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## Classified Rate Card

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# Wine Spectator • 2011

**Wine Spectator is the very best place for your classified ad.  
Wine Spectator is read by more than 2 million affluent consumers,  
plus the billion dollar wine & spirits trade.**

- Total Audience: 2,989,000 based on MRI Fall 2010 Survey
- Male: 59%, Female: 41% • Median HHI: \$146,310 • Median Age: 50
  - 82% read every issue
  - 93% subscriber renewal rate

### 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: [chedaya@mshanken.com](mailto:chedaya@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.*

# 2011

## Classified Advertising Rates and Deadlines

**Effective with the January/February 2011 Issue**

### Display Classified

Per Column Inch	1x	\$780	All rates are per insertion
	4x	\$750	
	10x	\$710	
	15x (annual)	\$625	
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

\$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	For multiple orders, each word over 30 is an additional \$5 per word, per insertion
10 Insertions: \$3,750 / first 30 words	
One Year (15 Insertions): \$5,325 / 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 Packaging, Wine Schools, Wine Software, Wine Storage Facilities, Wine Storage Systems, Wine Tours, Wine Videos

### 2011 Advertising Deadlines

Issue Date	Deadline	Issue Date	Deadline
Jan/Feb	December 20	August 31	June 13
March 31	January 18	September 30	July 11
April 30	February 14	October 15	August 8
May 31	March 14	October 31	August 22
June 15	April 11	November 15	September 12
June 30	April 25	November 30	September 26
July 31	May 16	December 15	October 10
		December 31	October 24

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**

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# Classified Advertising Insertion Order

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# Wine Spectator • 2011

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 \$ \_\_\_\_\_

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

**Display Classified**

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

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

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

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

x Number of Insertion \_\_\_\_\_

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

Your Name \_\_\_\_\_

Company 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 \_\_\_\_\_

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

Signature \_\_\_\_\_

**Send to: Caroline Hedaya, Wine Spectator**  
**387 Park Avenue South, New York, NY 10016 (212) 684-4224 ext. 644**  
**Fax (212) 779-3383 E-mail: chedaya@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: **chedaya@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.**

## MRI Fall 2010 Survey

snapshot of our readers  
HHI \$100K+

Total Audience	2,989,000
Readers Per Copy	8.17

### GENDER / MARITAL STATUS

Male	59%
Female	41%
Married	68%

### AGE

21+	100%
25-54	63%
35-64	77%
Median Age	50

### HOUSEHOLD INCOME

Median HHI	\$146,310
HHI \$150,000+	46%
HHI \$200,000+	26%
Mean Respondent Income	\$100,534
Median Respondent Income	\$86,232

### PROPERTY & REAL ESTATE

Owns Home	84%
Own Home \$200,000+	73%
Own Home \$400,000+	44%

### EDUCATION & OCCUPATION

Attended College+	90%
College Degree+	63%
Managerial/Professional	39%
Fin/Acct/Eng/GenMgmt	36%
C-Suite/Top Mgmt	14%

### LIFESTYLE

Recycled Products	77%
E-reader	10%

## 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.