

## 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 30-plus 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 50,000+ 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 EDITORIAL:

- **MARKET WATCH** is the one stop information source for off-premise retailers and on-premise operators. It delivers useful market trends and analysis for everyday use by retailers.
- **Engaging Content.** More than half read New Product Watch (72.5%) on a regular basis, followed by Spirit Category Features (63%), Wine Files (63%), Beer Watch (60.7%) and Mixology (55.3%).

## THE MARKET WATCH READER

MARKET WATCH reaches over 50,000 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.
- **Power in Menu Decisions.** 86% are responsible for developing or influencing the addition of new items to their establishment's drink menu, and 88% influence the brands of spirits, wine and/or beer, their organization carries.
- **Qualified Readers.** MARKET WATCH circulation is 100% qualified readership (BPA). With 50,000+ subscribers and a pass-along of 135,000+.
- **Time Invested in MARKET WATCH.** 100% of our readers have read the last 3 of our 4 issues and they spend an average of 37 minutes with each issue.
- **Take Action.** Nearly all (97%) of our readers have bought or recommended products in the last 12 months as a result of an article or advertisement seen in Market Watch.
- **Unique Audience Not Found Elsewhere.** Over 66% of our subscribers do not read other competitive trade magazines.

**Not to be missed...****January/February: On-Premise Player of the Year**

- Spirits Category Feature: Mexican Spirits Beyond Tequila
- Mixology: Mezcal
- Wine Feature: Australia
- On-Premise Profile: Pmac's Hospitality Group
- Retailer Profile: Beer World
- Spirits Spotlight: Penderyn Distilling
- Craft Profile: Revolution Brewing
- Beer Feature: Session Beers
- Wine Sense: Dave Phinney
- Bar Talk: Suze Liqueur
- Beer Buzz: Brut IPAs
- Crystal Ball: Top trends for 2019
- Cocktail Hour: Nick Bennett, Porchlight

**March: Vodka**

- Spirits Category Feature: Vodka
- Spirits Category Feature: Rye
- Mixology: Smoked Cocktails and Ingredients
- Wine Feature: Marketing California Wine to Millennials
- On-Premise Profile: Postino Wine Café
- Retailer Profile: Molly's, Colorado
- Retailer Profile: Wine Warehouse
- Spirit Spotlight: Paul John Distilling
- Top Multi-State Craft Spirit Brands
- Wine Sense: IL Palagio
- Bar Talk: Bagged Cocktails
- Beer Buzz: Beer Singles Shrink
- Trend Feature: Loyalty Program
- Cocktail Hour: Paul McGee, Lonesome Rose, Chicago
- **Special Bonus Distribution: Impact Marketing Seminar**
- **Special Bonus Distribution: ProWein, Dusseldorf Germany**

**April: Spirit & Wine Hot Brand Awards**

- Spirits and Wine Hot Brand Awards
- Spirits Category Feature: Tennessee Whiskey
- Spirits Category Feature: CBD-Infused Spirits and Cocktails
- Mixology: Tiki Cocktails
- Wine Feature: New Zealand
- Wine Feature: Port
- On-Premise Profile: Union Square Hospitality Group's Spirits Programs and Venues
- Retailer Feature: BevMax
- Spirits Spotlight: J. Rieger
- Craft Spirits Profile: Berkshire Mountain Distillers
- Wine Sense: Frescobaldi
- Bar Talk: Avocado Cocktails
- Beer Buzz: Limited Edition Beers
- Supplier Profile: Bardstown Bourbon Co.
- Cocktail Hour: Gabe Orta, Bar Lab, Miami
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

**May: Control States/NABCA**

- Spirits Category Feature: Rum
- Mixology: Tequila
- Wine Feature: Languedoc-Roussillon
- Feature: Imported Wine Market
- Retailer Profile: Costco
- Retailer Feature: Wine Academy Superstores, New Jersey
- Spirits Spotlight: WhistlePig
- Wine Sense: TBD
- Bar Talk: Cocktail Machines
- Beer Buzz: Beer Aisle Reinvention
- Control State Review
- Control State Spotlight Feature: Michigan
- Impact Seminar Roundup
- Cocktail Hour: H. Joseph Ehrmann, Elixir, San Francisco
- **Special Bonus Distribution: National Alcohol Beverage Control Association & National Restaurant Association**

**June: Italian Cocktails**

- Spirits Feature: Gin
- Mixology: Italian Spirits
- Wine Feature: Rosé, including French and non-French
- Retailer Feature: C-Store Opportunities
- Retailer Feature: Wyatts Wet Goods
- Spirits Spotlight: Loch Lomond
- Wine Sense: Pineau Des Charentes
- Bar Talk: Non-Alcohol Cocktails
- Beer Buzz: Brewer-Retailer Partnerships
- Hot Brands Party Roundup
- Supplier Profile: Winebow
- Cocktail Hour: Mercedes O'Brien, Gunshow, Atlanta
- **Special Bonus Distribution: Tales of the Cocktail**

**July/August: Tequila**

- Spirits Category Feature: Tequila
- Mixology: Vodka
- Wine Feature: Chile
- Wine Feature: Argentina
- Retailer Feature: Verve Wine, San Francisco
- Retailer Feature: Texas Retail Market
- Feature Story: Premium Mixers
- Spirits Spotlight: Woodinville Distilling
- Craft Distillers of New York
- Wine Sense: Madeira
- Beer Buzz: Beer Mixology
- Bar Talk: Latest Barware/Glassware Trends
- Supplier Profile: D.G Yuengling
- Supplier Profile: Opici
- Cocktail Hour: Yuki Minakawa, Sushi Ginza Onodera
- **Special Advertorial Section: Summer Cocktails**

**September: Whiskey**

- Spirits Category Feature: Bourbon
- Spirits Category Feature: Irish Whiskey
- Mixology: Gin
- Wine Feature: Sicily
- Wine Feature: Washington State
- Wine Feature: California's Super-Premium Wines
- Retailer Profile: Liquor Depot USA, Texas
- Retailer Profile: Nick's Liquors, Indiana
- Spirits Spotlight: TBD
- Wine Sense: Uruguay
- Beer Buzz: Top Special Releases
- Beer "Hot Brand Awards"
- Beer Wholesaler of the Year
- Bar Talk: Bespoke Cocktails
- Cocktail Hour: Jim Kearns, The Happiest Hour, NYC
- **Special Bonus Distribution: National Beer Wholesalers Association**

**Leaders: Annual Retail Awards**

- Profiles of Six Leaders, Four Alumni Award Winners and The Retailer of the Year. The Publication honors the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retail, wholesaler and supplier executives.

**October: Spirits & Wine Hot Prospect Brand Awards**

- Spirits & Wine Hot Prospect Brand Awards
- Spirits Category Feature: Blended Scotch Whisky
- Spirits Category Feature: Single Malt Scotch Whisky
- Mixology: Cognac Cocktails
- Wine Feature: Tuscany
- Retailer Profile: Mega Liquors, Miami
- Craft Spirits Overview
- Spirits Spotlight: TBD
- Wine Sense: TBD
- Beer Buzz: Latest Trends In Stouts
- Supplier Profile: Guarachi Wine Partners
- Bar Talk: House-Made Infusion
- Cocktail Hour: Bon Vivants Team (Trick Dog) San Francisco
- **Special Bonus Distribution: Wine Spectator Wine Experience**

**November: Holidays**

- Spirits Category Feature: Canadian Whisky
- Spirits Category Feature: Liqueurs
- Mixology: Sake Cocktails
- Retailer Profile: Thrifty Liquor, Louisiana
- Spirits Spotlight: TBD
- Wine Feature: Oregon
- Wine Feature: Wine In the On-Premise
- Wine Sense: TBD
- Beer Buzz: Dessert Beers
- Bar Talk: Bars Within Bars
- Supplier Feature: MGP
- Supplier Feature: Skurnik Wines
- This Year's Holiday Releases
- Leaders Roundup
- Cocktail Hour: Monica Berg, Himkok

**December: Blue Chip Brand Awards**

- Blue Chip Brand Awards
- Spirits Category Feature: Cognac
- Spirits Category Feature: Imported Vodka
- Mixology: Craft Whiskies In Cocktails
- Wine Feature: Prosecco
- Wine Sense: TBD
- Retailer Profile: 21st Amendment
- Craft Spirits Profile: Stranahan's
- Beer Buzz: Spruce Beers
- Bar Talk: Pop-Up Bars
- Cocktail Hour: The Scofflaw Team, Chicago

## Hot Themes for 2019...

### On-Premise Player of the Year

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

### Sommelier Spotlight

A profile of a notable sommelier and details about his or her wine program

### Bar Talk

The latest bar trends, promotion, technology and more

### Show Window

News on expansion and innovative marketing from retail stores nationwide

### Nightclub & Bar Openings

The hottest openings of clubs and bars around the country

### News

All the news that's fit to print

### Beer Buzz

What's new and happening in the beer category

### Brand Watch

An in depth look at the performance of notable brands in the market

### Events

Photographs and captions from the latest industry and celebrity events

### Through the Glass

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

### Mixology

The latest cocktail trends

### Wine Features

A look at the trends and innovation in the wine category

### New Products

Information on the new products and how to get them

### Restaurant Openings

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

### Cocktail Hour

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

# 2019 CLOSING DATES

## January/February

Space Closing: Jan 7  
Materials Due: Jan 11

## March

Space Closing: Feb 1  
Materials Due: Feb 5

## April

Space Closing: Feb 28  
Materials Due: March 5

## May

Space Closing: April 2  
Materials Due: April 5

## June

Space Closing: May 3  
Materials Due: May 8

## July/August

Space Closing: June 13  
Materials Due: June 18

## September

Space Close: Aug 6  
Material Close: Aug 9

## Leaders

Space Close Aug 13  
Material Close: Aug 16

## October

Space Closing: Sept 5  
Materials Due: Sept 10

## November

Space Closing: Oct 2  
Materials Due: Oct 7

## December

Space Closing: Nov 1  
Materials Due: Nov 6

## **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.

# MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

## INSERTION ORDER

Fax To: 212-937-4677

Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Brand Name: \_\_\_\_\_

AdTitle: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

### AD MATERIALS:

New  Pick-up \_\_\_\_\_

**DELIVERY OF AD MATERIALS:** Digital files uploaded to our ad portal: <http://mshanken.SendMyAd.com>  
(uploading information available on site)

### AD SIZE/ SPACE:

Spread  Full Page  1/2 Page  1/3 Page Vertical  1/3 Page Square

### COLOR:

4 Color  2 Color  B&W

**DIGITAL MEDIA:** \_\_\_\_\_

### ISSUE DATE(S):

Jan./Feb. 2019  March 2019  April 2019  May 2019  June 2019  
 July/Aug. 2019  Sept. 2019  Leaders 2019  Oct. 2019  Nov. 2019  Dec. 2019

**COMMENTS:** \_\_\_\_\_

## BILL TO:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Space Cost Per Insertion: Gross \_\_\_\_\_ Net: \_\_\_\_\_

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

## 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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# MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

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## DIGITAL EDITION

### 2019 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 7	January 11	February 13
March	February 1	February 5	March 7
April	February 28	March 5	April 3
May	April 2	April 5	May 9
June	May 3	May 8	June 7
July/Aug	June 13	June 18	July 22
September	August 6	August 9	September 12
Leaders	August 13	August 16	September 30
October	September 5	September 10	October 10
November	October 2	October 7	November 8
December	November 1	November 6	December 11

### 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**

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

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

Jenny Jaikaran  
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## **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'

# MARKET WATCH

## BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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### FIELD SERVED

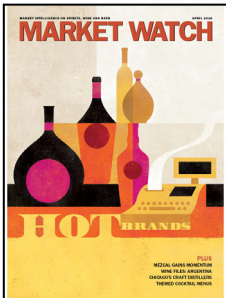
**MARKET WATCH** serves on and off premise operators in the alcoholic beverage industry: independent and chain retail stores, independent and chain restaurants; independent and chain hotels/resorts, clubs (country, private, etc.); bars/taverns, distributors (beer, wine, liquor); and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: owners, presidents, partners, food & beverage directors, general directors/managers, bar/beverage managers, store managers, purchasing agents/buyers, sales/marketing managers and other titled and non-titled personnel.

## CHANNELS

### MARKET WATCH MAGAZINE



5 issues in the period  
51,022 average circulation

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>MARKET WATCH MAGAZINE</b> Unique Total* (5 issues in the period)	50,897	125	51,022
a. Print	50,439	116	50,555
b. Digital	10,817	39	10,856
1. Requested	10,817	39	10,856
2. Non-Requested	-	-	-

\*Unique Total represents unique recipients, not the sum of Print and Digital

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	92
Advertiser and Agency	572
Allocated for Trade Shows and Conventions	655
All Other	2,311
<b>TOTAL</b>	<b>3,630</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,022	100.0	50,897	99.8	125	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,022</b>	<b>100.0</b>	<b>50,897</b>	<b>99.8</b>	<b>125</b>	<b>0.2</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	50,614	10,895	51,104
March	50,544	10,872	51,020
April	50,546	10,514	51,011
May	50,539	11,026	50,993
June	50,533	10,974	50,981

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018 This issue is 0.1% or 36 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Classification By Title									
			Print	Digital	Owners, Presidents, Partners	Food & Beverage Directors	General Directors/Managers	Bar/Beverage Managers	Store Managers	Purchasing Agents/Buyers	Sales/Marketing Managers	Other Titled and Non-Titled Personnel
Independent Retail Stores	22,210	43.5	22,175	1,896	18,517	73	1,486	80	1,488	193	336	37
Chain Retail Stores	1,818	3.6	1,797	524	282	38	591	49	535	133	168	22
Chain Restaurants	1,058	2.1	1,052	294	332	100	377	70	114	21	39	5
Chain Hotels/Resorts	5,717	11.2	5,708	247	66	1,444	1,129	1,184	1,003	688	196	7
Independent Restaurants	6,932	13.6	6,903	1,555	4,442	337	1,352	357	251	52	113	28
Independent Hotels/ Resorts	1,453	2.8	1,437	351	370	340	490	97	37	44	61	14
Clubs (Country, Private, etc.)	1,261	2.5	1,249	314	357	213	487	92	20	38	42	12
Bars/Taverns	1,614	3.2	1,607	415	1,098	48	234	136	36	7	49	6
Distributors (beer, wine, liquor)	8,333	16.3	8,024	5,101	1,710	51	1,754	27	60	113	4,487	131
Others Allied to the Field	597	1.2	587	329	243	14	64	2	5	7	111	151
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>50,993</b>	<b>100.0</b>	<b>50,539</b>	<b>11,026</b>	<b>27,417</b>	<b>2,658</b>	<b>7,964</b>	<b>2,094</b>	<b>3,549</b>	<b>1,296</b>	<b>5,602</b>	<b>413</b>
<b>PERCENT</b>	<b>100.0</b>		<b>99.1</b>	<b>21.6</b>	<b>53.8</b>	<b>5.2</b>	<b>15.6</b>	<b>4.1</b>	<b>7.0</b>	<b>2.5</b>	<b>11.0</b>	<b>0.8</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>22,643</b>	<b>7,535</b>	<b>4,877</b>	<b>34,603</b>	<b>11,014</b>	<b>35,055</b>	<b>68.7</b>
II. Request from recipient's company:	<b>4,677</b>	<b>54</b>	<b>41</b>	<b>4,770</b>	<b>12</b>	<b>4,772</b>	<b>9.4</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>9,722</b>	<b>1,444</b>	-	<b>11,166</b>	-	<b>11,166</b>	<b>21.9</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	9,722	1,444	-	11,166	-	11,166	21.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>37,042</b>	<b>9,033</b>	<b>4,918</b>	<b>50,539</b>	<b>11,026</b>	<b>50,993</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.7</b>	<b>17.7</b>	<b>9.6</b>	<b>99.1</b>	<b>21.6</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	45,762	11,020	46,214	90.6
Individuals by name only	12	4	14	-
Titles or functions only	4,763	2	4,763	9.4
Company names only	2	-	2	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>50,539</b>	<b>11,026</b>	<b>50,993</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Unique Total Audit Average Qualified***:	53,334	53,388	52,019	50,382	51,247	51,022
Unique Qualified Non-Paid***:	52,934	53,036	51,844	50,316	50,929	50,897
Print:	52,882	52,921	51,547	49,853	50,466	50,439
Digital:	8,336	8,897	9,838	10,503	10,507	10,817
Unique Qualified Paid***:	400	352	175	66	318	125
Print:	399	350	174	64	308	116
Digital:	181	162	90	26	46	39
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$56.99	\$62.49	\$63.88	\$59.00	\$69.31	\$63.89

\*NOTE: January - June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

State	Total Qualified	Percent	State	Total Qualified
Maine	160		Kentucky	611
New Hampshire	174		Tennessee	847
Vermont	140		Alabama	358
Massachusetts	1,972		Mississippi	299
Rhode Island	347		<b>EAST SO. CENTRAL</b>	<b>2,115</b>
Connecticut	1,160		Arkansas	467
<b>NEW ENGLAND</b>	<b>3,953</b>	<b>7.7</b>	Louisiana	393
New York	4,687		Oklahoma	499
New Jersey	2,015		Texas	2,543
Pennsylvania	1,884		<b>WEST SO. CENTRAL</b>	<b>3,902</b>
<b>MIDDLE ATLANTIC</b>	<b>8,586</b>	<b>16.8</b>	Montana	156
Ohio	1,293		Idaho	115
Indiana	1,059		Wyoming	134
Illinois	2,451		Colorado	1,594
Michigan	1,948		New Mexico	181
Wisconsin	987		Arizona	728
<b>EAST NO. CENTRAL</b>	<b>7,738</b>	<b>15.2</b>	Utah	128
Minnesota	1,276		Nevada	390
Iowa	277		<b>MOUNTAIN</b>	<b>3,426</b>
Missouri	677		Alaska	129
North Dakota	192		Washington	699
South Dakota	111		Oregon	506
Nebraska	259		California	6,697
Kansas	611		Hawaii	320
<b>WEST NO. CENTRAL</b>	<b>3,403</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>8,351</b>
Delaware	251		<b>UNITED STATES</b>	<b>50,391</b>
Maryland	1,359		U.S. Territories	139
Washington, DC	305		Canada	127
Virginia	868		Mexico	13
West Virginia	109		Other International	317
North Carolina	873		APO/FPO	6
South Carolina	680			
Georgia	1,262			
Florida	3,210			
<b>SOUTH ATLANTIC</b>	<b>8,917</b>	<b>17.5</b>		
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,993</b>
				<b>100.0</b>

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 11,166 copies or 21.9%, including Dun & Bradstreet.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Marvin Shanken, Chairman

Laura Zandi, Senior Vice President/Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 23, 2018

State New York

City New York

Received by BPA Worldwide July 23, 2018

Type BD

ID Number M170B0J8

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.