

## MARKET WATCH EDITORIAL MISSION:

Market Watch serves the information needs of the on-premise and off-premise markets for spirits, wine and beer. Our readers are America's most successful on-premise operators and retail stores who look to MARKET WATCH for unique industry trends and information.

MARKET WATCH with 29 years experience stands alone as the authoritative source of trends and usable information for our readers and your customers.

MARKET WATCH is the only trade magazine focusing solely on the interests and needs of on-premise operators and off-premise retailers ten times each year. MARKET WATCH offers a balance of editorial that covers every aspect of the business including:

- Detailed industry news coverage of the on-premise and off-premise markets
- Cutting edge market trends to inform on-premise operators and retailers
- The latest and hottest restaurant openings coast to coast
- Nightclub and bar openings
- Covering retail stores and their expansion
- New product introductions
- On-premise and off-premise business profiles
- The new buzz at the bar
- Profiles on cities around the country and their alcohol beverage market
- What's happening in the wine market today
- Beer market coverage

# MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

## WHAT DOES MARKET WATCH OFFER ME?

### CONSIDER...

- MARKET WATCH is the voice of the industry, providing crucial trend and market information to your customers (on-premise and off-premise) so they can aggressively promote and sell alcoholic beverages.
- MARKET WATCH maintains a constant, active presence at all industry functions (including WSWA, NABCA, NRA, ABL, Nightclub & Bar, NBWA and the Wine & Spirits Guild).
- MARKET WATCH gives you 53,000+ buyers (135,000+ with pass along readership, Harvey Research Study) 11 times a year who request and read each issue!
- MARKET WATCH readers offer enormous purchasing power: on-premise beverage sales average \$1.6 million per outlet annually; off-premise average is \$1.8 million!
- MARKET WATCH is the industry's number one source for business information!

## WHY MARKET WATCH?

An advertising investment in MARKET WATCH enhances your brand image, introduces your product to decision makers, covers both the on-premise and off-premise markets, and delivers a huge return! Here's how...

### MARKET WATCH READERS:

- 100% qualified circulation (BPA)
- 96% purchased or recommended products they've seen in MARKET WATCH (Harvey Research Study)
- 96% are involved in purchasing decisions for wine, 88% for spirits and 90% for beer (Harvey Research Study)
- 86% develop and influence items for drink menus

### MARKET WATCH CIRCULATION:

- MARKET WATCH reaches 53,000 off-premise retailers and on-premise operators, presidents/owners, general manager/directors, F&B directors and store managers (BPA).
- MARKET WATCH is the only trade magazine reaching both off-premise retailers and on-premise operators.

### MARKET WATCH EDITORIAL:

- MARKET WATCH is the only one stop information source for off-premise retailers and on-premise operators.
- MARKET WATCH delivers useful market trends and analysis for everyday use by retailers.

### MARKET WATCH HARVEY RESEARCH:

In response to the question, "If you could receive only one publication which would you choose?" the overwhelming majority of 89% answered: MARKET WATCH.

# MARKET WATCH

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## THE MARKET WATCH READER

MARKET WATCH reaches over 53,000 presidents and owners, F&B directors, store managers, general managers and directors of retail stores and on-premise outlets across the nation. MARKET WATCH is uniquely positioned to reach independent retailers, chain retailers, independent on-premise operators, and on-premise chain operations.

Despite their diverse demographics, MARKET WATCH readers share some “typical” traits which are anything but typical:

- **Power in Purchasing Decisions.** 88% of MARKET WATCH readers are responsible for their establishment’s spirits purchasing decisions, 96% in wine, and 90% in beer (Harvey Research Study).
- **Power in Menu Decisions.** 86% are responsible for developing or influencing the addition of new items to their establishment’s drink menu (Harvey Research Study).
- **Qualified Readers.** MARKET WATCH circulation is 100% qualified readership (BPA). With 53,000+ readers and a passalong of 135,000+.
- **Preference for MARKET WATCH over other industry publications.** 100% of our readers have read the last 3 of our 4 issues and they spend an average of 37 minutes with each issue (Harvey Research Study).

## Not to be missed...

### January/February

- Flavored Whiskies Feature
- On-Premise Profile: Cosmopolitan Hotel
- Retailer Profile: Tamura's, Hawaii
- Bar Talk: Cutting-edge ice programs
- Beer National Retail Sales Update
- 2011 In Review
- Crystal Ball: A Look Ahead to 2012
- City Scope: Honolulu
- Wine Files: California
- Beer Watch: Bottle Share Events

### March: On Premise Player of the Year

- Vodka Feature
- On-Premise Player Of The Year
- Retailer Profile: House of Bacchus
- Beer Marketers Launch Major On-Premise Initiatives
- Bar Talk: Profile of EveningAgent.com
- City Scope: San Antonio
- Mixology: Latest Trends for Tequila Cocktails
- Wine Files: France
- Wine Sense: Madeira
- Beer Watch: Tap Takeovers—Bars With One Brew On Special Events
- **Special Bonus Distribution: Nightclub & Bar Show and Impact Marketing Seminar**

### April: Hot Brand Awards

- Gin Feature
- On-Premise Profile: Block 16 Group
- Retailer Profile: Bruisin' Ales
- Beer Festivals Expand At Fast Pace
- Hot Brand Awards: Spirits and Wine
- City Scope: Salt Lake City
- Wine Files: Australia
- Wine Sense: Alsace
- Beer Watch: Beer & Bikes
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

### May: Control State Roundup/NABCA

- Rum Feature
- Liqueurs Feature
- On-Premise Profile: Hospitality Holdings
- Retailer Profile: Pennsylvania Liquor Control Board
- Imported Beer Back In Growth Mode
- Control State Roundup
- Impact Seminar Roundup
- CityScope: Albuquerque and Santa Fe
- Wine Files: New Zealand
- Wine Sense: Gruet Winery, New Mexico
- Beer Watch Column
- **Special Bonus Distribution: National Restaurant Association and National Alcohol Beverage Control Association**

### June: Beer Season

- Pre-Mixed Cocktails Feature
- On-Premise Profile: Tilted Kilt
- Retailer Profile: Family Beer and Liquor
- Belgian Brews
- Top Beer Brands Rankings
- Movie Theatres Emerge As Drinks Venues
- City Scope
- Mixology: Latest Cocktail Trends for Vodka
- Wine Files: Chile
- Beer Watch Column
- **Special Bonus Distribution: American Beverages Licensees**

### July/August: Las Vegas

- Tequila Feature
- Sangria Feature
- On-Premise Profile: Taco Mac
- Craft Brewer Profile: Brooklyn Brewery, NY
- Texas Retail Scene: A Roundup

- Hot Brand Awards Roundup
- CityScope
- Mixology: Latest Cocktail Trends for Rum
- Wine Files: Alsace
- Beer Watch Column
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Texas Package Store Association and Tales of the Cocktail**

### September: Whiskey

- Bourbon Feature
- Irish Whiskey Feature
- On-Premise Profile: Morton's
- Retailer Profile: Brown Derby
- Craft Distiller Profile: St. George Spirits
- Sailing Events and Sprits
- Retail Stores As Travel Agents
- On-Premise: Promoting Oktoberfest
- City Scope
- Wine Files: Argentina
- Beer Watch: Influencer Accounts

### Leaders: Annual Retail Awards Publication

#### Leaders Banquet

Profiles of Six Leaders, Four Alumni Award Winners and The Retailer of the Year

Publication honoring the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retailers, wholesale and supplier executives.

### October: Hot Prospect Brand Awards

- Blended Scotch Whisky Feature
- Single Malt Scotch Feature
- On-Premise Profile: Belgian Beer Café
- Retailer Profile: Schaefer's, Chicago
- Hot Prospect Brand Awards
- Beer Hot Brand Awards
- Beer Wholesaler of the Year Profile
- Extreme Sports Sponsorships
- Holiday Forecast
- CityScope
- Mixology: Latest Cocktail Trends for Gin
- Wine Files: Spain
- Beer Watch: Craft Brewers and Christmas
- **Special Advertising Section: Holiday Gift Giving & Gift Packs**
- **Special Bonus Distribution: National Beer Wholesalers Association and Wine Spectator Wine Experience**

### November: Champagne & Sparkling Wine

- Canadian Whisky Feature
- On-Premise Profile: World Of Beer
- Retailer Profile: Heinen's, Cleveland
- Sparkling Wine Feature
- Imported Vodka Feature
- Draft Beer Update
- Craft Brewer Profile: Great Lakes Brewing
- Leaders Banquet Roundup
- City Scope
- Mixology: Latest Cocktail Trends for Liqueurs
- Wine Files: Italy
- Beer Watch Column

### December: Blue Chip Brand Awards

- Cognac Feature
- On-Premise Profile: Three Headed Productions
- Retailer Profile: Haggen's/Top Foods, Washington-Oregon
- Blue Chip Brand Awards
- Cider Roundup
- NBWA Hot Brands Roundup
- City Scope
- Mixology: Latest Cocktail Trends for Whisk(e)y
- Wine Files: Pacific Northwest
- Beer Watch Column

## Hot Themes for 2012...

### On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made them a success.

### Leaders

Recognition of the best industry retailers in the country both in store and online.

### Hot Brand Awards, Blue Chip Brands & Hot Prospects

These are the industry's most exciting and valued brands, quantified each year by Impact and published in Market Watch.

### On-Premise & Off-Premise Profiles

A look at what your customers are doing with their stores and operations to maintain and enhance the customers' experience.

## Appearing in every issue...

### MRS Editorial

Letter from Marvin R. Shanken, the Chairman of M. Shanken Communications

### Shop Window

News on expansion and innovative marketing from retail stores nationwide

### Beer Watch

What's new and happening in the beer category

### Through the Glass

News about retailers, on- and off-premise operators, supplier brands and more...

### New Product Watch

Information on new products and how to get them

### Second Tier

Keeping up with the changing distributor landscape

### Nightclub & Bar Openings

The hottest openings of clubs and bars from around the country

### First Birthdays

A look at brands after their first year on the market

### Mixology

The latest cocktail trends

### Restaurant Openings

The latest culinary openings, and what their beverage offerings look like

### Bar Buzz

The latest bar trends, promotion, technology and more

### News Watch

All the news that's fit to print

### Events

Photographs and captions from the latest industry and celebrity events

### Wine Files

A look at trends and innovation in the wine category

### Cocktail Hour

A bar/bartender profile and the venue's signature drinks

# 2012 CLOSING DATES

## January/February

Space Closing: Dec 29  
Materials Due: Jan 1

## March

Space Closing: Jan 30  
Materials Due: Feb 1

## April

Space Closing: Mar 3  
Materials Due: Mar 7

## May

Space Closing: Apr 4  
Materials Due: Apr 9

## June

Space Closing: May 2  
Materials Due: May 7

## July/August

Space Closing: Jun 4  
Materials Due: Jun 8

## September

Space Closing: July 27  
Materials Due: Aug 1

## Leaders

Space Closing: Aug 17  
Materials Due: Aug 22

## October

Space Closing: Sep 4  
Materials Due: Sep 10

## November

Space Closing: Sep 27  
Materials Due: Oct 1

## December

Space Closing: Oct 25  
Materials Due: Oct 29

## PRODUCTION SPECIFICATIONS

### Printing

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" x 11"

### 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 Material

Digital files uploaded to our ad portal  
<http://mshanken.SendMyAd.com>  
(uploading information 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

#### Full Page:

Trim	8 1/4" x 11"
Bleed Size	8 1/2" x 11 1/4"
Safety	8" x 10 3/4"
Non-Bleed Size	7" x 10"

\*All live matter must be 1/8" from trim on all sides

#### Spread:

Trim	16 1/2" x 11"
Bleed	17" x 11 1/4"
Safety	16" x 10 3/4"
Non-Bleed	14" x 10"

\*1/4" gutter safety for spreads

#### Fractionals:

2/3 Vertical Non-Bleed	4 1/4" x 9 3/4"
2/3 Vertical Bleed	5 1/8" x 11 1/4"
1/2 pg. Vertical Non-Bleed	3 3/8" x 9 3/4"
1/2 pg. Vertical Bleed	4" x 11 1/4"
1/2 pg. Horizontal Non-Bleed	7 1/4" x 5"
1/2 pg. Horizontal Bleed	8 1/2" x 5 3/4"
1/3 pg. Square Non-Bleed	4 1/2" x 4 1/2"
1/3 pg. Square Bleed	5 1/8" x 5 1/2"
1/3 pg. Vertical Non-Bleed	2 1/4" x 9 3/4"
1/3 pg. Vertical Bleed	3" x 11 1/4"

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.

### For Further Information

Go to [mshanken.com](http://mshanken.com), or contact:

Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
TEL: 212-481-8610 x344

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TEL: 212-481-8610 x365

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## DIGITAL EDITION

### 2012 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 9, 2012	January 13, 2012	January 20, 2012
March	January 27, 2012	February 1, 2012	February 20, 2012
April	March 1, 2012	March 7, 2012	March 23, 2012
May	April 2, 2012	April 9, 2012	April 27, 2012
June	April 29, 2012	May 7, 2012	May 25, 2012
July/Aug	June 1, 2012	June 8, 2012	June 29, 2012
September	July 30, 2012	August 1, 2012	August 20, 2012
Leaders	August 17, 2012	August 22, 2012	September 7, 2012
October	September 6, 2012	September 10, 2012	October 1, 2012
November	September 28, 2012	October 1, 2012	October 22, 2012
December	October 25, 2012	October 29, 2012	November 16, 2012

### DIGITAL MEDIA RATES\*

Front Cover Video	\$6,000 net
Run a Book Video	\$3,100 net
Pop-Up Text	\$900 net

\*Digital Media needs to run in conjunction with print advertising

### **For Further Information**

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Carolyn Plouffé  
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TEL: 212-481-8610 x365

## **RICH MEDIA FOR MARKET WATCH**

### **Available formats**

#### **Animated GIF**

Maximum file size: 250KB

#### **Flash Animation**

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

#### **Audio Files**

Format: MP3 64-128kbps only – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 1 MB

#### **Video Files**

Format: MPEG (MPG) only encoded using H264 compression mp4 codec at 640 x 380. No streaming.

Other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 3MB

### **Pop-Up Text Requirements**

#### **Flash Animation**

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

### **Submission**

#### **When submitting your files, please specify the following:**

- Media type.
- Play option (auto-play or on-click).
- Dimension (H x W).
- Description of where media should be positioned.

For further information of file specifications, please consult <http://www.zinio.com/specs>

### **M. SHANKEN COMMUNICATIONS, INC. SECURE FTP INSTRUCTIONS**

1. Download the FileZilla 3.3.3 setup file from here: <http://filezilla-project.org/download.php>
2. Choose Windows, Mac, or Linux. Run the install, leave the default settings and click 'next' until you get to 'finish'. Then click 'finish' to launch FileZilla.
3. Click on 'File' then select 'Site Manager'.
4. Click on 'New Site' and name the site 'MShanken FTP', then fill out the following:  
Host - ftp.mshanken.com  
Port - 990  
Server Type - FTPS - FTP over implicit TLS / SSL  
Logon Type - Normal  
User - 'ftpuser'  
Password - 'mshanken123!'  
Then click on 'Connect'  
A certificate window will appear, check the box at the bottom that states 'always trust certificate in future sessions' then click on 'ok'
5. The FTP directories assigned to you will be located on the right and your desktop will be highlighted on the left.  
To download a file do the following:  
Right click the file on the right hand side, then choose 'Download'. This will download the file to your desktop, if you are not sure where the file is you can double check by clicking on the 'Successful Transfers' tab at the bottom. You can also simply drag an item from the right hand side and drop it on the left hand side.  
To upload a file do the following:  
Right click the file on the left hand side, then choose 'Upload'. This will upload the file to the directory you are in on the right hand side. You can also upload a file by dragging it from the left hand side and drop it on the right hand side.

You can select multiple files to upload or download by choosing 'Add files to queue'

## **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, 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 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.