



Whisky

ADVOCATE

2023 MEDIA KIT



OUR VALUES

Whisky Advocate is the informative voice that speaks to its passionate consumer audience about the intelligent, responsible and joyful consumption of the world's finest whiskies

TRUST

Our brand is first and foremost known for the integrity of its industry-leading ratings and reviews for whiskies

RICH CONTENT

Expert editorial features educate and inspire our readers by delivering top sourced information, and entertainment

WHISKY EXPERTISE, EVERYWHERE:

Across print, digital, social media and events, we offer a unified and cross-platform experience for our audience as the most authoritative source of whisky & spirit information anywhere



TOTAL BRAND FOOTPRINT

1,468,000

PRINT

875,000 Readership

DIGITAL

385,000 Unique visitors

SOCIAL

100,000 Active followers

NEWSLETTERS

100,000 Subscribers

EVENTS

8,000+ Highly engaged consumers



EDITORIAL COVERAGE

WHISKY REVIEWS

INDUSTRY NEWS/INSIGHTS

WHISKY EXPERIENCES

COCKTAILS & RECIPES

TRAVEL

STYLE & LUXURY





OUR AUDIENCE

Whisky Advocate attracts an audience of top lifestyle influencers and affluent consumers. Our readers are leaders in their social and professional worlds.

MALE	94%
FEMALE	6%
AVERAGE AGE	43
AVERAGE HHI	\$405,837
AVERAGE NET WORTH	\$2,614,540

OUR READERS...

Monthly consumption of spirits (by glass)	12 MILLION
Yearly spend of alcoholic beverages	\$1.8 BILLION
Purchased an edit rated whisky	85%
Dine out on a monthly basis	6x
Entertain 2x a month at home	83%
Have traveled in the past year	97%

WHISKY ADVOCATE DIGITAL EDITIONS



The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.



POWERED BY



amazonkindle eMagazines

WHISKY ADVOCATE CUSTOM BRAND BUILDING

In addition to premium placements, polybags, inserts and gatefolds, our skilled marketing and design team is able to create customized content that will meet all of your strategic needs for print, mobile, social media and video. This customized campaign will drive home your brand's message.

By aligning with *Whisky Advocate*, you will have a unique opportunity to leverage the authority and trust our brand holds while inspiring readers to gain a deeper understanding of your key message.

Our Abilities

- Category co-ops
- Custom content programs
- Digital media design marketing
- Social media design marketing
- Custom video production



WHISKY ADVOCATE DIGITAL ADVERTISING

Whisky Advocate has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram) and WhiskyNotes & Cocktail Club Newsletters. Our website is the preeminent source of whisky information on the web, with its ratings and expert editorial content. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.

FOR MORE INFORMATION, ASK FOR OUR **DIGITAL CAPABILITIES DECK**

QUALITY AUDIENCE

MALE	78%
FEMALE	22%
AVERAGE AGE	47
AVERAGE HHI	\$100,000
COLLEGE EDUCATED	86%

AVAILABLE OPPORTUNITIES:

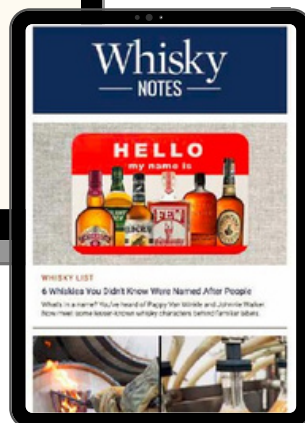
- High-Impact IAB
- Standard IAB Display Units
- Video Pre-Roll
- M.Shanken Private Marketplace
- Email Marketing
- Newsletter Marketing
- Editorial 101 Videos
- Social Media Organic & Paid Content
- Content Marketing
- Connected TV

740,000
MONTHLY
PAGE VIEWS



385,000
MONTHLY
VISITS

265,000
UNIQUE
MONTHLY VISITS





2023 ISSUE DATES & DEADLINES

SPRING

Space Close: January 30, 2023

Material Due: February 1, 2023

Mail Date: February 28, 2023

Newsstand Date: March 21, 2023

SUMMER

Space Close: April 10, 2023

Material Due: April 12, 2023

Mail Date: May 9, 2023

Newsstand Date: May 30, 2023

FALL

Space Close: August 14, 2023

Material Due: August 16, 2023

Mail Date: September 13, 2023

Newsstand Date: October 3, 2023

WINTER

Space Close: October 30, 2023

Material Due: November 1, 2023

Mail Date: November 28, 2023

Newsstand Date: December 19, 2023

Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

2023 ADVERTISING COSTS & INFORMATION

EFFECTIVE JANUARY 1, 2023

ADVERTISING RATES

Four Color

Frequency:	1x	4x	12x
Full Page	\$21,396	\$20,396	\$19,176
2/3 Page	\$16,316	\$15,416	\$14,696
1/2 Page	\$14,336	\$13,636	\$12,836
1/3 Page	\$11,336	\$10,796	\$10,196
1/6 Page	\$8,316	\$7,916	\$7,496

- Gross rates

Special Positioning Premiums

2nd Cover Gatefold:	On Request
3rd Cover:	10%
4th Cover:	25%

Notes

Agency Commission:	15%
Bleed:	15% premium
2 Color:	10% premium above earned B&W rate
5th Color:	20% premium
2% cash discount not available	
Copy split by state only	\$3,500/split (net)

DISCOUNTS

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

ISSUANCE AND CLOSING DATES

Published four times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due one week after space closing.

WHISKY ADVOCATE CONTACTS:

Michael P. McGoldrick

Vice President, Ad Director
mmcgoldrick@mshanken.com

M. Shanken Communications

825 Eighth Ave. 33rd Floor
New York, NY 10019
Tel: 212-684-4224
Fax: 212-481-1540

PRINT PRODUCTION SPECIFICATIONS

PRINTING

Web Offset (SWOP)
Binding: Perfect Bound
Publication Trim Size: 9.875" x 11.5"

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% (min: 260%)

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
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.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Jennifer Arcella
jarcella@mshanken.com
tel:212.684.5147

ADVERTISING SIZE SPECIFICATIONS

MECHANICAL SPECS

	Width	Depth
Publication Trim Size	9.875"	11.5"
Full Page Safety	9.375"	11.00"
Full Page Bleed	10.125"	11.75"
Full Page Non-Bleed	8.625"	10.375"

SPREAD

Spread Trim Size	19.75"	11.50"
Spread Safety	19.25"	11.00"
Spread Bleed	20.00"	11.75"
Spread Non-Bleed	18.25"	10.25"

FRACTIONALS

2/3 Page (2 columns) Non-Bleed	5.625"	10.375"
1/2 Page Non- Bleed	8.625"	5.1875"
1/3 Page (1 column) Bleed	3.6875"	11.75"
1/3 Page (1 column) Non- Bleed	2.875"	10.375"
1/6 Page (1/2 column)	2.875"	5.0625"

Visit www.mshanken.sendmyad.com, "Ad Sizes" for mechanical specification with template.

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.

*Competitor logos/ratings are subject to publisher approval.
Inquire for more information*

WhiskyFest

WhiskyFest is the longest-running whisky festival in the U.S. Its success is rooted in offering the finest whiskies from all around the world, poured by the people—the very living legends—which make them. For 23 years, WhiskyFest has attracted eager beginners to seasoned enthusiasts, all with the same desire to learn and experience more about whisky. Attendees also include trade members that are wholesalers, retailers, importers and mixologists, as well as journalists from the most influential print and online media including *Washington Post*, *New York Times*, *Chicago Tribune*, *Men's Health*, CBS News and more.

GRAND TASTINGS

Over 200 whisky booths are set up in a gala atmosphere where attendees taste and interact with brand ambassadors.



SEMINARS

Educational programming presented by top industry figures.

SPONSORSHIP OPPORTUNITIES

- Dedicated table area within a grand tasting
- Seminar integration
- Brand ad in printed booklet distributed at each event
- Gift bag inclusion to 1,000 VIPs
- On-site prizing and delivery of opt-ins
- Social media extensions

2023 DATES & LOCATIONS

BIG SMOKE MEETS WHISKYFEST

March 3, 2023

Seminole Hard Rock Hotel & Casino
Hollywood, Florida

WHISKYFEST

TBD



2023 WHISKYFEST BOOKLET RATES

WhiskyFest PROGRAM BOOKLET

COVER 4	\$4,000
COVER 2	\$3,000
COVER 3	\$2,500
FULL PAGE	\$2,000

*All rates are Net

FOR ADVERTISING INFORMATION CONTACT:

Michael P. McGoldrick

Vice President, Ad Director
mmcgoldrick@mshanken.com

M.Shanken Communications
825 Eighth Ave. 33rd Floor
New York, NY 10019

Tel: 212-684-4224

Fax: 212-481-1540



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 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.



CONTACTS FOR MEDIA INQUIRIES

NEW YORK:

825 Eighth Avenue, 33rd Floor, New York, NY 10019
Phone: 212-684-4224 - Fax: 212-481-1540

Advertising Contacts:

Michael McGoldrick - Vice President/Advertising Director
212-684-4987 - email: mmcgoldrick@mshanken.com

Alyssa Weiss - Account Director, Luxury
917-363-4930 - email: aweiss@mshanken.com

Barry Abrams - Cigars and Luxury
212-684-4896 - email: babramsemshanken.com

Michael DiChiara - Account Director
212-481-1521 - email: mdichiara@mshanken.com

Miriam Morgenstern - Corporate Advertising
email: mmorgenstern@mshanken.com
cc: Elizabeth Estevez, eestevez@mshanken.com

Cheryl Lewis - West Coast Sales Director
Phone: 415-673-2040 ext. 1 - Fax: 415-673-0103
email: clewis@mshanken.com

Marissa Barker - West Coast Senior Advertising Coordinator
Phone: 415-673-2040 ext. 2 - email: mbarker@mshanken.com

Texas Representative
Lucinda Weikel
214-566-3531 - email: lucinda@wnpmedia.com

Special Account Representative
Steve Bliman
760-994-0285 - email: bliman1638@charter.net

Corporate Advertising Services & Support
Jennifer Arcella - Senior Advertising Services Manager
212-684-5147 - email: jarcella@mshanken.com
Hilary Chalson - Senior Manager, Digital Strategy
212-481-8610 ext. 553 - email: hchalson@mshanken.com
Brazilia Morales - Digital Advertising Coordinator
212-481-8610 ext. 337 - email: brazilia@mshanken.com
Maggie Kotraba - Advertising, Events, & Marketing Manager
212-481-8610 ext. 825 - email: mkotraba@mshanken.com