

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
- 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.

JANUARY/ FEBRUARY

- Taub Profile
- Spirits Category Story: American Brandy
- Mixology: Infused Cocktails
- Wine Feature: Bordeaux
- On Premise Profile: Wahlbergers
- Trend Feature: Massachusetts Liquor Stores Under Siege
- Trend Feature: RTD Sector's Newest Players
- Cocktail Hour: Jessica King, Brother Wolf and Osteria Stella, Knoxville
- Drinks Feature: Pisco
- Beer Feature: Hard Tea
- Bar Talk: Bar Programs at Ghost Kitchens
- Beer Buzz: Hop Availability Grows

MARCH: Vodka

- Spirits Feature: Vodka
- Mixology: Scotch
- Wine Feature: California's Emerging Players
- On-Premise Profile: Flagship Restaurant Group
- Retailer Profile: Albertson's
- Drinks Feature: Absinthe
- Cocktail Hour: Adriana Ramos, Employees Only (LA) Angeles
- Bar Talk: Room service cocktails (hotels ramp up cocktail room service options)
- Beer Buzz: Brew Pipeline Profile: Facilitating New Rollouts
- **Special Bonus Distribution: Impact Marketing Seminar**

APRIL: Spirits & Wine Hot Brand Awards

- Spirits & Wine Hot Brands
- Mixology: Highballs/Spritzes
- Wine Feature: New Zealand
- On-Premise Profile: Flagship Restaurant Group
- Spirits Category Story: Canned/Pre-Packaged Cocktails Update
- Spirits Category Story: Flavored whiskeys
- Retailer Profile: Cox's Spirits Shops/Evergreen Liquors, Kentucky
- Cocktail Hour: Irene Miller, Vestry (NYC)
- Bar Talk: Pickle Juice Cocktails
- Beer Buzz: New On-Premise Venues For Beer
- **Special Bonus Distribution: Impact Hot Brands Party**
- **Special Bonus Distribution: WSWA, Caesars Palace, Las Vegas**

MAY: Control States/ NABCA

- Spirits Feature: Rum
- Spirits Feature: Italian Bitters
- Mixology: Tequila
- Wine Feature: Australia
- On-Premise Profile: Fajita Pete's
- Control State Roundup
- Retailer Profile: Mega-Bev, Michigan
- Trend Feature: On Demand Delivery Widens
- Cocktail Hour: Paige McGroarty, The Fed at The Langham Hotel, Boston
- Bar Talk: Smoked Cocktail Gear
- Beer Buzz: Brewer-Retailer Collaborations
- **Special Bonus Distribution: NABCA Annual Convention**

JUNE

- CBD Drinks Cover Story
- Spirits Feature: Gin
- Mixology: New Summer Cocktails
- Wine Feature: Rosé
- On-Premise Profile: 84 Hospitality Group
- Trend Feature: Wine In Convenience Stores
- Retailer Profile: Randall's Wine & Spirits
- Drinks Feature: Cachaça
- Beer Feature: Canned Beer
- Cocktail Hour: Ian Abriatis, Brasserie la Banque and Bar Vauté, Charleston, SC
- Bar Talk: Alcohol Switching a technique where you chill spirits so the water freezes and only the alcohol is left then you replace that water with tea or juice or another flavored liquid to create new flavor profiles.
- Beer Buzz: Variety Pack Innovation

JULY/AUGUST: Tequila

- Spirits Feature: Tequila
- Mixology: Health-Focused Cocktails
- Wine Feature: State of the California Wine Business
- Wine Feature: Chile
- On-Premise Profile: Table 301 Restaurant Group
- Hard Seltzer
- Retailer Profile: WB Liquors, San Antonio
- The Expansion Of Bitters
- Beer Feature: Non-Alcohol Beers
- Cocktail Hour: Naomi Schimek, Soulmate, Los Angeles
- Bar Talk: CBD At The Bar
- Beer Buzz: A-B's Customer Collaboration Center

SEPTEMBER: Whiskey

- Spirits Feature: Bourbon
- Spirits Feature: Irish Whiskey
- Spirits Feature: Premium Mixers
- Spirits Feature: Aged Rums
- Wine Feature: Argentina
- Mixology: Vodka
- Trend Feature: Store Delivery vs Third Party
- Drinks Feature: Kegged cocktails, or pre-batched/large format drinks, as these became common for to-go cocktails at the height of the pandemic
- Beer Feature: Beer Hot Brands
- Retailer Profile: Thrifty Discount Liquor, Louisiana
- Cocktail Hour: Liam Odien, Playa Provisions (Playa del Rey, CA)
- Bar Talk: Social Media's Impact On Drinks
- Beer Buzz: Beer and Food Pairings
- **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
- **Special Bonus Distribution: Leaders Banquet 2022**

OCTOBER: Spirits & Wine Hot Prospects Brand Awards

- Spirits and Wine Hot Prospects
- Spirits Feature: Single Malt Scotch
- Spirits Feature: Blended Scotch
- Mixology: Amaro
- Wine Feature: Bordeaux
- Wine Feature: Boxed Wine Update
- On-Premise Profile: Landry's
- Retailer Profile: WB Liquors, Texas
- Cocktail Hour: Robert Murphy, Kissaki (NYC-based, multiple locations)
- Bar Talk: Baiju At The Bar
- Beer Buzz: Beer Festivals Update
- **Special Bonus Distribution: Wine Spectator Wine Experience**

NOVEMBER: Holiday

- Spirits Feature: Canadian Whisky
- Spirits Feature: Liqueurs
- Mixology: Shochu and Sake
- Holiday Roundup
- Wine Feature: Sparkling Wine, Inc. Prosecco
- California's Super-Premium Tier
- Retailer Profile: Party Source
- Cocktail Hour: Deke Dunne, Allegory at the Eaton DC Hotel (Washington, D.C.)
- Bar Talk: New Mixing Technologies
- Beer Buzz: New Beer Flavors

DECEMBER: Blue Chip Brand Awards

- Blue Chip Brands
- Spirits Feature: Cognac
- Spirits Feature: Imported Vodka
- Mixology: Bourbon
- Wine Feature: Champagne
- Wine Feature: Oregon
- Cocktail Hour: Matthew Korzelius, The Roosevelt Room (Austin, TX)
- Bar Talk: Well Brands
- Beer Buzz: Winter Beers

Hot Themes for 2022...

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

2022 CLOSING DATES

January/February

Space Closing: Jan 7
Materials Due: Jan 12

March

Space Closing: Jan 28
Materials Due: Feb 4

April

Space Closing: March 1
Materials Due: March 7

May

Space Closing: March 30
Materials Due: April 6

June

Space Closing: April 29
Materials Due: May 5

July/August

Space Closing: June 9
Materials Due: June 14

September

Space Close: July 29
Material Close: Aug 4

Leaders

Space Close Aug 10
Material Close: Aug 16

October

Space Closing: Sept 7
Materials Due: Sept 12

November

Space Closing: Oct 4
Materials Due: Oct 7

December

Space Closing: Nov 2
Materials Due: Nov 8

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

ADVERTISING INFORMATION 2022

General Information

Frequency:	11x
Annual Subscription Price:	\$60
Average Circulation:	50,679
BPA International:	12/31/19

Advertising Rates

Frequency	1X	4X	10X	20X
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Four Color

Full page	\$21,160	\$20,700	\$20,080	\$19,020
1/2 Page	\$12,680	\$12,440	\$12,100	\$11,420
1/3 Page	\$8,400	\$8,280	\$8,040	\$7,620

Two Color

Full page	\$19,340	\$18,900	\$18,400	\$17,400
1/2 Page	\$11,620	\$11,360	\$11,020	\$10,440
1/3 Page	\$7,720	\$7,580	\$7,340	\$6,960

Black & White

Full page	\$18,320	\$17,960	\$17,380	\$16,440
1/2 Page	\$10,980	\$10,780	\$10,420	\$9,880
1/3 Page	\$7,320	\$7,180	\$6,940	\$6,580

Following in Net:

Leaders:	\$21,981
Regional:	\$9,877
On or off premise:	\$10,642

- 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

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, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Lauren Utecht
lutecht@mshanken.com
TEL: 212-481-8610 x335

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

DIGITAL EDITION

2022 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 18	January 21	February 15
March	February 8	February 15	March 8
April	March 8	March 14	April 1
May	April 11	April 15	May 10
June	May 10	May 16	June 7
July/August	June 20	June 23	July 19
September	August 9	August 15	September 8
Leaders	August 19	August 25	September 20
October	September 16	September 21	October 18
November	October 13	October 18	November 10
December	November 11	November 17	December 13

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, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Lauren Utecht
lutecht@mshanken.com
TEL: 212-481-8610 x335

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.