WSWA Convention (4/28-5/2); U.S. Imported Wine Market; Top 20 Wholesalers; Tax Free Asia Pacific Show</b>	<b>March 22</b>	<b>April 1</b>
May 15	U.S. Most Profitable Spirits Brands; Japan Regional Focus	April 30	May 4
<i>June 1 &amp; 15</i>	<i>Global Wine Market; VINEXPO (June 17-21); Champagne/Sparkling Wine; China Regional Focus</i>	<b>May 15</b>	<b>May 22</b>
<b>July 1</b>	<b>Scotch Market; Bourbon; Canadian/Irish Whiskey</b>	June 2	June 9
July 15	Vodka Market; India Regional Focus	June 14	June 21
<i>August 1 &amp; 15</i>	<i>U.S. Market: Spirits, Wine &amp; Beer</i>	<i>July 5</i>	<i>July 12</i>
<i>September 1 &amp; 15</i>	<i>“Blue Chip” Brands—Wine, Beer &amp; Spirits (event: Market Watch LEADERS retailers dinner)</i>	<i>August 16</i>	<i>August 23</i>
<b>October 1</b>	<b>World Beer Report; NBWA Convention (9/30-10/2); Top U.S. Beer Wholesalers</b>	<b>September 1</b>	<b>September 7</b>
<b>October 15/ November 1</b>	<b>Duty Free Pricing Report; Cannes Duty Free Show; Top 10 Brands in Travel Retail; Cognac Market Overview</b>	<b>September 15</b>	<b>September 22</b>
November 15	Single Malt Market; Top 10 Spirit Companies Worldwide	October 16	October 23
December 1	Gin Market; Italy	November 1	November 8
December 15	Liqueurs Market; Top Global Spirits Brands—Regional Ranking	November 16	November 23

- Issues in italics are double-issues
- Issues in bold feature bonus distribution at trade shows

# ***IMPACT SPECS***

## *General Advertising Specifications*

**In keeping with industry standards regarding digital ad delivery, M. Shanken Communications is now promoting PDF/X-1a as the preferred submission format for all advertising files. In order to streamline and improve the quality of the production process, we will no longer be accepting files formatted in their native application (such as Quark Xpress and Adobe Illustrator). By moving away from an open ended, application based ad submission policy toward a standards based submission policy, we believe that the quality of ad reproduction will be enhanced. We strongly encourage all advertisers to become familiar with the PDF/X standard. However, we will continue to support the TIFF/IT-P1 standard as well. Both the PDF/X-1a and TIFF/IT-P1 file standards are widely accepted and extremely reliable. For more information regarding these file formats and for a list of software vendors and service bureaus that support them, visit <http://www.ddap.org> or <http://www.swop.org>.**

## **Digital File Specifications**

### **PDF/X-1a**

- \* PDF/X1a file saved on a 100 MB Zip or CD-ROM. Only one ad per file.
- \* All High-resolution images and fonts must be included when the PDF/X1a file is saved
- \* Only use Type 1 Fonts - No TrueType fonts or Font Substitutions
- \* Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi.
- \* Total area density should not exceed SWOP 300% TAC
- \* No RGB or JPEG Images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images
- \* All required image trapping must be included in the file(s)

### **TIFF/IT-P1**

- \* TIFF/IT-P1 Format on a 100 Mb Zip or CD-ROM
- \* The Final Page (FP), Continuous Tone (CT), and Linework (LW) files for each ad.
- \* The files should be named with the following extensions.  
Final Page file: Filename.FP  
Continuous Tone file: Filename.CT  
Line Work file: Filename.LW
- After the TIFF/IT files are created, DO NOT RE-NAME the files
- \* The LW and HC file must be 2,400 dpi to avoid metric conversion issues
- \* The CT file should be SWOP (CMYK) 300 dpi. Total area density should not exceed SWOP 300% TAC
- \* Any 5th or Spot color should be in a separate file set
- \* All required image trapping must be included in the file(s)
- \* The black text should be merged with the Linework file

## **Proofing**

All material submitted to M. Shanken Communications should be accompanied by **at least two proofs made from the final file as submitted** to M. Shanken Communications. This proof should be generated using a SWOP certified proofing system as indicated in the manufacturer's SWOP Application Data Sheet. Proofs that are not generated using a SWOP certified proofing system or that do not meet SWOP specifications may not be used as color guidance. In the event that material is submitted without a SWOP certified proof, M. Shanken Communications reserves the right to pull a SWOP certified proof and charge the advertiser accordingly. For the current list of SWOP certified proofing systems and the complete SWOP specifications visit <http://www.swop.org>.

**All proofing should be done on 60# No. 5 grade stock (72 TAPPI Brightness). The paper may be a coated groundwood stock or a sheet coated to simulate the appearance of such a groundwood stock.**

**All proofs must contain color control bars in order to be considered an acceptable SWOP proof. All color control bars should have the following characteristics:**

- Solid patches with tint values of 25%, 50% and 75% of each of the primary colors (CMYK) along with two-color overprints (CM, CY, MY) in the same 25%, 50% and 75% tint values are required. Additional tint value areas such as 1%, 2%, 3%, 5% and 95%, 97%, 98%, 99% are strongly recommended.
- A gray balance bar must be included on the proof designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions.
- The three-color gray balance portion of the color bar should have the following values.

Black	--	Cyan	Magenta	Yellow
75%	--	75%	63%	63%
50%	--	50%	39%	39%
25%	--	25%	16%	16%

**Color bars meeting these requirements can be downloaded for free at <http://www.swop.org/downloads.html>**

#### **Proof Information**

The proof should be accompanied by a cover sheet or label which includes the name, address and phone number of the prepress service supplier and, if possible, the name of the person or persons who should be contacted in case of a problem. This label should also have the name of the SWOP-certified proofing system used to generate the proof. Proofs can change over time. They should be dated and not used if it is known that a change in appearance has occurred. (e.g., exposure to light, over time, will affect the color accuracy of a proof.)

Proofs should not be stapled or otherwise damaged in any area that might interfere with the densitometer reading of the color bars.

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#### **AD SIZES:**

	<b>Inches Wide</b>	<b>Inches Deep</b>
<i>Publication Trim Size:</i>	<b>8 1/2" (216mm)</b>	<b>11" (279mm)</b>
<i>Full Page Bleed:</i>	<b>8 5/8" (219mm)</b>	<b>11 1/4" (286mm)</b>
<b>Full Page Non-Bleed:</b>	7" (178mm)	10" (245mm)
<b>2/3 Page:</b>	4 3/4" (121mm)	9 3/4" (247mm)
<b>1/3 Page Vertical Non-Bleed:</b>	2 1/4" (57mm)	9 3/4" (247mm)

#### **SHIPPING:**

All production material should be sent to:

*Impact*

387 Park Avenue South 8th Floor

New York, NY 10016

Attn: Advertising Services Department