
Classified Rate Card

Wine Spectator • 2008

**Wine Spectator is the very best place for your classified ad.
Here are just a few reasons why:**

- Total Audience: 2,070,000 based on MRI Spring 2007 Survey
- Male: 61.5%, Female: 38.5% • Median HHI: \$159,098 • Median Age: 46
 - 8 out of 10 readers have a wine cellar or private collection
 - 80% purchase wine by the case
 - 82% of the readership read every issue
- Fully paid circulation, audited by ABC, has grown steadily, increasing by 30% since 2000
 - 93% subscriber renewal rate

General Information

PUBLICATION DATES

Published 16 times a year: twice monthly in May, June, October, November, December; once monthly in January/February, March, April, 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.

BLIND BOX REPLY

Available at a per insertion charge of \$25. Responses will be forwarded unopened weekly.

BACKGROUND INFORMATION

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

ART REQUIREMENTS

Digital files only. Preferred file format: press-optimized PDF. EPS and TIFF files are also acceptable.

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

Black & White ads only. Please convert your ad to grayscale. CMYK or RGB formats are not acceptable.

120 maximum line screen, 300 dpi minimum. E-mail your ad to: ifader@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.

2008

Classified Advertising Rates and Deadlines

Effective with the January/February 2008 Issue

Display Classified

Per Column Inch	1x	\$720	All rates are per insertion
	4x	\$700	
	10x	\$660	
	16x (annual)	\$580	
Column Width	1 column	2 5/8" wide	Digital files only. Preferred file format: PDF
	2 columns	5 5/8" wide	
	3 columns	8 5/8" wide	
			Maximum size allowed in classified is 10 column inches (1 column by 10" or 2 columns by 5")

Non-Display Classified

SINGLE INSERTION

\$420 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: \$1,560/ first 30 words	For multiple orders, each word over 30 is an additional \$5 per word, per insertion
10 Insertions: \$3,500/ first 30 words	
One Year (16 Insertions): \$5,280/ first 30 words	

CATEGORIES FOR NON-DISPLAY CLASSIFIED

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

2008 Advertising Deadlines

Issue Date	Deadline	Issue Date	Deadline
Jan/Feb	December 7	August 31	June 6
March 31	January 11	September 30	July 11
April 30	February 1	October 15	August 1
May 15	February 29	October 31	August 15
May 31	March 14	November 15	September 5
June 15	April 4	November 30	September 19
June 30	April 18	December 15	October 3
July 31	May 9	December 31	October 17

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 • 2008

Enclose typewritten copy for regular classifieds or camera-ready art for display
PAYMENT IN ADVANCE IS REQUIRED

Issue Date(s) _____

Category (Non-Display only) _____

Non-Display Classified

Number of Insertions _____

Number of Words in Ad _____

First 30 Words \$ _____

Additional Words \$ _____

Blind Box \$ _____

Total Cost \$ _____

Display Classified

Number of Insertions _____

_____ Columns Wide x

_____ Depth in Inches x _____

Total Cost per Insertion \$ _____

x Number of Insertions _____

= Total Cost \$ _____

Your Name _____

Company Name _____

Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-mail _____

Method of Prepayment (REQUIRED)

Check Visa MasterCard American Express

Card Number _____

Expiration Date _____

Cardholder Name _____

Signature _____

Send to: Ilene Fader, Wine Spectator
387 Park Avenue South, New York, NY 10016, (212) 684-4224 ext. 644,
Fax (212) 779-3383, E-mail: ifader@mshanken.com

Art Requirements

for Display Classified Advertising

- Digital files only. Preferred file format: press-optimized **PDF**.

- EPS and TIFF files are also acceptable.

- Black & White ads only. **Please convert your ad to grayscale.**
CMYK or RGB formats are not acceptable.

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

- All ads must have a border; we reserve the right to add a border if necessary.

- 120 maximum line screen, 300 dpi minimum.

- Please measure your ad precisely and according to our column width requirements and to your space reservation in depth. We will not resize ads.

- E-mail your ad to: **ifader@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.**

MRI Spring 2007 Survey

snapshot of our readers

MRI

Total Audience	2,070,000*
Readers Per Copy	5.7

SEX/MARITAL STATUS

Male	61.5%
Female	38.5%
Married	64%

AGE

Median Age	46
21+	100%
25 - 49	58%
25 - 54	75%
35 - 64	75%

HOUSEHOLD INCOME & PROPERTY

Median HHI	\$159,098
HHI \$150,000+	54%
Own Home	79%
Own Home \$200,000+	75%

EDUCATION & OCCUPATIONS

Attended College+	92%
College Degree+	75%
Managerial/Professional	55%

INTERNET USE

Use Internet at home or work	98%
Made a purchase online	75%
Made travel plans online	58%
Obtained news/current events online	79%

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.