

## 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.

**January/February: On-Premise Player of the Year**

- Spirits Feature: American Brandy
- Mixology: Cream Liqueur Cocktails
- Wine Feature: Paso Robles
- Wine Feature: Tuscany
- On-Premise Profile: Momofuku Restaurant Group
- Retailer Profile: Cap n Cork
- Craft Feature: Berkshire Distillers
- Supplier Profile: Skurnik Wines
- Supplier Profile: Canarchy Collective
- Feature: Retailer Apps
- Urban Wineries
- Spirits spotlight: West Cork
- Wine Sense: Cannabis-Infused Wines
- Beer Buzz: Cold Brew Beers
- Bar Talk: Bespoke Cocktails
- Crystal Ball: Top Trends for 2020
- Cocktail Hour: Stephanie Andrews, Billy Sunday, Chicago

**March: Vodka**

- Spirits Category Feature: Vodka
- Spirits Category Feature: Rye
- Mixology: Bitters and Vermouths
- California Wine In The On-Premise
- On Premise Profile: Front Burner Dining Group
- Retailer Profile: Schaeffer's
- Supplier Profile: Guarachi Partners
- Pre-Packaged Cocktails
- Spirits Spotlight: Savage and Cook
- Craft Feature: Whistle Pig
- Southern Glazer's New Wynwood Educational Facility
- Wine Sense: California Merlot
- Beer Buzz: Mexican-Style Craft Lagers
- Bar Talk: Brunch Cocktails
- Cocktail Hour: Shingo Gokan, Himitsu, Atlanta
- **Special Bonus Distribution: Impact Marketing Seminar**
- **Special Bonus Distribution: ProWein, Dusseldorf Germany**

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

- Spirit and Wine Hot Brand Awards
- Spirits Feature: Flavored Whiskies
- Spirits Feature: Mezcal
- Mixology: Craft Whiskies
- Wine Feature: New Zealand
- Wine Feature: California's Super-Premium Wines
- On- Premise Profile: Catch Restaurant Group
- Retailer Feature: Nick's Liquors
- Cannabis Feature: California
- Feature: Hard Seltzers
- Spirits Spotlight: Tuthilltown Spirits
- Wine Sense: Alsace
- Beer Buzz: Food and Beer Brands Product Collaborations
- Bar Talk: The Return Of '90s Cocktails
- Cocktail Hour: Lu Brow, Brennan's, New Orleans
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

**May: Control States/ NABCA**

- Spirits Feature: Rum
- Spirits Feature: Italian Spirits
- Mixology: Tequila
- Wine Feature: California Pinot Noir
- Feature: Kombucha
- On-Premise Profile: Gerber Group
- Retailer Profile: 21ST Amendment
- Control State Profile: Michigan
- Control State Roundup
- Impact Seminar Roundup
- Wine Sense: California Zinfandel
- Spirits Spotlight: Copper & Kings
- Beer Buzz: Variety Pack Comeback
- Bar Talk: Turmeric Cocktails
- Cocktail Hour: Jamie Boudreau, Canon, Seattle
- **Special Bonus Distribution: NABCA Association**

**June**

- Spirit Feature: Gin
- Spirit Feature: Craft Updates
- Mixology: Vodka
- Wine Feature: Rosé
- Wine Feature: Innovation in California
- On-Premise Profile: Madera Group
- Retailer Profile: Hyvee
- Retail Profile: Vino Volo
- Cannabis Progress in Napa, Sonoma and Lake Counties
- Supplier Profile: Frederick Wildman
- Hot Brands Party Roundup
- Wine Sense: Catena
- Spirits Spotlight: Leopold Bros.
- Beer Buzz: Tea Based Beers

- Bar Talk: Spritz Cocktails
- Cocktail Hour: Zachary Pease, My Friend Duke, New York

**July/August: Tequila**

- Spirits Feature: Tequila
- Spirits Feature: Canned Cocktails
- Mixology: Italian's Bitters and Liqueurs (Amaro)
- Wine Feature: Chile
- Wine Feature: Argentina
- Wine Feature: Sustainability in California
- On-Premise Profile: The One Group
- Retailer Profile: Mega Liquors
- Profile: Flanigan's
- Craft Profile: Wyoming Whiskey
- Georgia's Brewing Scene
- Spirits Spotlight: Limestone Branch/Lux Row
- Beer Buzz: Beer Slushies
- Bar Talk: Barbecue Sauce Cocktails
- Cocktail Hour: Alan Walter, Loa, New Orleans
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Tales of the Cocktail**

**September: Whiskey**

- Spirits Feature: Bourbon
- Spirits Feature: Irish Whiskey
- Mixology: Coffee and Tea in Cocktails (Cold Brews)
- Wine Feature: Canned Wines
- Wine Feature: Innovation in California
- Retailer Profile: Kahn's Indiana
- On-Premise Profile: Bar Lab
- Craft Profile: Copper & Kings
- Craft Profile: Rheingeist Brewery
- Cannabis Feature: Companies Roundup
- Wine Sense: Austria
- Spirits Spotlight
- Beer Buzz: Pop-Up Events
- Bar Talk: Cider Cocktails
- Cocktail Hour: David Fisher, Peppi's Cellar, New York
- **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 and Wines Hot Prospects Brand Awards**

- Spirits and Wines Hot Prospects Brand Awards
- Spirits Feature: Single Malt Whisky
- Spirits Feature: Blended Scotch Whisky
- Spirits Feature: American Single Malt
- Mixology: Japanese Whiskey
- Wine Feature: Spain
- On-Premise Profile: 7 Grand
- Retailer Profile: Mega Bev, Michigan
- Supplier Profile: Yuengling
- Wine Sense
- Spirits Spotlight
- Bar Talk
- Cocktail Hour: Sarah Rosner, Bourbon Steak at the Four Seasons, DC
- **Special Bonus Distribution: Wine Spectator Wine Experience**

**November: Holidays**

- Spirits Feature: Canadian Whisky
- Spirits Feature: Liqueurs
- Mixology: Exotic Imports Spirits (Shochu, Aquavit, Baijiu, Singani)
- Wine Feature: Napa Valley
- On- Premise Profile: The Ainsworth
- On-Premise Profile: Fleming's
- Retailer Profile: Luken's, Florida
- Craft Profile: Pernod Ricard's Craft Spirits Portfolio
- Wine Sense: Kosher Wines
- Spirits Spotlight: Cocktails bitters, syrups and Juices
- Bar Talk
- Cocktail Hour: Joaquin Simó, Pouring Ribbons, New York

**December: Blue Chip Brand Awards**

- Blue Chip Brand Awards
- Spirits Feature: Cognac
- Spirits Feature: Imported Vodka
- Mixology: Liqueurs
- Wine Feature: Targeting Younger Consumers for California Wines
- On-Premise Profile: Sydel Group
- Retailer Profile: Witty's Fine Wine & Liquors, New Jersey
- Craft Spirits Feature: Woodinville Distillery
- Wine Sense
- Spirits Spotlight
- Bar Talk: Holiday Cocktails
- Cocktail Hour: Marina Holter, The Whistler, Chicago

# Hot Themes for 2020...

## 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

# 2020 CLOSING DATES

## January/February

Space Closing: Jan 7  
Materials Due: Jan 10

## March

Space Closing: Jan 30  
Materials Due: Feb 4

## April

Space Closing: March 2  
Materials Due: March 6

## May

Space Closing: April 1  
Materials Due: April 6

## June

Space Closing: May 1  
Materials Due: May 6

## July/August

Space Closing: June 10  
Materials Due: June 15

## September

Space Close: July 30  
Material Close: Aug 5

## Leaders

Space Close Aug 11  
Material Close: Aug 14

## October

Space Closing: Sept 4  
Materials Due: Sept 10

## November

Space Closing: Oct 2  
Materials Due: Oct 7

## December

Space Closing: Nov 2  
Materials Due: Nov 6

## 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

Jenny Jaikaran  
[jjaikaran@mshanken.com](mailto:jjaikaran@mshanken.com)  
TEL: 212-481-8610 x335

# 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. 2020  March 2020  April 2020  May 2020  June 2020  
 July/Aug. 2020  Sept. 2020  Leaders 2020  Oct. 2020  Nov. 2020  Dec. 2020

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

## BILL TO:

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

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

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

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

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

# MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

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## DIGITAL EDITION

### 2020 CALENDAR DATES

| ISSUE DATE | SPACE CLOSE | MATERIALS CLOSE | ISSUE LIVE DATE |
|------------|-------------|-----------------|-----------------|
| Jan/Feb    | January 7   | January 10      | February 12     |
| March      | January 30  | February 4      | March 4         |
| April      | March 2     | March 6         | April 3         |
| May        | April 1     | April 6         | May 5           |
| June       | May 1       | May 6           | June 3          |
| July/Aug   | June 10     | June 15         | July 15         |
| September  | July 30     | August 5        | September 3     |
| Leaders    | August 11   | August 14       | October 5       |
| October    | September 4 | September 10    | October 14      |
| November   | October 2   | October 7       | November 6      |
| December   | November 2  | November 6      | December 9      |

### 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  
[jjaikaran@mshanken.com](mailto:jjaikaran@mshanken.com)  
TEL: 212-481-8610 x 335



## **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.

# MARKET WATCH

# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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.

M. Shanken Communications Inc.  
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www.marketwatchmag.com

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### FIELD SERVED

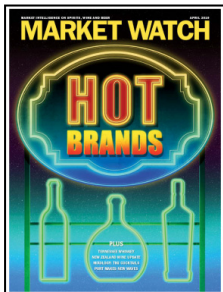
**MARKET WATCH** serves on and off premise operators in the alcoholic beverage industry: independent and chain retail stores, independent and chain restaurants; independent and chain hotels/resorts, clubs (country, private, etc.); bars/taverns, distributors (beer, wine, liquor); and others allied to 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  
50,192 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*<br>(5 issues in the period) | 50,075   | 117  | 50,192  |
| a. Print   | 49,720   | 102  | 49,822  |
| b. Digital   | 10,521   | 37   | 10,558  |
| 1. Requested   | 10,510   | 15   | 10,525  |
| 2. Non-Requested   | 11       | 22   | 33      |

\*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                    | 65           |
| Advertiser and Agency                     | 668          |
| Allocated for Trade Shows and Conventions | 700          |
| All Other                                 | 2,706        |
| <b>TOTAL</b>                              | <b>4,139</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                         | 50,192          | 100.0        | 50,075             | 99.8        | 117            | 0.2        |
| Sponsored Individually Addressed   | -               | -            | -                  | -           | -              | -          |
| Membership Benefit                 | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee          | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales                  | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>50,192</b>   | <b>100.0</b> | <b>50,075</b>      | <b>99.8</b> | <b>117</b>     | <b>0.2</b> |

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2019 Issue       | Print  | Digital | Unique Total Qualified* |
|------------------|--------|---------|-------------------------|
| January/February | 49,623 | 10,437  | 50,003                  |
| March            | 49,759 | 10,477  | 50,133                  |
| April            | 49,751 | 10,477  | 50,127                  |
| May              | 49,710 | 10,311  | 50,077                  |
| June             | 50,264 | 11,094  | 50,619                  |

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

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019 This issue is 0.3% or 144 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                  | 20,316                  | 40.6             | 20,292                  | 1,599         | 14,218                       | 53                        | 1,333                      | 73                    | 4,143          | 187                      | 308                      | 1                                     |
| Chain Retail Stores                        | 2,087                   | 4.2              | 2,071                   | 468           | 222                          | 37                        | 504                        | 42                    | 999            | 116                      | 166                      | 1                                     |
| Chain Restaurants                          | 1,360                   | 2.7              | 1,355                   | 254           | 392                          | 82                        | 538                        | 207                   | 76             | 21                       | 43                       | 1                                     |
| Chain Hotels/Resorts                       | 5,716                   | 11.4             | 5,708                   | 229           | 46                           | 1,445                     | 1,131                      | 1,191                 | 1,013          | 698                      | 192                      | -                                     |
| Independent Restaurants                    | 7,618                   | 15.2             | 7,595                   | 1,346         | 4,370                        | 336                       | 1,707                      | 879                   | 167            | 42                       | 117                      | -                                     |
| Independent Hotels/Resorts                 | 1,226                   | 2.4              | 1,214                   | 322           | 302                          | 289                       | 436                        | 82                    | 23             | 40                       | 51                       | 3                                     |
| Clubs (Country, Private, etc.)             | 1,152                   | 2.3              | 1,143                   | 284           | 328                          | 192                       | 450                        | 88                    | 22             | 39                       | 33                       | -                                     |
| Bars/Taverns                               | 1,433                   | 2.9              | 1,427                   | 348           | 998                          | 44                        | 206                        | 117                   | 26             | 4                        | 38                       | -                                     |
| Distributors (beer, wine, liquor)          | 8,845                   | 17.7             | 8,590                   | 5,305         | 1,680                        | 48                        | 2,083                      | 22                    | 32             | 104                      | 4,865                    | 11                                    |
| Others Allied to the Field                 | 324                     | 0.6              | 315                     | 156           | 132                          | 15                        | 76                         | 3                     | 1              | 4                        | 32                       | 61                                    |
| Single Copy Sales                          | -                       | -                | -                       | -             | -                            | -                         | -                          | -                     | -              | -                        | -                        | -                                     |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>50,077</b>           | <b>100.0</b>     | <b>49,710</b>           | <b>10,311</b> | <b>22,688</b>                | <b>2,541</b>              | <b>8,464</b>               | <b>2,704</b>          | <b>6,502</b>   | <b>1,255</b>             | <b>5,845</b>             | <b>78</b>                             |
| <b>PERCENT</b>                             | <b>100.0</b>            |                  | <b>99.3</b>             | <b>20.6</b>   | <b>45.3</b>                  | <b>5.1</b>                | <b>16.9</b>                | <b>5.4</b>            | <b>13.0</b>    | <b>2.5</b>               | <b>11.7</b>              | <b>0.1</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 2019

| Qualification Source  | Qualified Within |              |              |               |               | Unique Total Qualified* | Percent      |
|---|------------------|--------------|--------------|---------------|---------------|-------------------------|--------------|
|   | 1 Year           | 2 Years      | 3 Years      | Print         | Digital       |                         |              |
| I. Direct Request:  | <b>19,641</b>    | <b>6,509</b> | <b>4,793</b> | <b>30,583</b> | <b>10,290</b> | <b>30,943</b>           | <b>61.8</b>  |
| II. Request from recipient's company:   | <b>4,710</b>     | <b>15</b>    | <b>29</b>    | <b>4,747</b>  | <b>10</b>     | <b>4,754</b>            | <b>9.5</b>   |
| III. Membership Benefit:  | -                | -            | -            | -             | -             | -                       | -            |
| IV. Communication from recipient or recipient's company (other than request): | <b>1</b>         | -            | -            | <b>1</b>      | -             | <b>1</b>                | -            |
| V. <b>TOTAL - Sources other than above (listed alphabetically):</b>           | <b>14,379</b>    | -            | -            | <b>14,379</b> | <b>11</b>     | <b>14,379</b>           | <b>28.7</b>  |
| Association rosters and directories   | -                | -            | -            | -             | -             | -                       | -            |
| Business directories  | -                | -            | -            | -             | -             | -                       | -            |
| Manufacturer's, distributor's, and wholesaler's lists                         | -                | -            | -            | -             | -             | -                       | -            |
| **Other sources   | 14,379           | -            | -            | 14,379        | 11            | 14,379                  | 28.7         |
| VI. Single Copy Sales:  | -                | -            | -            | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                                    | <b>38,731</b>    | <b>6,524</b> | <b>4,822</b> | <b>49,710</b> | <b>10,311</b> | <b>50,077</b>           | <b>100.0</b> |
| <b>PERCENT</b>  | <b>77.4</b>      | <b>13.0</b>  | <b>9.6</b>   | <b>99.3</b>   | <b>20.6</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 2019

| Mailing Address                               | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|---------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 44,913        | 10,300        | 45,273                  | 90.4         |
| Individuals by name only                      | 15            | 9             | 22                      | -            |
| Titles or functions only                      | 4,779         | 2             | 4,779                   | 9.6          |
| Company names only                            | 3             | -             | 3                       | -            |
| Multi-Copy Same Addressee copies              | -             | -             | -                       | -            |
| Single Copy Sales                             | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>49,710</b> | <b>10,311</b> | <b>50,077</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 BRAND REPORTS

| 6-Month Period Ended:                                       | Audited Data         | Audited Data        | Audited Data         | Audited Data        | Audited Data         | Circulation Claim    |
|---|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|
|   | July - December 2016 | January - June 2017 | July - December 2017 | January - June 2018 | July - December 2018 | January - June 2019* |
| Unique Total Audit Average Qualified***:                    | 52,019               | 50,382              | 51,247               | 51,022              | 51,002               | 50,192               |
| Unique Qualified Non-Paid***:                               | 51,844               | 50,316              | 50,929               | 50,897              | 50,877               | 50,075               |
| Print:  | 51,547               | 49,853              | 50,466               | 50,439              | 50,457               | 49,720               |
| Digital:  | 9,838                | 10,503              | 10,507               | 10,817              | 11,096               | 10,521               |
| Unique Qualified Paid***:                                   | 175                  | 66                  | 318                  | 125                 | 125                  | 117                  |
| Print:  | 174                  | 64                  | 308                  | 116                 | 115                  | 102                  |
| Digital:  | 90                   | 26                  | 46                   | 39                  | 38                   | 37                   |
| Post Expire Copies included in Total Qualified Circulation: | **NC                 | **NC                | **NC                 | **NC                | **NC                 | **NC                 |
| Average Annual Order Price:                                 | \$63.88              | \$59.00             | \$69.31              | \$63.89             | \$65.71              | \$64.55              |

\*NOTE: January - June 2019 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 2019

| State                   | Total Qualified | Percent     | State                              | Total Qualified | Percent      |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine                   | 157             |             | Kentucky                           | 607             |              |
| New Hampshire           | 215             |             | Tennessee                          | 875             |              |
| Vermont                 | 150             |             | Alabama                            | 388             |              |
| Massachusetts           | 1,903           |             | Mississippi                        | 290             |              |
| Rhode Island            | 330             |             | <b>EAST SO. CENTRAL</b>            | <b>2,160</b>    | <b>4.3</b>   |
| Connecticut             | 1,152           |             | Arkansas                           | 459             |              |
| <b>NEW ENGLAND</b>      | <b>3,907</b>    | <b>7.8</b>  | Louisiana                          | 421             |              |
| New York                | 4,327           |             | Oklahoma                           | 462             |              |
| New Jersey              | 1,988           |             | Texas                              | 2,648           |              |
| Pennsylvania            | 1,702           |             | <b>WEST SO. CENTRAL</b>            | <b>3,990</b>    | <b>8.0</b>   |
| <b>MIDDLE ATLANTIC</b>  | <b>8,017</b>    | <b>16.0</b> | Montana                            | 169             |              |
| Ohio                    | 1,061           |             | Idaho                              | 137             |              |
| Indiana                 | 1,074           |             | Wyoming                            | 148             |              |
| Illinois                | 2,401           |             | Colorado                           | 1,471           |              |
| Michigan                | 1,678           |             | New Mexico                         | 181             |              |
| Wisconsin               | 939             |             | Arizona                            | 714             |              |
| <b>EAST NO. CENTRAL</b> | <b>7,153</b>    | <b>14.3</b> | Utah                               | 161             |              |
| Minnesota               | 1,385           |             | Nevada                             | 448             |              |
| Iowa                    | 266             |             | <b>MOUNTAIN</b>                    | <b>3,429</b>    | <b>6.8</b>   |
| Missouri                | 675             |             | Alaska                             | 164             |              |
| North Dakota            | 174             |             | Washington                         | 672             |              |
| South Dakota            | 122             |             | Oregon                             | 494             |              |
| Nebraska                | 237             |             | California                         | 6,489           |              |
| Kansas                  | 630             |             | Hawaii                             | 346             |              |
| <b>WEST NO. CENTRAL</b> | <b>3,489</b>    | <b>7.0</b>  | <b>PACIFIC</b>                     | <b>8,165</b>    | <b>16.3</b>  |
| Delaware                | 249             |             | <b>UNITED STATES</b>               | <b>49,573</b>   | <b>99.0</b>  |
| Maryland                | 1,313           |             | U.S. Territories                   | 132             |              |
| Washington, DC          | 282             |             | Canada                             | 116             |              |
| Virginia                | 944             |             | Mexico                             | 14              |              |
| West Virginia           | 121             |             | Other International                | 239             |              |
| North Carolina          | 960             |             | APO/FPO                            | 3               |              |
| South Carolina          | 669             |             |                                    |                 |              |
| Georgia                 | 1,235           |             |                                    |                 |              |
| Florida                 | 3,490           |             |                                    |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>9,263</b>    | <b>18.5</b> |                                    |                 |              |
|                         |                 |             | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>50,077</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:

Other sources include 2 sources of circulation for quantities of 2,105 copies or 4.2% to 12,274 copies or 24.5%, including Wine Spectator Restaurant Awards Winners and Melissa Data.

### 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 31, 2019

State New York

City New York

Received by BPA Worldwide July 31, 2019

Type BD

ID Number M170B0J9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.