

# Wine Spectator

Thank you for your interest in *Wine Spectator* magazine.

Published 15 times per year, **Wine Spectator** offers an exciting, insider's view of the good life, including fine dining, wine, travel and entertainment. With **3.0+ million readers** (MRI), *Wine Spectator* reaches business leaders, trendsetters, epicureans and connoisseurs. Our readership also comprises the multibillion-dollar wine and spirits industry.

**Wine Spectator** ranked **No. 1** among consumer and business publications for the second year in a row according to Luxury Institute's 2007 survey. **Wine Spectator** finished **first among 34** consumer publications, including the likes of *Vanity Fair*, *Town and Country* and *Robb Report*. The magazine ranked first overall among consumer publications by "executing the fundamentals of subject matter expertise, content relevance and helpfulness, appropriateness of advertising, and superior production quality extraordinarily well," according to the Luxury Institute. [www.luxuryinstitute.com](http://www.luxuryinstitute.com)

Consumer readers who participated in the recent **Luxury Brand Status Index Survey\*** had this to say about *Wine Spectator*:

"It is the industry benchmark."

"I consider it the foremost guide to its subject matter."

"Comprehensive research and findings not found anywhere else."

"... fantastic recipes, articles and photography ..."

"... great recommendations for wines at all price levels, and great travel recommendations too ..."

"Sets the standard worldwide."

Readership Loyalty (Subscriber Study):

- 82% of all subscribers read the last 4 issues, spending at least 1 hour on each
- 89% save back issues
- 93% indicated they would definitely renew

**Our readers are influencers and brand ambassadors not only for wine, but for the luxury products they enjoy and consume. To put it simply, those who enjoy wine and spirits, food, travel and the good life read *Wine Spectator*.**

The *Wine Spectator* team looks forward to working with you on a cross platform plan, both in print and on WineSpectator.com. To talk with us and execute your strategic marketing plan, please call 212-684-4224.

Best regards,



Miriam Morgenstern / [mmorgenstern@mshanken.com](mailto:mmorgenstern@mshanken.com)

Vice President, Associate Publisher

Tel: 212-684-4224

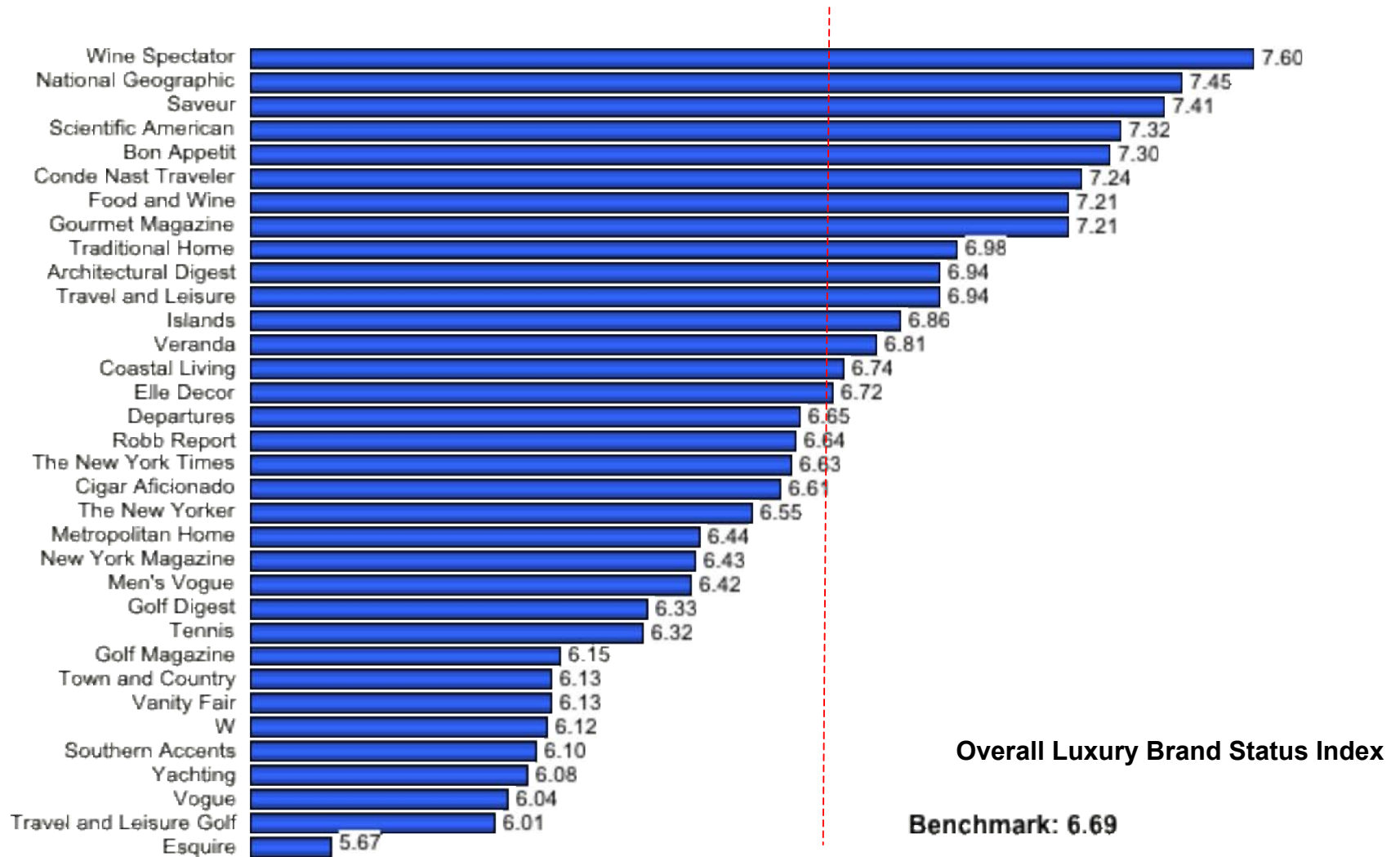
\* The Luxury survey, conducted online, consists of a national sample of wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million.

A PUBLICATION OF M. SHANKEN COMMUNICATIONS, INC.

PUBLISHERS OF WINE SPECTATOR • CIGAR AFICIONADO • CIGAR INSIDER • FOOD ARTS • MARKET WATCH • IMPACT

387 PARK AVENUE SOUTH, NEW YORK, NY 10016 • 212-684-4224 • FAX: 212-684-1540 • WINEspectator.com

# Wine Spectator Ranks #1 in Luxury Brand Status Index



The Luxury Survey, conducted online, consists of a national sample of wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million. The Luxury Institute ranks WINE SPECTATOR NUMBER 1 OUT OF 34 PUBLICATIONS BASED ON RESPONSES FROM HIGH-NET WORTH CONSUMERS IN THE LUXURY STUDY 2 YEARS IN A ROW (2007 and 2008). The Luxury Institute is the most respected research company in the U.S. that measures the pulse of the high net worth consumer. This is provided so that companies across all different industries can market more effectively to the affluent consumer.

Source: Luxury Brand Status Index, Consumer Publications 2008. The Luxury Institute LLC.

## a sampling of *Wine Spectator's* luxury advertisers

### **AUTOMOTIVE**

Acura  
Aston Martin  
BMW  
Cadillac  
Chrysler 300 C  
Honda  
Infiniti  
Jaguar  
Lexus  
Lincoln  
Nissan  
Porsche  
Range Rover  
Volvo

### **WATCHES/JEWELRY**

Breitling  
Carl F. Bucherer  
Cartier  
Hublot  
IWC  
Jaeger Lecoultre  
London Jewelers  
Mont Blanc  
Panerai  
Piaget  
Van Cleef & Arpels

### **FINANCIAL**

Aletheia  
American Express  
Barclays iShares  
Credit Suisse  
Raymond James Financial  
Royal Bank of Canada  
Visa  
Wachovia

### **SPIRITS**

360 Vodka  
Bailey's  
Balvenie  
Belvedere  
Bombay Sapphire  
Bowmore  
Cabo Wabo  
Chopin  
Ciroc  
Cointreau  
Crown Royal  
Dewars  
Don Julio  
El Mayor  
Glenfiddich  
Glenlivet 18 year old  
Godiva  
Grey Goose  
Hendrick's Gin  
Imperia Vodka  
Jean-Marc XO  
Johnnie Walker Blue  
Johnnie Walker Gold  
Ketel One  
Knobs Creek  
Patron  
Pearl Vodka  
Pravda Vodka  
Remy Martin –Louis XII  
Sauza  
Skyy  
Stella Artois  
SV Supreme  
Tanqueray  
Ten Cane Rum  
Tommy Bahama Rum  
Trump Vodka

### **ELECTRONICS**

Bang & Olufsen  
Canon USA  
Harman Kardon  
Pioneer

### **RESORTS/ TRAVEL**

Bellagio  
Borgata  
The Breakers  
Caesars Palace  
Four Seasons  
Grenada Tourism  
Honda Jet  
Hyatt Hotels & Resorts  
Iberostar  
Kahala Hotel & Resort  
Kapalua Bay  
Lago Mar  
Lufthansa  
Madrid Tourism Council  
MGM City Center  
MGM Grand  
Monaco Government  
Tourism  
NetJets  
Palm Beach County  
Preferred Retreats  
Private Residence Club  
Punta Cana Tortuga Bay  
Hotel  
Rendezvous Bay  
Residential Cruise Line  
Ritz Carlton  
Sea Island  
St Regis Bal Harbour  
Timbers  
Ultimate Resorts

Venetian Hotel & Casino  
Villas at Royal Lahaina  
Villazzo  
W Las Vegas  
Windstar Cruises  
Wynn

### **FASHION**

Chanel  
Ermenegildo Zegna  
Tommy Bahama

### **EPICUREAN**

America's Beef  
Beemster Cheese  
Bertolli/Unilever  
Brix Chocolate  
Buitoni  
Cadbury Adams  
Cheeses of France  
Dove Chocolate  
Fiji  
General Electric  
Ghirardelli  
Grana Padano  
Hershey's  
Liebherr  
Lu Cookies  
Milk Marketing Board  
Nestle Wafers  
Prosciutto di Parma  
Riedel Crystal  
Triscuit  
Sub Zero  
Uline  
Viking Range  
Weber  
Whirlpool/KitchenAid

## 5 very good reasons to advertise in Wine Spectator TRADE

### **“A Triple-Tier Threat,” WINE SPECTATOR reaches all your best customers:**

*Retailers, Food & Beverage Directors, Wine Directors  
and Consumers. There is no waste circulation. It all counts.*

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#### **1. WINE SPECTATOR is read by more than 2 million affluent consumers\* plus the billion dollar wine & spirits trade.**

Readers boast a median household income of \$163,983; over one-third have a family income of over \$200,000. 59% are either professionals or hold management positions, with 25% holding a chief officer title.\*\*

Source: \*MRI Spring 2008 \*\*2008 Mendelsohn Affluent Survey, HHI \$100,000+

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#### **2. WINE SPECTATOR reaches top-flight restaurateurs,**

as well as food and beverage directors at major hotels and resorts through the country.

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#### **3. WINE SPECTATOR is read by the leading independent and chain retailers.**

It is sold in over 3,000 top wine and liquor stores in all major cities. The magazine is also distributed at every important wine event.

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#### **4. WINE SPECTATOR readers consume alcoholic beverages.**

Virtually all drink wine; 64% drink at least 4+ glasses per week. More than half enjoy distilled spirits on a regular basis. No other magazine can make this claim.

Source: 2008 Mendelsohn Affluent Survey, HHI \$100,000+

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#### **5. WINE SPECTATOR, with the largest fully paid circulation of any wine publication,**

is audited by ABC and, most importantly, had grown steadily. Since 2000, circulation has grown by 30%!

## profile of our readers

Mendelsohn Affluent Study 2011

HHI \$100,000+

Total Audience: 759,000

### GENDER / MARITAL STATUS

Male	56%
Female	44%
Married	81%

### AGE

21+	100%
25-54	58%
35-64	73%
Median Age	49

### HH & ASSET VALUES

HHI \$100,000+	100%
Median HHI	\$177,039
Median: Value of Financial Accounts Plus Real Estate (all assets)	\$1,112,736

### EDUCATION & OCCUPATION

Any Top Management/ Chief Officer Title/Professional	45%
College Degree+	99%

### PROPERTY & REAL ESTATE

Own Home	91%
Value of Principal Residence \$250,000+	77%

### PASSIONS, HOBBIES, INTERESTS & TRAVEL

Own a Valid Passport	77%
Average Vacations per Year	5
Take a Cruise or Trip/Vacation	91%
Average Business Trips per Year	13
Travel Within the U.S. in Past Year*	75%
Travel Outside the U.S. in Past 3 Years	71%
Attends Live Theater	70%
Visits Museums	69%
Spent \$2K on Apparel & Accessories in the Past Year	86%
Owens / Leases 2+ Vehicles	85%

### Entertainment and Epicurean

\$2,000 on Leisure, Entertainment, and Dining	77%
Have Wine Cellar / Refrigerator	53%
Entertains At Home 1+ Times Per Month	55%
Attends Wine/Food Tastings/Festivals	73%
Had any glasses of wine in past week	78%
Willing to Spend More for Gourmet Food	61%
Like to Try New Foods	83%
Enjoy Trying New Recipes	70%
Enjoy Eating Foreign Cuisines	70%

## MRI Spring 2011 Survey

### HHI \$100,000+

Total Audience 3,021,000

Readers Per Copy 7.91

#### GENDER / MARITAL STATUS

Male 56%

Female 44%

Married 75%

#### AGE

21+ 100%

25-54 64%

35-64 75%

Median Age 49

#### HOUSEHOLD INCOME

Median HHI \$159,549

HHI \$150,000+ 54%

HHI \$200,000+ 33%

Mean Respondent Income \$102,925

#### PROPERTY & REAL ESTATE

Owns Home 90%

Own Home \$200,000+ 76%

Own Home \$400,000+ 45%

#### EDUCATION & OCCUPATION

Attended College+ 94%

College Degree+ 71%

Managerial/Professional 50%

Fin/Acct/Eng/GenMgmt 47%

All numbers HHI \$100,000+ except total audience and RPC (no income)



# CELLAR PROMOTIONS

PROMOTIONS & EVENTS WITH OUR PARTNERS



## SONOMA WINE WEEKEND

A three-day wine, food and auction extravaganza. *Wine Spectator* sponsored the Sonoma Valley Harvest Wine Auction at Cline Cellars on Sunday. While *Wine Spectator* hosted the tent and auction, *Cigar Aficionado* threw a party for all winning bidders. Our sponsors included **Brix Chocolate**, **A. Turrent Cigars**, **Premium Port**, **Ana Tzarev Gallery**, **Crushpad** and **Cardinal Mendoza**.

## LUFTHANSA & MOËT HENNESSY EVENT

*Wine Spectator* and **The Park Hyatt** hotel hosted a wine tasting led by the Director of Wine Education, Seth Box, from **Moët Hennessy USA**. This event was for **Lufthansa's** most elite fliers. The wines tasted were: Cloudy Bay Sauvignon Blanc, Livio Felluga Pinot Grigio, Newton The Puzzle, Terrazas de los Andes and Cheval des Andes.



## FEAST WITH FAMOUS FACES

Celebrity chefs created a culinary experience where soap opera stars and New York newscasters mingled all night. The event, highlights of which made the 11pm news, benefited the Center for Hearing and Communication in New York City. Sponsors from *Wine Spectator* included **Stella Artois**, **Sud de France**, **Sandeman Port** and **American Airlines**.

## American Airlines & PALM BAY INTERNATIONAL EVENT

*Wine Spectator* and the Liberty Hotel created a "one of a kind" food and wine pairing for **American Airlines** platinum passengers. Guests were treated to wines from **Palm Bay International** in the Presidential Suite, overlooking Boston. The chef created a memorable and outstanding array of dishes to complement Ferrari Brut Sparkling, Santa Rita Medalla Real Sauvignon Blanc, Planeta Chardonnay, Salentein Reserve Malbec and Jean-Luc Colombo Cornas Les Ruchets.





# Wine Spectator's

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# WINE

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# EXPERIENCE

A **3-day weekend extravaganza** of tasting, eating and meeting, for both consumers and trade, THE WINE EXPERIENCE is held annually in a major U.S. city. The largest event of its kind, which is sold out every year, consists of extensive tastings, including vertical tastings of extremely rare vintage wines, lectures by noted authorities, special lunches hosted by wine growing regions from around the world, plus a black tie banquet with star-studded entertainment at which the Restaurant Grand Awards are presented.



**FRANK PRIAL**, noted wine columnist for The New York Times, wrote... "In size and numbers, The Wine Experience resembles a Hollywood production: some 1,700 guests and exhibitors attend; more than 200 wineries took part; 20,000 bottles of wine were consumed, some of them priceless rarities, and about 30,000 glasses were used."

## tweetable truths about magazines

12 facts that showcase magazine vitality, in 140 characters or less

**1. Magazine readership remains steady in an increasingly crowded and noisy media landscape.**

Source: MRI Fall Study 2008, Page 7 of MPA 2009 Magazine Handbook

**2. 92% of U.S. adults read magazines.**

Experian Simmons, 2009

**3. Magazine readers pay attention to magazine ads. They don't pay to avoid the advertising as they do with other media.**

Source: BIGResearch Simultaneous Media Usage Study, 2008 Page 30 of MPA 2009 Magazine Handbook

**4. Consumers spend more than \$86 million each week on single-copy magazines.**

Nielsen 2006

**5. Subscriptions to magazines are on the rise. 2007: 322 million paid subscriptions. 2008: 325 million paid subscriptions.**

Source: MPA; A.B.C.. Page 14 of MPA 2009 Magazine Handbook

**6. Magazine subscriptions increased in the first half of 2009.**

Source: MPA Info Center analysis of ABC First Half 2009 Fas Fax

**7. Magazines love the Internet. Almost a quarter of all new subscriptions come from the Internet.**

Source: MPA Internet Subscription Surveys 2009 edition

**8. Magazines build buzz. They excel in reaching people who shape attitudes and behavior.**

Source: MRI Omnibus Recontact Study, 2008; Page 73 of MPA 2009 Magazine Handbook

**9. Circulation generates more than 40% of all magazine revenue.**

Source: PriceWaterhouseCoopers Financial Survey for MPA, 2008, 2007, Page 20 of MPA 2009 Magazine Handbook

**10. The number of consumer magazine websites grew 78% between 2005 and 2009.**

Source: Mediafinder.com, 2009, Page 9 of MPA 2009 Magazine Handbook

**11. Magazines excel at long-form journalism, superb photography, eye-catching design.**

**12. Magazines drive web search more than any other medium. More than double Internet advertising and social media.**

Source: BIGResearch Simultaneous Media Usage Study (SIMM13), December 2008, Page 70 of MPA 2009 Magazine Handbook

## engagement with *Wine Spectator*

Action taken in response to ads in <i>Wine Spectator</i> :	Index
Send for info on the product in the ad	206
Send for product advertised	152
Cut out an ad(s)	321
Cut out an article(s)	231
Cut out or used a recipe	158
Visited the WS website	157
Visited another website	251

### According to our MMR 2009, we stand far above our competitors with the number of issues read:

4 out of 4 issues	48%
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### *Wine Spectator*:

Is a good source of learning	63%
Makes me think	56%
Keeps me informed	36%
Is a good escape	43%
Gives me good ideas	67%
Keeps me up to date/latest trends	73%

### Attitudes/Opinions of our readers

	Index
People seek my advice on artwork/collectibles	189
I influence others on investing	145
I influence others on travel	192
I consider myself an opinion leader	142
I like trying new restaurants	191
I am the first of my friends to try new products	197
Traveling internationally helps me learn other cultures	167
I prefer to buy luxury/designer brands	196
I spend more on gourmet food	315
I look for ways to improve my home	153
I keep up with financial news	154



## 2012 issue dates and deadlines

COVER DATE	SPACE CLOSE	MATERIAL DUE	SUBSCRIBER MAIL DATE	NEWSSTAND ON-SALE DATE
■ Jan/Feb 2012	■ December 20, 2011	■ December 23, 2011	■ January 11, 2012	■ January 31, 2012
■ March 31, 2012	■ January 17, 2012	■ January 20, 2012	■ February 8, 2012	■ February 28, 2012
■ April 30, 2012	■ February 14, 2012	■ February 17, 2012	■ March 7, 2012	■ March 27, 2012
■ May 31, 2012	■ March 13, 2012	■ March 16, 2012	■ April 4, 2012	■ April 24, 2012
■ June 15, 2012	■ April 10, 2012	■ April 13, 2012	■ May 2, 2012	■ May 22, 2012
■ June 30, 2012	■ April 24, 2012	■ April 27, 2012	■ May 16, 2012	■ June 5, 2012
■ July 31, 2012	■ May 15, 2012	■ May 18, 2012	■ June 2, 2012	■ June 26, 2012
■ August 31, 2012	■ June 12, 2012	■ June 15, 2012	■ July 3, 2012	■ July 24, 2012
■ September 30, 2012	■ July 10, 2012	■ July 13, 2012	■ August 1, 2012	■ August 21, 2012
■ October 15, 2012	■ August 7, 2012	■ August 10, 2012	■ August 29, 2012	■ September 18, 2012
■ October 31, 2012	■ August 21, 2012	■ August 24, 2012	■ September 12, 2012	■ October 2, 2012
■ November 15, 2012	■ September 11, 2012	■ September 14, 2012	■ October 3, 2012	■ October 23, 2012
■ November 30, 2012	■ September 25, 2012	■ September 28, 2012	■ October 17, 2012	■ November 6, 2012
■ December 15, 2012	■ October 9, 2012	■ October 12, 2012	■ October 31, 2012	■ November 20, 2012
■ December 31, 2012	■ October 23, 2012	■ October 26, 2012	■ November 14, 2012	■ December 4, 2012

Please contact the advertising department with any questions: (212) 684-4224.

Space extension: tbailey@mshanken.com

Material extension: cplouffe@mshanken.com

## production specifications

### PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 9.875" x 13"

### 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 AD MATERIAL

Digital files uploaded to our ad portal

<http://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.

### MECHANICAL SPECIFICATIONS

Ad Size:	Width	Depth
Trim	9.875"	13"
Spread Bleed	20"	13.25"
Spread Trim	19.75"	13"
Spread Safety	19.25"	12.5"
Full Page Bleed	10.125"	13.25"
Full Page Safety	9.375"	12.5"
Full Page Non-Bleed	8.875"	12"
2/3 Page Vertical	6"	11.25"
1/2 Junior Page	6"	7.5"
1/2 Page Horizontal	9"	5.625"
1/3 Page Vertical	3"	11.25"
1/3 Page Horizontal	6"	5.625"
1/6 Page Vertical	3"	5.625"
1/6 Page Horizontal	6"	3.75"

### Insert Specifications:

#### Tipped Inserts

Mailable Minimum Size	3.5" x 5"
Non-Mailable Minimum Size	3.5" x 3.5"
Maximum Size	9" x 12"

#### Blow-In Inserts

Minimum Size	3.5" x 4.25"
Maximum Size	5.5" x 6.25"
Minimum Paper Stock	60#

#### Bind-In Inserts

Minimum Size	4" x 6"
Maximum Size:	10.125" x 13.375"
Jogs To Foot	.1875" Trim
Scuff	.375"
Perf	.625" (Scuff + .25" To Perf)

#### Multi-Page Inserts

Minimum Size	4" x 5"
Maximum Size	10.125" X 13.375"
Head/Foot Trim	.1875"
Magna Strip	Required for 8 Pages or More

*Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.*

### 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

Carolyn Plouffé  
[cplouffe@mshanken.com](mailto:cplouffe@mshanken.com)  
 tel: 212-481-8610 x365

## 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.