

## 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 (125,000+ 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 125,000+.
- **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.

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## JANUARY/ FEBRUARY

- Spirits Feature: Mezcal
- Mixology: Brandy and Cognac
- Coffee-Infused Drinks
- Wine Feature: California After The Harvest
- Wine Sales Online/DTC
- On-Premise Profile: TGI Friday's
- Supplier Cover Profile: Deutsch 40th Anniversary
- The Rise Of The Home Bar
- Feature: Canopy Growth Update
- Spirits Spotlight
- Wine Sense
- Bar Talk: The Priciest Tequila Sips
- Beer Buzz: Gluten-Free Beers
- Cocktail Hour: Masahiro Urushido, Katana Kitten, New York

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## MARCH: Vodka

- Spirits Feature: Vodka
- Mixology: Rum
- Virtual Tastings, Wine and Spirits
- CBD Drinks Update
- Wine In Supermarkets
- Spirits Direct Shipping
- Supplier Profile: Sovereign Brands
- Retailer Profile: Kappy's
- Cocktails To Go Update
- Franchised Cocktail Bars
- Spirits Spotlight
- Wine Sense
- Bar Talk: CBD Behind The Bar
- Beer Buzz: Craft Lagers
- Cocktail Hour: Demetrëa Dewald, Bar Mateo at Zinc Cafe & Market, Los Angeles
- **Special Bonus Distribution: Impact Marketing Seminar**
- **Special Bonus Distribution: ProWein, Dusseldorf Germany**

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## APRIL: Spirits & Wine Hot Brand Awards

- Spirits & Wine Hot Brand Awards
- Spirits Feature: Flavored whiskies
- Spirits Feature: American Single Malt
- Spirits Feature: Canned/Pre-Packaged Cocktails
- Mixology: Daytime/Brunch Cocktails
- Wine Feature: New Zealand
- Retailer Profile: Foxtrot
- On-Premise Profile: Charleston Hospitality Group
- Craft Distilling Update
- Spirits Spotlight
- Wine Sense
- Bar Talk: Sherry In The On-Premise
- Beer Buzz: Cans In The On-Premise
- Cocktail Hour: Ellen Talbot, Fable Lounge, Nashville
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

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## MAY: Control States/ NABCA

- Spirits Feature: Rum
- Spirits Feature: Italian Bitters and Aperitifs
- Mixology: Tequila
- Wine Feature: Washington
- Wine Feature: Australia
- Control State Roundup
- Control State Profile: Virginia
- Retailer Profile: Topsy's, Colorado
- On-Premise Profile: Franchised Cocktail Bars
- Impact Seminar Roundup
- Spirits Spotlight
- Wine Sense
- Bar Talk: Hard Seltzers In Cocktails
- Beer Feature: Craft Beer Survival
- Beer Buzz: American Ales Update
- Cocktail Hour: Michael Neff, The Cottonmouth Club, Houston
- **Special Bonus Distribution: National Alcohol Beverage Control Association & National Restaurant Association**

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## JUNE

- Spirits Feature: Gin
- Spirits Feature: Japanese Whisky
- Mixology: Classic Summer Cocktails
- Wine Feature: Rosé
- On-Premise Profile: Datz Restaurant Group
- Retailer Profile: Costco
- Delivery Apps Update
- Hot Brands Award Party Roundup
- Spirits Spotlight
- Wine Sense
- Bar Talk: Pre-Batched Cocktails
- Beer Buzz: Belgian Beers Update
- Cocktail Hour: Brendan Bartley, Bathtub Gin (NYC)

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## JULY/AUGUST: Tequila

- Spirits Feature: Tequila
- Mixology: Vodka
- Wine Feature: Sonoma
- Wine Feature: Chile
- Hard Seltzer
- Online Beer Sales
- The Expansion Of Bitters
- Retailer Profile: WB Liquors, San Antonio
- On-Premise Profile: Las Vegas Update
- Spirits Spotlight
- Wine Sense
- Bar Talk: Zero-Alcohol Spirits In Cocktails
- Beer Buzz: Summer Beer Packaging
- Cocktail Hour: Stephanie Reading, Birdie G's, Santa Monica, CA
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Tales of the Cocktail**

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## SEPTEMBER: Whiskey

- Spirit Feature: Bourbon
- Spirit Feature: Irish Whiskey
- Spirits Feature: Aged Rums
- Mixology: Cream Liqueurs
- Wine Feature: Argentina
- Premium Mixers
- Retailer Profile: Thrifty Discount Liquor, Louisiana
- Spirits Spotlight
- Wine Sense
- Beer Feature: IPA Update
- Beer Hot Brands
- Bar Talk: Pre-Packaged/Canned Cocktails In The On-Premise
- Beer Buzz: Update On Guinness
- Cocktail Hour: Brandon "Habi" Habenstein, The Kitchen and Bar at Bardstown Bourbon Company, Kentucky
- **Special Bonus Distribution: National Beer Wholesalers Association**

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## 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

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## OCTOBER: Spirits & Wine Hot Prospects Brand Awards

- Spirits and Wine Hot Prospects Brand Awards
- Spirits Feature: Single Malt Scotch
- Spirits Feature: Blended Scotch
- Mixology: Rye
- Wine Feature: Bordeaux
- Wine Feature: Boxed Wine Update
- Retailer Profile: WB Liquors, Texas
- On-Premise Profile: Landry's
- Wine Sense
- Spirits Spotlight
- Bar Talk: Pop-Up Bars
- Beer Buzz: Beer Festivals Update
- Cocktail Hour: Christopher Longoria, Che Fico, San Francisco
- **Special Bonus Distribution: Wine Spectator Wine Experience**

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## NOVEMBER: Holiday

- Spirits Feature: Canadian Whisky
- Spirits Feature: Liqueurs
- Mixology: American Craft Spirits
- Wine Feature: Sparkling Wine, Including Prosecco
- On-Premise Profile: Las Vegas
- California's Super-Premium Tier
- Retailer Profile: Party Source
- Holiday Roundup
- Spirits Spotlight
- Wine Sense
- Bar Talk: Cocktail Catering
- Beer Buzz: Barrel Aged Beers
- Cocktail Hour: Robert Longhurst, Standard Proof Whiskey Co., Nashville

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## DECEMBER: Blue Chip Brand Awards

- Blue Chip Brands Awards
- Spirits Feature: Cognac
- Spirits Feature: Imported Vodka
- Mixology: Warm/Hot Cocktails For Winter
- Wine Feature: Champagne
- Wine Feature: Oregon
- Retailer Profile: Acker Wines
- On-Premise Profile: PF Chang's
- Spirits Spotlight
- Wine Sense
- Bar Talk: Barrel Aged Cocktails
- Beer Buzz: Winter Beers
- Cocktail Hour: Gregory Huston, Elm & Good, Dallas

## Hot Themes for 2021...

### 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

# 2021 CLOSING DATES

## January/February

Space Closing: Jan 7  
Materials Due: Jan 12

## March

Space Closing: Jan 29  
Materials Due: Feb 4

## April

Space Closing: March 1  
Materials Due: March 4

## May

Space Closing: March 30  
Materials Due: April 7

## June

Space Closing: April 30  
Materials Due: May 6

## July/August

Space Closing: June 9  
Materials Due: June 14

## September

Space Close: July 30  
Material Close: Aug 4

## Leaders

Space Close Aug 10  
Material Close: Aug 16

## October

Space Closing: Sept 7  
Materials Due: Sept 10

## November

Space Closing: Oct 4  
Materials Due: Oct 8

## December

Space Closing: Nov 2  
Materials Due: Nov 8

# MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

## ADVERTISING INFORMATION 2021

### General Information

Frequency: .....	11x
Annual Subscription Price: .....	\$60
Average Circulation: .....	50,079
BPA International: .....	06/30/20

### Advertising Rates

Frequency	1X	4X	10X	20X
<b>Four Color</b>				
Full page	\$20,540	\$20,100	\$19,500	\$18,460
1/2 Page	\$12,300	\$12,080	\$11,700	\$11,080
1/3 Page	\$8,160	\$8,040	\$7,800	\$7,400
<b>Two Color</b>				
Full page	\$18,780	\$18,340	\$17,860	\$16,900
1/2 Page	\$11,280	\$11,020	\$10,700	\$10,140
1/3 Page	\$7,500	\$7,360	\$7,120	\$6,760
<b>Black &amp; White</b>				
Full page	\$17,780	\$17,440	\$16,880	\$15,960
1/2 Page	\$10,660	\$10,460	\$10,120	\$9,580
1/3 Page	\$7,100	\$6,960	\$6,740	\$6,380

### Following in Net:

Leaders:	\$21,333
Regional:	\$9,588
On or off premise:	\$10,338

- Rates for inserts, outserts and belly-bands available upon request.
- Agency commission: 15%

### Special Positioning Premiums:

Bleed	15%
2nd Cover/Page 1 (Spread Only)	20%
3rd Cover	10%
4th Cover	25%

### Notes:

- An advertiser may change copy within a single issue. Net production charge: \$1,500
- Regional advertising information available upon request.

### Discounts

Discounts apply to space run within one year of first insertion. Advertising from various divisions of the same company may be combined for discount purposes.

Advertisers appearing in *Market Watch*, *Wine Spectator* and *Cigar Aficionado* will earn a frequency discount based upon the total combination of insertions in all publications.

### Issuance and Closing Dates

Published 11 times a year, in January/February, March, April, May, June, July/August, September, October, November, December, and our annual Leaders edition.

Closing for insertion orders is approximately 6 weeks prior to cover date. Material is due approximately 5 weeks prior to cover date.

### Send space reservations to:

Advertising Department  
*Market Watch*  
825 Eighth Avenue, 33rd Floor  
New York, NY 10019  
Fax: (212) 937-4677

## 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. 2021  March 2021  April 2021  May 2021  June 2021  
 July/Aug. 2021  Sept. 2021  Leaders 2021  Oct. 2021  Nov. 2021  Dec. 2021

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

## BILL TO:

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

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

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

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

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



## **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 2020



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.  
825 Eighth Avenue, 33rd Floor  
New York, NY 10019  
Tel. No.: (212) 684-4224  
Fax No.: (212) 247-3896  
www.marketwatchmag.com

**MARKET WATCH** has 30-plus years experience as a source of trends and useful information in the spirits, wine and beer markets. Published 9 times per year, it focuses solely on the interests and needs of on-premise operators and off-premise retailers. Market Watch offers a balance of editorial that covers every aspect of the business, including detailed industry news coverage, cutting-edge market trends and analysis, new product introductions and much more. The digital edition is the exact replica of the print edition.

### FIELD SERVED

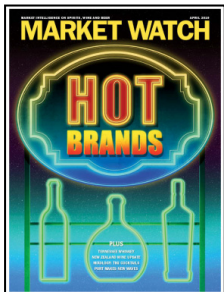
**MARKET WATCH** serves on and off premise operators in the alcoholic beverage industry: independent and chain retail stores, independent and chain restaurants; independent and chain hotels/resorts, clubs (country, private, etc.); bars/taverns, distributors (beer, wine, liquor); and others allied to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



4 issues in the period  
50,079 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> (4 issues in the period)	49,988	91	50,079

(See Paragraph 3b for Format Type and Source)

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	54
Advertiser and Agency	491
Allocated for Trade Shows and Conventions	69
All Other	2,657
<b>TOTAL</b>	<b>3,271</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	50,075	100.0	49,984	99.8	91	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	4	-	4	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,079</b>	<b>100.0</b>	<b>49,988</b>	<b>99.8</b>	<b>91</b>	<b>0.2</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January/February	49,375	10,357	50,077
March	49,361	10,353	50,062
April	49,359	10,409	50,004
May	49,536	10,666	50,173

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

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020 This issue is 0.2% or 125 copies above the average of the other 3 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	21,947	43.7	21,946	1,842	15,668	46	3,915	54	1,816	190	258	-
Chain Retail Stores	2,332	4.6	2,332	471	235	34	1,196	49	568	112	138	-
Chain Restaurants	1,438	2.9	1,382	295	393	78	594	261	54	15	43	-
Chain Hotels/Resorts	6,074	12.1	6,074	185	46	1,593	1,041	1,342	1,168	690	194	-
Independent Restaurants	7,529	15.0	6,979	1,865	3,853	371	1,778	1,248	116	42	121	-
Independent Hotels/Resorts	995	2.0	995	283	256	241	324	81	15	36	40	2
Clubs (Country, Private, etc.)	959	1.9	959	272	283	164	368	77	16	24	27	-
Bars/Taverns	1,137	2.3	1,135	343	809	25	168	82	17	4	31	1
Distributors (beer, wine, liquor)	7,514	15.0	7,493	4,968	1,417	33	1,780	21	33	86	4,137	7
Others Allied to the Field	248	0.5	241	142	92	9	67	4	-	2	40	34
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>50,173</b>	<b>100.0</b>	<b>49,536</b>	<b>10,666</b>	<b>23,052</b>	<b>2,594</b>	<b>11,231</b>	<b>3,219</b>	<b>3,803</b>	<b>1,201</b>	<b>5,029</b>	<b>44</b>
<b>PERCENT</b>	<b>100.0</b>		<b>98.7</b>	<b>21.3</b>	<b>45.9</b>	<b>5.2</b>	<b>22.4</b>	<b>6.4</b>	<b>7.6</b>	<b>2.4</b>	<b>10.0</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 2020

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>18,353</b>	<b>5,118</b>	<b>3,491</b>	<b>26,935</b>	<b>10,042</b>	<b>26,962</b>	<b>53.7</b>
II. Request from recipient's company:	<b>4,113</b>	<b>978</b>	<b>12</b>	<b>5,096</b>	<b>9</b>	<b>5,103</b>	<b>10.2</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	<b>2,478</b>	<b>1</b>	-	<b>1,876</b>	<b>603</b>	<b>2,479</b>	<b>4.9</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>12,920</b>	<b>2,709</b>	-	<b>15,629</b>	<b>12</b>	<b>15,629</b>	<b>31.2</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	12,920	2,709	-	15,629	12	15,629	31.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>37,864</b>	<b>8,806</b>	<b>3,503</b>	<b>49,536</b>	<b>10,666</b>	<b>50,173</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.5</b>	<b>17.5</b>	<b>7.0</b>	<b>98.7</b>	<b>21.3</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 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	44,295	10,654	44,925	89.6
Individuals by name only	11	8	18	-
Titles or functions only	5,223	-	5,223	10.4
Company names only	3	-	3	-
Multi-Copy Same Addressee copies	4	4	4	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>49,536</b>	<b>10,666</b>	<b>50,173</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 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*
Unique Total Audit Average Qualified***:	51,247	51,022	51,002	50,192	50,679	50,079
Unique Qualified Non-Paid***:	50,929	50,897	50,877	50,075	50,581	49,988
Print:	50,466	50,439	50,457	49,720	50,091	49,322
Digital:	10,507	10,817	11,096	10,521	11,365	10,424
Unique Qualified Paid***:	318	125	125	117	98	91
Print:	308	116	115	102	91	86
Digital:	46	39	38	37	28	22
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$69.31	\$63.89	\$65.71	\$64.55	\$63.64	\$60.21

\*NOTE: January - June 2020 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 2020

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	148		Kentucky	628	
New Hampshire	191		Tennessee	891	
Vermont	136		Alabama	389	
Massachusetts	1,979		Mississippi	300	
Rhode Island	324		<b>EAST SO. CENTRAL</b>	<b>2,208</b>	<b>4.4</b>
Connecticut	1,197		Arkansas	473	
<b>NEW ENGLAND</b>	<b>3,975</b>	<b>7.9</b>	Louisiana	441	
New York	4,167		Oklahoma	465	
New Jersey	2,024		Texas	2,715	
Pennsylvania	1,633		<b>WEST SO. CENTRAL</b>	<b>4,094</b>	<b>8.2</b>
<b>MIDDLE ATLANTIC</b>	<b>7,824</b>	<b>15.6</b>	Montana	173	
Ohio	995		Idaho	136	
Indiana	1,078		Wyoming	152	
Illinois	2,352		Colorado	1,470	
Michigan	1,661		New Mexico	176	
Wisconsin	927		Arizona	682	
<b>EAST NO. CENTRAL</b>	<b>7,013</b>	<b>14.0</b>	Utah	166	
Minnesota	1,386		Nevada	445	
Iowa	279		<b>MOUNTAIN</b>	<b>3,400</b>	<b>6.8</b>
Missouri	673		Alaska	169	
North Dakota	183		Washington	629	
South Dakota	119		Oregon	470	
Nebraska	234		California	6,508	
Kansas	656		Hawaii	314	
<b>WEST NO. CENTRAL</b>	<b>3,530</b>	<b>7.0</b>	<b>PACIFIC</b>	<b>8,090</b>	<b>16.1</b>
Delaware	264		<b>UNITED STATES</b>	<b>49,410</b>	<b>98.5</b>
Maryland	1,308		U.S. Territories	114	
Washington, DC	262		Canada	114	
Virginia	939		Mexico	27	
West Virginia	113		Other International	507	
North Carolina	976		APO/FPO	1	
South Carolina	672				
Georgia	1,235		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,173</b>	<b>100.0</b>
Florida	3,507				
<b>SOUTH ATLANTIC</b>	<b>9,276</b>	<b>18.5</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.

### CHANGE IN FREQUENCY:

Due to the Covid 19 pandemic, the June 2020 issue was combined to a summer issue. This resulted in the frequency changing from 10 to 9 issues per year.

### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 15,629 copies or 31.2%, including 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 20, 2020

State New York

County New York

Received by BPA Worldwide July 20, 2020

Type BD

ID Number M170B0J0

#### 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.