

## Classified Media Kit

# Wine Spectator • 2016

**Wine Spectator is the very best place for your classified ad.  
Wine Spectator is read by nearly 3 million affluent consumers,  
plus the billion dollar wine & spirits trade.**

Total Audience: 2,822,000\* • Male: 62% • Female: 38\*\* • Average HHI: \$299,438\*  
Median Age: 51\* • 58% Own a wine cellar or fridge\*\* • 94% Took a recent trip  
81% Feel comfort and service are worth paying for when traveling •  
\*2015 GfK MRI Spring • \*\*2015 Ipsos Affluent Survey USA, HHI \$100,000+

### General Information

#### PUBLICATION DATES

Published 15 times a year: twice monthly in June, October, November, December;  
once monthly in January/February, March, April, May, July, August and September.  
On sale approximately 2–4 weeks before the cover date.

#### DEADLINES

See attached schedule for deadline information.  
Ads received after deadline will appear in the following issue.

#### PRE-PAYMENT IS REQUIRED

All ads must be prepaid by check or money order in U.S. funds, Visa, MasterCard or  
American Express. Wine Spectator is not responsible for ads submitted without payment.

#### AGENCY DISCOUNT

There is no agency discount on classified advertising.

#### BACKGROUND INFORMATION

All advertisements must be accompanied by background information on the company or product.

#### ART REQUIREMENTS

Digital files only. File format: PDF. EPS and TIFF files are acceptable.

We are not responsible for print quality if a proof is not included.

Black & White ads only. RGB format is not acceptable.

266 dpi minimum, 300 dpi maximum. E-mail your ad to: [cchiaffitella@mshanken.com](mailto:cchiaffitella@mshanken.com). If your file is larger than 1MB, please create a  
zip file using compression software such as Stuff-It before e-mailing. Prepayment is due with materials and is necessary or your ad will not run.

*Wine Spectator is not responsible for reproduction quality if above specifications are not met.*

*The Publisher reserves the right to reject any advertisement. Any compensation for errors shall be made at the  
discretion of the Publisher and shall be in the form of additional advertising space. The Publisher accepts  
no responsibility for the accuracy or legality of classified advertisements appearing in this publication. The Publisher  
reserves the right to change rates and specifications without notice.*

# 2016

## Classified Advertising Rates and Deadlines

**Effective with the January/February 2016 Issue**

### Display Classified

Per Column Inch	1x	\$780
	4x	\$750
	10x	\$710
	15x (annual)	\$625
Column Width	1 column	2 5/8" wide
	2 columns	5 5/8" wide
	3 columns	8 5/8" wide

**FIRST PAGE PREMIUM: 10%**

*All rates are per insertion*

*Digital files only. Preferred file format: PDF*

*Maximum size allowed in classified is 10 column inches (1 column by 10" or 2 columns by 5")*

### Non-Display Classified

#### SINGLE INSERTION

\$460 up to and including 30 words. Each word over 30 add \$5  
(Abbreviations, phone numbers, box numbers, zip codes, e-mail addresses, web addresses each count as one word)

#### MULTIPLE INSERTION DISCOUNTS

**4 Insertions:** \$1,680 / first 30 words (\$420 each)

*For multiple orders, each word*

**10 Insertions:** \$3,750 / first 30 words (\$375 each)

*over 30 is an additional*

**15 Insertions (1 yr):** \$5,325 / first 30 words (\$355 each)

*\$5 per word, per insertion*

#### CATEGORIES FOR NON-DISPLAY CLASSIFIED

Announcements, Auctions, Business Opportunities, Buying/Selling Fine Wine, Fine Dining, For Sale, Gourmet Products, Help Wanted, Organizations, Positions Wanted, Real Estate, Retail Stores, Special Events, Wanted, Wine Accessories, Wine Appraisers, Wine Art, Wine Books, Wine Cellar Transportation, Wine Country Lodging, Wine Newsletters, Wine Packaging, Wine Schools, Wine Software, Wine Storage Facilities, Wine Storage Systems, Wine Tours, Wine Videos

### 2016 Advertising Deadlines

Issue Date	Deadline	Issue Date	Deadline
Jan/Feb	December 18	August	June 10
March 31	January 15	September	July 8
April 30	February 12	October	August 5
May 31	March 11	October	August 19
June 15	April 8	November	September 9
June 30	April 22	November	September 23
July 31	May 20	December	October 7
		December	October 28

Insertion orders, ad materials and payment are **ALL DUE BY NOON E.S.T. ON THE DEADLINE**  
Ad materials and payments received after the deadline will appear in the following issue

**Issue Dates and Deadlines are subject to change**

# Classified Advertising Insertion Order

# Wine Spectator • 2016

Enclose typewritten copy for regular classifieds or camera-ready art for display

**PAYMENT IN ADVANCE IS REQUIRED**

Issue Date(s) \_\_\_\_\_

Company Name: \_\_\_\_\_

Category (Non-Display only) \_\_\_\_\_

## Non-Display Classified

Number of Insertions \_\_\_\_\_

Number of words in ad \_\_\_\_\_

First 30 words \$ \_\_\_\_\_

Additional Words \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

## Display Classified

Number of Insertions \_\_\_\_\_

\_\_\_\_\_ Columns Wide x

\_\_\_\_\_ Depth in Inches x \_\_\_\_\_

Total Cost per Insertion \$ \_\_\_\_\_

x Number of Insertions \_\_\_\_\_

= Total Cost \$ \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

## Method of Prepayment (REQUIRED)

Check  Visa  MasterCard  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Send to: Christina Chiaffitella, Wine Spectator  
825 Eighth Avenue, 33rd Floor, New York, NY 10019 (212) 684-4224 ext. 321  
Fax (212) 481-1540 E-mail: cchiaffitella@mshanken.com

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# Art Requirements for Display Classified Advertising

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- Digital files only. File format: **PDF**.
  - EPS and TIFF files are acceptable.
    - Black & White ads only.  
RGB format is not acceptable.
  - 266dpi minimum, 300 dpi maximum.
  - All ads must have a border; we reserve the right to add a border if necessary.
  - We are not responsible for print quality if a proof is not included.
  - E-mail your ad to: **cchiaffitella@mshanken.com**.
- If your file is larger than 1MB, please create a zip file using compression software such as Stuff-It before e-mailing.

- **Prepayment must accompany all orders.**

## **Mail checks to:**

Wine Spectator  
Attn: Billing  
825 Eighth Avenue., 33rd Floor  
New York, NY 10019

## MRI Spring 2015 Survey

Total Audience 2,822,000

Readers Per Copy 7.67

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### **GENDER / MARITAL STATUS**

Male 55%

Female 45%

Married 76%

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### **AGE**

21+ 100%

25-54 68%

35-64 70%

Median Age 49

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### **INCOME AND PROPERTY**

Median HHI \$176,421

HHI \$150K+ 62%

Net Worth 1MM+ 44%

Owns Home 85%

Median Value of Home \$454,130

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### **EDUCATION & OCCUPATION**

Attended College+ 95%

College Degree+ 79%

Managerial/Professional 55%

# Wine Spectator

## 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 60 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 or rebate at expiration or sooner termination of the contract period if different from rates or discount earned or space actually used.
- 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. 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."
- 15.** 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.
- 16.** 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.
- 17.** As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.