

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

Vice President, Associate Publisher

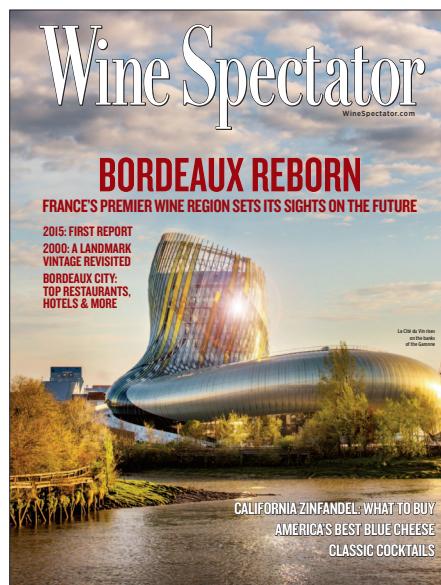
Tel: 212-684-4224

A PUBLICATION OF M. SHANKEN COMMUNICATIONS, INC.

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

Wine Spectator issues



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
Wine Spectator	\$166,733
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

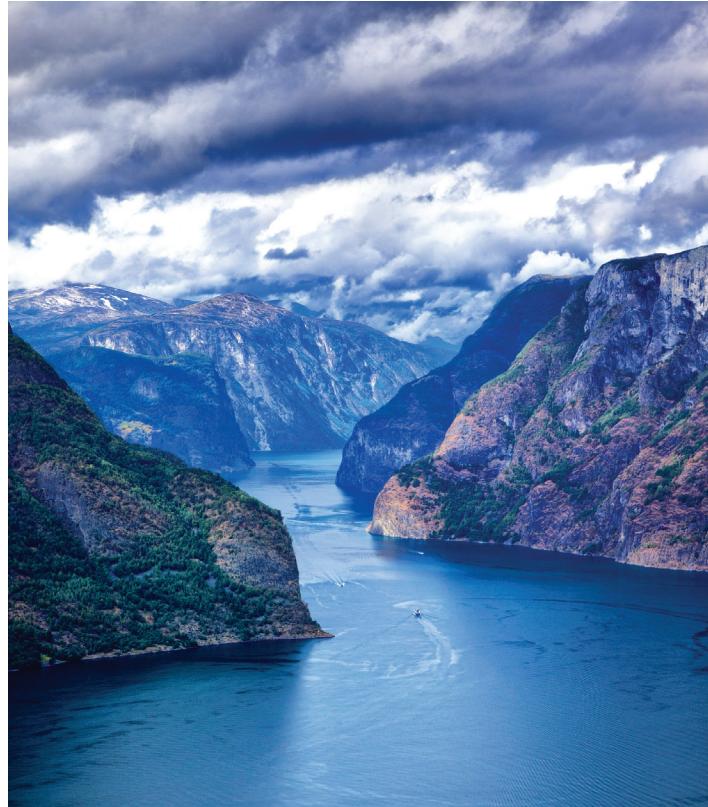
Male	63%
Female	37%
Median Age	52
Median HHI	\$166,733
Index	
Valid Passport	91%
Average Hotel/Resort Nights	25
20+ Round Trips	247
30+ Round Trips for Business	223
25+ Commercial Airline Trips for Business	273
25+ Commercial Airline Trips for Vacation	203
50+ Nights in Hotel/Resort for Business	221
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

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3 ways travel is featured in Wine Spectator



Individual luxury travel feature



Combined wine and travel editorial

A collage of five photographs: 1. A woman in a red dress stands in a lush green field. 2. A man in a blue shirt and tan pants walks through tall grass. 3. A person in a yellow vest and hard hat works on a construction site. 4. A group of people gathered around a table outdoors, possibly at a picnic or event. 5. A view of palm trees and tropical foliage under a clear blue sky.



Single travel feature

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

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, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
tel: 212-684-4224 x344

Christina Chiaffitella
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
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