

Mission Statement & Audience Profile

Wine Spectator is the most respected source for wine expertise and wine lifestyle inspiration.

Through every issue, and online, our editors provide unique insights and educate our readers on wine & spirits, food & fine dining, travel, culture, and entertainment.

Wine Spectator is renowned for its integrity and attracts an affluent audience of **5 Million** that invests in quality. These influential readers are brand ambassadors for the luxury products they consume.



Brand Footprint & Offerings



PRINT
3,000,000

DIGITAL
1,000,000



SOCIAL
720,000

eNEWSLETTERS
422,500

EVENTS
30,000



MOBILE APPS
170,000

VIDEO
300,000

Source: 2017 GfK MRI DB, Google Analytics 2017

Wine Spectator

Wine Spectator's Audience Profile

Demographic Profiles

Ipsos*

MRI**

| | | |
|----------------------|-----------|-----------|
| Average Age | 50 | 50 |
| Average HHI | \$322,959 | \$116,930 |
| Average Net Worth | \$2.1MM | \$583,969 |
| College Educated | 88% | 80% |
| Lead Decision Makers | 81% | 72% |

Total Yearly Expenditures*

\$155 Billion

Top Spending Categories*

Home and Garden

\$21 Billion

Vehicles Bought or Leased

\$20 Billion

Financial Services

\$15 Billion

Travel

\$14 Billion

Apparel + Accessories

\$10 Billion

Leisure, Entertainment, Dining

\$8.6 Billion

Jewelry + Watch

\$4 Billion

All Alcoholic Beverages

\$2.3 Billion

Source*: IPSOS Affluent Survey USA Fall 2017 HHI \$125,000+

Source**: 2017 GfK MRI DB, Total Adults



Print Presence

15x

NUMBER OF ISSUES PUBLISHED IN A YEAR

\$59.95

COST OF ONE-YEAR SUBSCRIPTION

57 Minutes

AVERAGE TIME SPENT PER ISSUE

380,000

PAID CIRCULATION

8.1

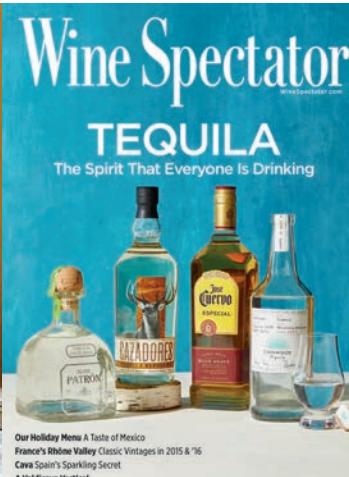
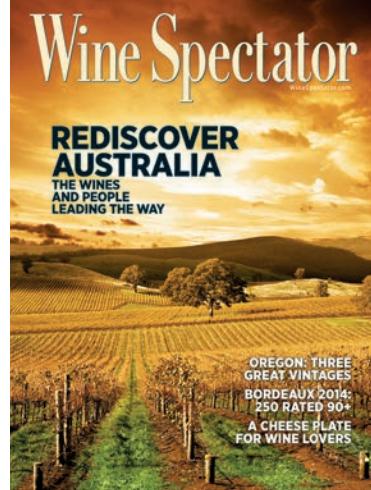
READERS PER COPY

3 Million

AUDIENCE FOOTPRINT

Multi-Platform

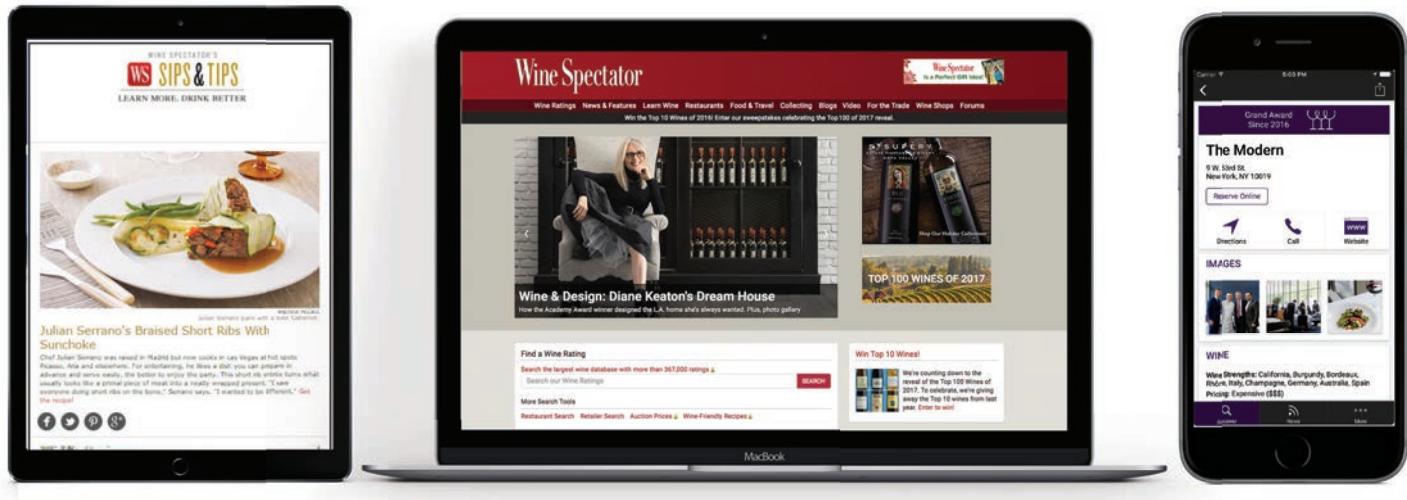
ZINIO DESKTOP + MOBILE APP



Source: 2017 GfK MRI & MRI DB

Wine Spectator

WS Digital Offerings



NEWSLETTERS

Sips & Tips

Collecting & Auctions

Wine & Healthy Living

Unfiltered

Video Theatre

Private Guide to Dining

Retailer Trade Report

Ratings Flash

WEBSITES

[WineSpectator.com](#)

[Top100.WineSpectator.com](#)

[Restaurants.WineSpectator.com](#)

Custom Curated Microsites
Available

MOBILE APPS

[Wine Ratings+](#)

[Restaurant Awards](#)

[XValues](#)

SOCIAL

[Sponsored Facebook Posts](#)

M. Shanken Events at a Glance



SIGNATURE EVENTS

The New York Wine Experience

Wine Spectator Grand Tours
New York, Las Vegas, Washington D.C.

Bring Your Own Magnum Party

KEY MARKET CO-SPONSORED EVENTS

Beaver Creek

California

Charleston

Chicago

Miami

New York

TRADE

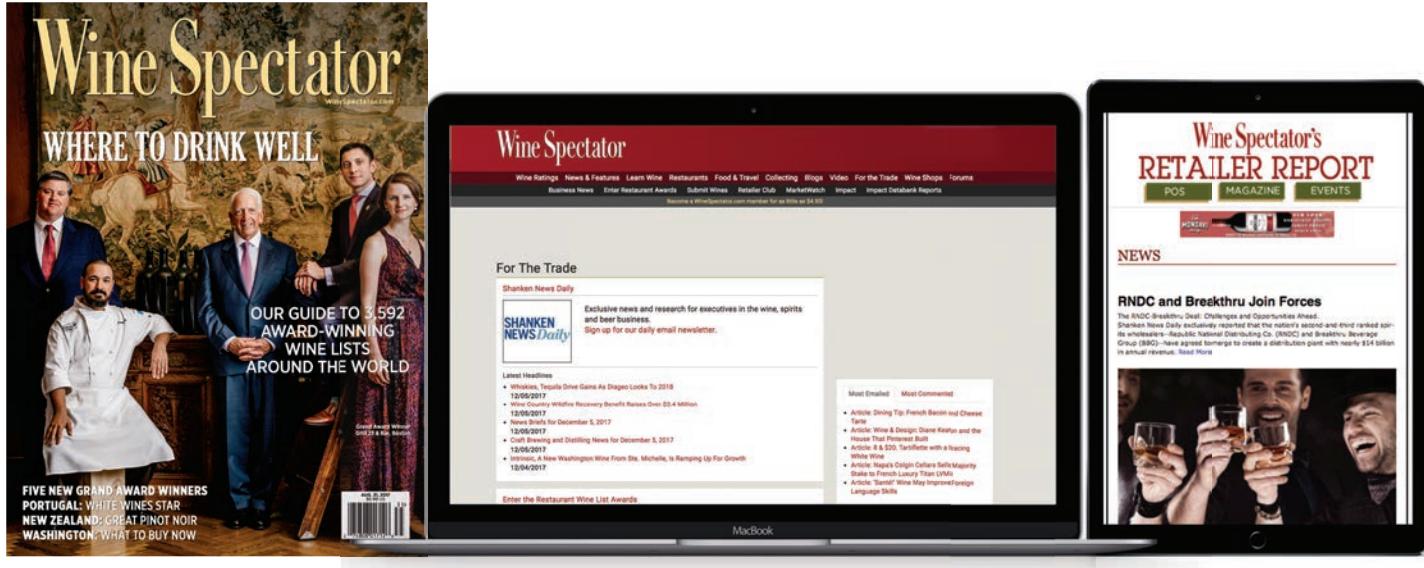
Impact Annual Marketing Seminar

Market Watch Leaders Dinner

Market Watch Hot Brands

Reaching the Trade

In addition to reaching influential consumers, Wine Spectator attracts trade decision makers including Retailers, Food & Beverage Directors, Wine & Spirits Buyers, and more. There is no wasted circulation. It all counts.



PRINT ISSUES

Bonus Distribution

Sent to global, wine and spirit trade events throughout the year

DIGITAL

For the Trade

Dedicated Trade section on
[WineSpectator.com](#)

E-NEWSLETTER

Retailer Trade Report

Reaches independent and chain retail partners

Private Guide to Dining

Reaches sommeliers, chefs, wine directors and restaurant & hospitality staff

2018 issue dates and deadlines

| COVER DATE | SPACE CLOSE | MATERIAL DUE |
|------------------------|---------------------|---------------------|
| ■ Jan/Feb Double Issue | ■ December 15, 2017 | ■ December 19, 2017 |
| ■ March 2018 | ■ January 9 | ■ January 11 |
| ■ April 2018 | ■ February 6 | ■ February 8 |
| ■ May 2018 | ■ March 6 | ■ March 8 |
| ■ June 15, 2018 | ■ April 3 | ■ April 5 |
| ■ June 30, 2018 | ■ April 17 | ■ April 19 |
| ■ July 2018 | ■ May 15 | ■ May 17 |
| ■ August 2018 | ■ June 5 | ■ June 7 |
| ■ September 2018 | ■ July 3 | ■ July 5 |
| ■ October 15, 2018 | ■ July 31 | ■ August 2 |
| ■ October 31, 2018 | ■ August 14 | ■ August 16 |
| ■ November 15, 2018 | ■ September 4 | ■ September 6 |
| ■ November 30, 2018 | ■ September 18 | ■ September 20 |
| ■ December 15, 2018 | ■ October 2 | ■ October 4 |
| ■ December 31, 2018 | ■ October 16 | ■ October 18 |

Please note we can offer extensions:

Contact: cchiaffitella@mshanken.com

cc: mmorgenstern@mshanken.com, mkotraba@mshanken.com

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. '18 March '18 April '18 May '18 June 15, '18 June 30, '18 July '18 August '18
 Sept. '18 Oct. 15, '18 Oct. 31, '18 Nov. 15, '18 Nov. 30, '18 Dec. 15, '18 Dec. 31, 17 Jan./Feb. '19

COMMENTS/POSITIONS: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Space Cost Per Insertion: Gross: _____ Net: _____

Signature: _____

Title: _____ Date: _____

**Please email: mkotraba@mshanken.com and cc: mmorgenstern@mshanken.com
or sign and fax back to (212) 481-1540**

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

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Contacts for Media Inquiries

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