

MARKET WATCH EDITORIAL MISSION:

Market Watch serves the information needs of the on-premise and off-premise markets for spirits, wine and beer. Our readers are America's most successful on-premise operators and retail stores who look to MARKET WATCH for unique industry trends and information.

MARKET WATCH with 30-plus years experience stands alone as the authoritative source of trends and usable information for our readers and your customers.

MARKET WATCH is the only trade magazine focusing solely on the interests and needs of on-premise operators and off-premise retailers ten times each year. MARKET WATCH offers a balance of editorial that covers every aspect of the business including:

- Detailed industry news coverage of the on-premise and off-premise markets
- Cutting edge market trends to inform on-premise operators and retailers
- The latest and hottest restaurant openings coast to coast
- Nightclub and bar openings
- Covering retail stores and their expansion
- New product introductions
- On-premise and off-premise business profiles
- The new buzz at the bar
- Profiles on cities around the country and their alcohol beverage market
- What's happening in the wine market today
- Beer market coverage

WHAT DOES MARKET WATCH OFFER ME?

CONSIDER...

- MARKET WATCH is the voice of the industry, providing crucial trend and market information to your customers (on-premise and off-premise) so they can aggressively promote and sell alcoholic beverages.
- MARKET WATCH maintains a constant, active presence at all industry functions (including WSWA, NABCA, NRA, ABL, Nightclub & Bar, NBWA and the Wine & Spirits Guild).
- MARKET WATCH gives you 53,000+ buyers (135,000+ with pass along readership, Harvey Research Study) 11 times a year who request and read each issue!
- MARKET WATCH readers offer enormous purchasing power: on-premise beverage sales average \$1.6 million per outlet annually; off-premise average is \$1.8 million!
- MARKET WATCH is the industry's number one source for business information!

WHY MARKET WATCH?

An advertising investment in MARKET WATCH enhances your brand image, introduces your product to decision makers, covers both the on-premise and off-premise markets, and delivers a huge return! Here's how...

MARKET WATCH READERS:

- 100% qualified circulation (BPA)
- 96% purchased or recommended products they've seen in MARKET WATCH (Harvey Research Study)
- 96% are involved in purchasing decisions for wine, 88% for spirits and 90% for beer (Harvey Research Study)
- 86% develop and influence items for drink menus

MARKET WATCH CIRCULATION:

- MARKET WATCH reaches 53,000 off-premise retailers and on-premise operators, presidents/owners, general manager/directors, F&B directors and store managers (BPA).
- MARKET WATCH is the only trade magazine reaching both off-premise retailers and on-premise operators.

MARKET WATCH EDITORIAL:

- MARKET WATCH is the only one stop information source for off-premise retailers and on-premise operators.
- MARKET WATCH delivers useful market trends and analysis for everyday use by retailers.

MARKET WATCH HARVEY RESEARCH:

In response to the question, "If you could receive only one publication which would you choose?" the overwhelming majority of 89% answered: MARKET WATCH.

Not to be missed...

January/February

- Craft Spirits Roundup
- Mixology: Bourbon/Rye/American Whiskies
- On-Premise Profile: Blackhouse Hospitality Management, Hermosa Beach, CA
- Retailer Profile: Lukas Wine & Spirits Superstore, Overland Park/Kansas City
- Sommelier Spotlight:
- Crystal Ball 2016
- Craft Brewer Profile: Sweetwater, Atlanta
- City Scope: Jacksonville, FL
- Wine Files: Oregon
- Wine Sense: Coravin's Progress
- Bar Talk: Tepache, Pulque and other Ethnic Drinks
- Beer Feature: Anheuser-Busch's Craft Division
- Beer Buzz: Spirits-Flavored Beers

March: On Premise Player of the Year

- Vodka Category Feature
- Mixology: Rum
- On-Premise Player of the Year
- Retailer Profile: Mapco Express, Brentwood, TN
- Craft Distiller Profile: High West, UT
- What's Trending: Independent Spirits Bottlers
- City Scope: Madison, WI
- Cocktail Hour:
- Wine Files: Sonoma County
- Wine Sense: Beringer's Revamp
- Bar Talk: Tableside Cocktails
- Beer Feature:
- Beer Buzz: Warm Beer Storage
- **Special Bonus Distribution: Impact Marketing Seminar**

April: Spirit & Wine Hot Brand Awards

- Spirits and Wine Hot Brands Awards
- Liqueurs Category Feature
- On-Premise Profile: Hakkasan Group
- Retailer Profile: Acquistapace's, New Orleans
- City Scope: Silicon Valley
- Mixology: Gin
- Sommelier Spotlight:
- What's Trending: Alcoholic Sodas
- Craft Brewer Profile: Ballast Point, San Diego
- Wine Files: Rosé
- Wine Sense: Burgundy
- Bar Talk:
- Beer Feature:
- Beer Buzz:
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

May: Control States/NABCA

- Rum Category Feature
- Mixology: Tequila
- On-Premise Profile: City Winery, New York City
- Retailer Profile: Raley's Grocery, CA and NV
- Control State Roundup
- Impact Seminar Roundup
- City Scope: Greenville, SC
- What's Trending: Food Hall-Style On-Premise Venues
- Cocktail Hour:
- Wine Files: Box Wines
- Wine Sense: Wine And Painting Events
- Craft Distiller Profile: Smooth Ambler, Virginia
- Bar Talk: House-Grown Garnishes
- Beer Feature: Mexican Brews
- Beer Buzz:
- **Special Bonus Distribution: National Alcohol Beverage Control Association and National Restaurant Association**

June: Beer Hot Brands

- Gin Category Feature
- Mixology: Summer Cocktails
- WSWA Hot Brands Party
- On-Premise Profile: Rusty Bucket Restaurant & Tavern, Columbus, OH
- Craft Distiller Profile: Charbay, St. Helena, CA
- Retailer Profile: Payless Liquors, IN
- City Scope: Houston
- Sommelier Spotlight:
- What's Trending: Beer Hot Brands
- Wine Files: Bordeaux
- Wine Sense:
- Bar Talk:
- Beer Feature:
- Beer Buzz:

July/August

- Tequila Category Feature
- Sangria Category Feature
- Mixology: Latin American Spirits

- What's Trending: World Whiskies
- On-Premise Profile: Punch Bowl Social, Denver
- Craft Brewer Profile: New Belgium Brewing Co.
- Retailer Profile: San Francisco Wine Co.
- City Scope: Cleveland
- Cocktail Hour
- Wine Files: New Zealand
- Wine Sense: Grower Champagne
- Bar Talk:
- Beer Feature:
- Beer Buzz:
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Tales of The Cocktail**

September: Whiskey

- Bourbon Category Feature
- Irish Whiskey Category Feature
- Mixology: Vodka
- On-Premise Profile: Rock & Brews, Manhattan Beach, CA
- Retailer Profile: Buehler's Fresh Foods, Ohio
- Craft Brewer Profile: Green Flash, San Diego
- What's Trending: Fast-Casual Focus on Cocktails
- City Scope: Savannah or Atlanta
- Sommelier Spotlight
- Wine Files: Napa Valley
- Wine Sense:
- Bar Talk:
- Beer Feature: Beer Wholesaler of the Year
- Beer Buzz:
- **Special Bonus Distribution: National Beer Wholesalers Association**

Leaders: Annual Retail Awards

- Profiles of Six Leaders, Four Alumni Award Winners and The Retailer of the Year. The Publication honors the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retail, wholesale and supplier executives.

October: Hot Prospect Brand Awards

- Blended Scotch Whisky Category Feature
- Single Malt Scotch Whisky Category Feature
- Spirits & Wine Hot Prospects
- Mixology: Bitter Liqueurs
- On-Premise Profile: Davio's Steakhouse, Boston
- City Scope: San Diego
- Retailer Profile: Bourbon Street Wines & Spirits, NJ
- Craft Distiller Profile: New Deal Distillery, Portland, OR
- What's Trending: Nordic Beverages
- Leaders Banquet
- Cocktail Hour:
- Wine Files: Italy
- Wine Sense: Montes, Chile
- Bar Talk: Pumpkin Cocktails
- Beer Feature:
- Beer Buzz:

November

- Canadian Whisky Category Feature
- Mixology: Spicy Cocktails
- NBWA Hot Brands Party
- On-Premise Profile: DMK, Chicago
- Craft Brewer Profile: Dogfish Head, DE
- Retailer Profile: K&L Wine Merchants, CA
- What's Trending:
- City Scope: Minneapolis
- Sommelier Spotlight:
- Wine Files: Argentina
- Wine Sense:
- Bar Talk:
- Beer Feature:
- Beer Buzz:

December: Blue Chip Brand Awards

- Cognac Category Feature
- Imported Vodka Category Feature
- Mixology: Scotch
- Blue Chip Brands
- On-Premise Profile: Lazy Dog Restaurant & Bar, CA
- Retailer Profile: Cork Liquors, IN
- Craft Distiller Profile:
- What's Trending:
- City Scope: Memphis, TN
- Cocktail Hour:
- Wine Files: Germany
- Wine Sense:
- Bar Talk:
- Beer Feature:
- Beer Buzz:

Hot Themes for 2016...

On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made the company a success.

Leaders

Recognition of the best industry retailers in the country both in store and online.

Hot Brand Awards, Blue Chip Brands & Hot Prospects

These are the industry's most exciting and valued brands, quantified each year by Impact and published in Market Watch.

On-Premise & Off-Premise Profiles

A look at what your customers are doing with their stores and operations to maintain and enhance the customers' experience.

Appearing in every issue...

MRS Editorial

Letter from Marvin R. Shanken, the Chairman of M. Shanken Communications

Shop Window

News on expansion and innovative marketing from retail stores nationwide

Beer Buzz

What's new and happening in the beer category

Through the Glass

News about retailers, on- and off-premise operators, supplier brands and more...

New Products

Information on new products and how to get them

Sommelier Spotlight

A profile of a notable Sommelier and details about his or her wine program.

Nightclub & Bar Openings

The hottest openings of clubs and bars from around the country

First Birthdays

A look at brands after their first year on the market

Mixology

The latest cocktail trends

Restaurant Openings

The latest culinary openings, and what their beverage offerings look like

Bar Talk

The latest bar trends, promotion, technology and more

News Watch

All the news that's fit to print

Events

Photographs and captions from the latest industry and celebrity events

Wine Files

A look at trends and innovation in the wine category

Cocktail Hour

A bar/bartender profile and the venue's signature drinks

2016 CLOSING DATES

January/February

Space Closing: Jan 7
Materials Due: Jan 11

March

Space Closing: Feb 2
Materials Due: Feb 5

April

Space Closing: March 4
Materials Due: March 9

May

Space Closing: April 5
Materials Due: April 8

June

Space Closing: May 6
Materials Due: May 11

July/August

Space Closing: June 17
Materials Due: June 22

September

Space Closing: Jul 29
Materials Due: Aug 3

Leaders

Space Closing: Aug 15
Materials Due: Aug 19

October

Space Closing: Sept 13
Materials Due: Sept 15

November

Space Closing: Oct 14
Materials Due: Oct 18

December

Space Closing: Nov 7
Materials Due: Nov 10

PRODUCTION SPECIFICATIONS

Printing

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" x 11"

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 Material

Digital files uploaded to our ad portal
<http://mshanken.SendMyAd.com>
(uploading information 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

Full Page:

Trim	8 1/4" x 11"
Bleed Size	8 1/2" x 11 1/4"
Safety	8" x 10 3/4"
Non-Bleed Size	7" x 10"

**All live matter must be 1/8" from trim on all sides*

Spread:

Trim	16 1/2" x 11"
Bleed	17" x 11 1/4"
Safety	16" x 10 3/4"
Non-Bleed	14" x 10"

**1/4" gutter safety for spreads*

Fractionals:

2/3 Vertical Non-Bleed	4 1/4" x 9 3/4"
2/3 Vertical Bleed	5 1/8" x 11 1/4"
1/2 pg. Vertical Non-Bleed	3 3/8" x 9 3/4"
1/2 pg. Vertical Bleed	4" x 11 1/4"
1/2 pg. Horizontal Non-Bleed	7 1/4" x 5"
1/2 pg. Horizontal Bleed	8 1/2" x 5 3/4"
1/3 pg. Square Non-Bleed	4 1/2" x 4 1/2"
1/3 pg. Square Bleed	5 1/8" x 5 1/2"
1/3 pg. Vertical Non-Bleed	2 1/4" x 9 3/4"
1/3 pg. Vertical Bleed	3" x 11 1/4"

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.

For Further Information

Go to mshanken.com, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Jennifer Arcella
jarcella@mshanken.com
TEL: 212-481-8610 x315

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

DIGITAL EDITION

2016 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 7	January 14	February 5
March	February 2	February 9	March 3
April	March 4	March 17	April 8
May	April 5	April 13	May 6
June	May 6	May 18	June 10
July/Aug	June 17	June 27	July 18
September	July 29	August 10	September 2
Leaders	August 15	August 24	September 16
October	September 13	September 27	October 19
November	October 14	October 26	November 17
December	November 7	November 16	December 12

DIGITAL MEDIA RATES*

Front Cover Video	\$6,000 net
Run a Book Video	\$3,100 net
Pop-Up Text	\$900 net

*Digital Media needs to run in conjunction with print advertising

For Further Information

Go to mshanken.com, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Jennifer Arcella
jarcella@mshanken.com
TEL: 212-481-8610 x315

RICH MEDIA FOR MARKET WATCH

Available formats

Animated GIF

Maximum file size: 250KB

Flash Animation

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

Audio Files

Format: MP3 64-128kbps only – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 1 MB

Video Files

Format: MPEG (MPG) only encoded using H264 compression mp4 codec at 640 x 380. No streaming.

Other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 3MB

Pop-Up Text Requirements

Flash Animation

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

Submission

When submitting your files, please specify the following:

- Media type.
- Play option (auto-play or on-click).
- Dimension (H x W).
- Description of where media should be positioned.

For further information of file specifications, please consult <http://www.zinio.com/specs>

M. SHANKEN COMMUNICATIONS, INC. SECURE FTP INSTRUCTIONS

1. Download the FileZilla 3.3.3 setup file from here: <http://filezilla-project.org/download.php>
2. Choose Windows, Mac, or Linux. Run the install, leave the default settings and click 'next' until you get to 'finish'. Then click 'finish' to launch FileZilla.
3. Click on 'File' then select 'Site Manager'.
4. Click on 'New Site' and name the site 'MShanken FTP', then fill out the following:
Host - ftp.mshanken.com
Port - 990
Server Type - FTPS - FTP over implicit TLS / SSL
Logon Type - Normal
User - 'ftpuser'
Password - 'mshanken123!'
Then click on 'Connect'
A certificate window will appear, check the box at the bottom that states 'always trust certificate in future sessions' then click on 'ok'
5. The FTP directories assigned to you will be located on the right and your desktop will be highlighted on the left.
To download a file do the following:
Right click the file on the right hand side, then choose 'Download'. This will download the file to your desktop, if you are not sure where the file is you can double check by clicking on the 'Successful Transfers' tab at the bottom. You can also simply drag an item from the right hand side and drop it on the left hand side.
To upload a file do the following:
Right click the file on the left hand side, then choose 'Upload'. This will upload the file to the directory you are in on the right hand side. You can also upload a file by dragging it from the left hand side and drop it on the right hand side.

You can select multiple files to upload or download by choosing 'Add files to queue'

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, or 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.