Wine Spectator.com ONLINE MEDIA KIT

M. Shanken Communications 387 Park Avenue South New York, NY 10016 Phone: 212-481-8610

OVERVIEW

Launched in October 1996, WineSpectator.com is the most authoritative source of wine information in the world. This definitive Web site is for individuals who wish to expand their knowledge and appreciation of wine, fine dining, cooking and entertaining, and world travel.

America's most popular wine Web site, redesigned in October 2006, WineSpectator.com provides wine ratings and original content you won't find anywhere else. Our site provides an exciting opportunity to reach an educated, sophisticated and affluent professional who enjoys what life has to offer.

Online Subscribers have access to:

- More than 200,000 wine ratings, searchable by score, varietal, vintage and price
- More than 1,000 new wine ratings each month
- Detailed Vintage Charts for all the major growing regions
- Advance wine ratings through our two newsletters, the Insider (hot new wines) and the Advance (a preview of new ratings from Wine Spectator magazine), exclusive to Wine Spectator Online
- Editors' Blogs: Exclusive opinions and commentary from our senior editors and guest bloggers
- Videos: Join the editors at Wine Spectator as they talk with winemakers, chefs and sommeliers
- Auction Database that tracks the most current prices for collectible wines
- Personal Wine List/My Cellar: Allows members to track their wine collections online and make their own shopping lists
- **Wine Spectator Mobile**
- Plus: News & Features, Tasting Reports, exclusive Barrel Tastings, Daily Wine Picks, Value Wines and much more

A SAMPLE OF PREVIOUS ADVERTISERS

Wine Industry

Acker Merrall & Condit Bonny Doon Chateau Ducru-Beaucaillou Chateau Haut-Brion **Curran and Conners** D. Sokolin Company Gallo Hart Davis Hart J.P King Auction Pasternak Wine Imports Rioia Terlato Wines Sterling Winery Vineyard Brands Vinitaly Wines from Spain

Wines of Germany

Travel/Tourism

Air New Zealand California Tourism **Delta Airlines** Government of France Hyatt Monaco Tourism Board Pinehurst Resorts Ritz-Carlton The Luxury Collection Three Forks Ranch Tourism BC Tourism New Zealand Tourism of Ontario Vail Resorts

Financial/Automotive

American Express Aetna/AARP Acura Porsche

Fashion/Misc.

Callaway Golf Christies Gucci Riedel Sothebys Triscuit Vinturi WinePod

AUDIENCE

TRAFFIC

- 6 million+ monthly page views
- 800,000+ monthly visits
- 500,000+ monthly unique visitors
- Time on site: 8:00

DEMOGRAPHIC

■ Male/Female: 81% / 19% ■ Median Age Range: 40-44

Median HHI Range: \$150,000-\$200,000

College Degree or Higher: 83%

Executive, Managerial, Professional: 77%

AD SIZES

■ 300 x 600

■ 300 x 250

■ 728 x 90

■ 234 x 60

We will tailor the proposal based on advertiser goals and objectives. Our minimum buy is \$5,000 net per month.

WineSpectator.com is open to "out of the box" ideas and will create packages that suit the needs of our clients.

LUXURY INSTITUTE CONSUMER WEBSITE STUDY, 2008

The Luxury Institute has conducted research on leading Consumer Websites among wealthy consumers with a minimum annual income of \$150,000.

15 CONSUMER WEBSITES INCLUDED IN THE SURVEY WERE (ALPHABETICAL ORDER)

- Architectural Digest
- Food and Wine

Travel and Leisure

- Bon Appetit
- Gourmet
- New York Magazine Scientific American
- Vanity Fair

- Conde Nast Traveler
- National Geographic
 The New York Times
- Vogue

- Esquire
- Traveler
- The New Yorker
- Wine Spectator

CONSUMERS WERE SURVEYED IN DEPTH ON HOW THE FOLLOWING CATEGORIES RELATE "TO ME":

- Subject Matter Expert
- Advertising Appropriateness

- Helpful and Relevant Information
- Production Quality

TWO IMPORTANT QUESTIONS WERE ASKED:

- Is this website worthy of a price premium
- Would you be willing to recommend the Website to people you care about

WINESPECTATOR.COM RESULTS

WINESPECTATOR.COM RANKED SIXTH OVERALL IN THE SURVEY BUT SCORED WELL ABOVE AVERAGE FOR "WORTHINESS OF A PRICE PREMIUM" AND "WILLINGNESS TO RECOMMEND"

- #1 in the category "is this consumer website worthy of a significant price premium with"
- #3 in the category "would you recommend this consumer website"

Those that would recommend winespectator.com cited its' expert advice and product relevant information, as well as appropriate ads. The website had an 80% willingness to recommend score.

CONSUMERS WHO WERE WILLING TO RECOMMEND WINESPECTATOR.COM TO OTHERS SAID:

- "Great addition to the printed magazine"
- "Definitive source for information"
- "If people want access to wine reviews, winespectator.com is the best place to get them"
- "Totally relevant to my lifestyle and interests, well done"
- "Great reviews and recommendations for wine and food"
- "Just about the best in the business"
- "Best resource for wine fans"
- "Expert advice and current knowledge"

E-MAIL NEWSLETTER SPONSORSHIPS

SIPS & TIPS

- Features a great-value wine selected by our editors along with dining, travel and other winerelated tips
- Sent weekly to Sips & Tips opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

VIDEO THEATER

- Features our most recent videos in one convenient delivery
- Sent twice monthly to Video Theater opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

WINE & HEALTHY LIVING

- Features ideas and advice for a healthy and satisfying lifestyle
- Sent twice monthly to Wine & Healthy Living opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

COLLECTING & AUCTIONS

- Provides information on upcoming auctions, results from recent auctions and other valuable information for the in-the-know collector
- Sent twice monthly to Collection & Auctions opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

SPONSORSHIP OPPORTUNITIES

Throughout the year, WineSpectator.com offers sponsorship opportunities of both special features and recurring content. Some sponsorship opportunities may include:

- Wine Ratings
- Top 100
- Daily Wine Picks
- For the Trade
- Dining & Travel
- Wine Spectator Mobile

ADDITIONAL OPPORTUNITIES

GEO-TARGETING

WineSpectator.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

FREQUENCY CAPPING

WineSpectator.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

VIDEO & RICH MEDIA

WineSpectator.com can support a wide variety of Rich Media including Flash and In-Unit Video :07 pre-rolls also available in limited quantities

ADVERTISING SPECS

TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

RICH MEDIA AD SPECS

Flash Files:

- Flash files are accepted in .swf format only.
- To ensure proper tracking, files should contain an action script inserted in this fashion: on (release) { getURL (_levelO.clickTag, "_blank");

(This action script will replace the click-through url within the file but urls must still be provided)

- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher

Expandable Units:

- 728x90; max expansion 728x270
- 300x250; max expansion 500x500
- Expansion must be user-initiated

Other Rich Media:

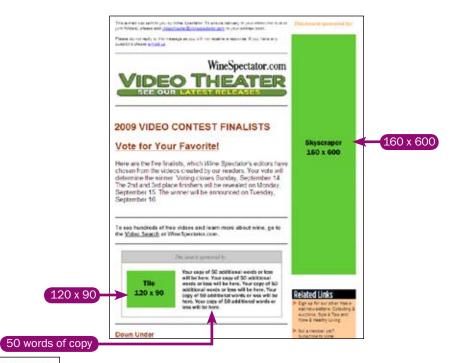
- All Rich Media files require a default .gif or .jpeg with a max file size of 30k.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Tile	234x60	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Half-Page	300x600	40K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblocks	300x250 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
E-Mail Newsletter Sponsorships	160x600, 120x90 & 50 words of text	30K	Up to 15 sec.	3 loops max	GIF or JPEG Only. Text max of 50 words.

SAMPLE WEEKLY EMAIL NEWSLETTERS





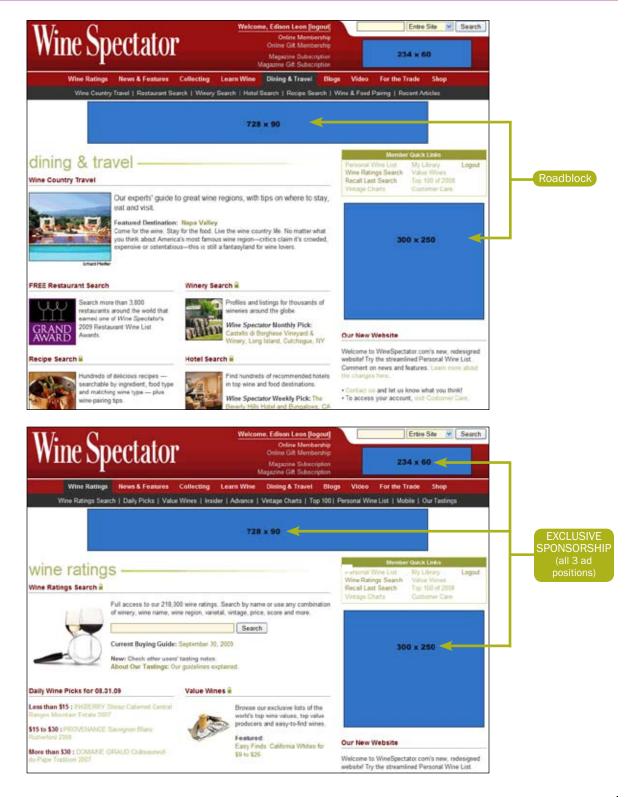




AD SAMPLES



AD SAMPLES



WINE SPECTATOR MOBILE

A new way to reach WineSpectator.com members — sponsor Wine Spectator Mobile today!

ABOUT WINE SPECTATOR MOBILE

Launched in October 2008, Wine Spectator Mobile is for everyone who has ever wanted more information when buying wine on the go.

- Search Wine Spectator's database of more than 200,000 wine ratings
- View our vintage charts
- Reference your shopping lists and current cellar inventory via Personal Wine List/My Cellar



MOBILE BANNER AD SPECS

Dimension	Max File Size	Accepted Formats
216x36	3K	Static GIF or JPEG only

ADDITIONAL INFORMATION

- Third party serving and tracking not accepted.
- Click through URL must link to a mobile web site specifically optimized for mobile phones. If you do not have a mobile web site, your ad must click through to a landing page that is optimized for mobile phones.

mobile.winespectator.com

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