

A photograph of a classic bar with a well-stocked backbar and patrons at the counter. The backbar is filled with numerous bottles of liquor, and the bar is illuminated with warm, ambient lighting. Patrons are seated at the bar, and bartenders are visible behind the counter. The overall atmosphere is cozy and sophisticated.

Whisky

ADVOCATE

2019 Media Kit

MISSION STATEMENT

Whisky Advocate is the informative voice that speaks to its passionate consumer audience about the intelligent, responsible, and joyful consumption of the world's finest whiskies.

With whisky enjoyment on the rise, *Whisky Advocate* inspires whisky lovers from around world, by delivering top sourced information, education, and entertainment.



TOTAL BRAND FOOTPRINT + OFFERINGS



PRINT

750,000
Readership



DIGITAL

110,000
Unique Visitors



EVENTS

8,000
Attendees



NEWSLETTER

16,000
Subscribers



SOCIAL

35,000
Followers

WHISKY ADVOCATE'S AUDIENCE PROFILE

	<i>WHISKY ADVOCATE</i>	<i>WHISKYADVOCATE.COM</i>
Male	94%	78%
Female	6%	22%
Average Age	55	39
Average HHI	\$181,000	\$100,000

LOYAL + ENGAGED

Purchased an edit rated whisky	85%
Save at least one issue per year	80%

PASSIONS + HOBBIES

Entertain 2x a month at home	83%
Have traveled in the past year	78%
Dine out on a monthly basis	6x

EDITORIAL COVERAGE



WHISKY
REVIEWS



INDUSTRY
NEWS/INSIGHTS



WHISKY
EXPERIENCES



COCKTAILS &
RECIPES



TRAVEL



STYLE &
LUXURY

2019 CALENDAR

SPRING (MARCH)

Space Close: 2/6/19

Material Due: 2/8/19

Subscriber Mail Date: 3/5/19

Newsstand On-Sale Date: 3/26/19

BONUS DISTRIBUTION

- WhiskyFest, Washington D.C.
- WhiskyFest, Chicago
- Wine Spectator Grand Tours (New York, Las Vegas, Washington D.C.)
- Impact Seminar
- Els for Autism Golf Tournament
- Vinexpo, New York
- Cigar Aficionado Big Smoke, Miami

SUMMER (MAY)

Space Close: 4/17/19

Material Due: 4/19/19

Subscriber Mail Date: 5/14/19

Newsstand On-Sale Date: 6/4/19

BONUS DISTRIBUTION

- Tales of the Cocktail
- Wine Spectator Magnum Party, Napa Valley
- Taste of Hope

FALL (SEPTEMBER)

Space Close: 8/21/19

Material Due: 8/23/19

Subscriber Mail Date: 9/17/19

Newsstand On-Sale Date: 10/8/19

BONUS DISTRIBUTION

- WhiskyFest, San Francisco
- WhiskyFest, New York
- Wine Spectator New York Wine Experience
- Cigar Aficionado Big Smoke, Las Vegas
- Market Watch Leaders Dinner

WINTER (DECEMBER)

Space Close: 11/6/19

Material Due: 11/8/19

Subscriber Mail Date: 12/3/19

Newsstand On-Sale Date: 12/24/19

BONUS DISTRIBUTION

- South Beach Wine & Food Festival
- Charleston Wine & Food Festival

APPROX.
100
WHISKIES RATED
PER ISSUE



PRODUCTION SPECIFICATIONS

FOR PRODUCTION INFORMATION CONTACT:

Christina Chiaffitella:

cchiaffitella@mshanken.com

Whisky Advocate Magazine,

825 Eighth Avenue, 33rd Floor

New York, NY 10016

Tel: (212) 684-5147

PRINTING

Binding: Perfect Bound

Publication Trim Size: 9.875" x 11.5"

DIGITAL FILE SPECIFICATIONS

Media Accepted: 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)

MECHANICAL SPECIFICATIONS

Width x Height

Publication Trim Size	9.875" x 11.50"
Full Page Bleed	10.125" x 11.75"
Full Page Safety	9.375" x 11.00"
Full Page Non-Bleed	8.625" x 10.375"

FRACTIONALS

Width x Height

2/3 (2 columns) Non-Bleed	5.625" x 10.375"
1/2 Non-Bleed	8.625" x 5.1875"
1/3 (1 column) Bleed	3.6875" x 11.75"
1/3 (1 column) Non-Bleed	2.875" x 10.375"
1/6 (1/2 column)	2.875" x 5.0625"

SPREAD

Width x Height

Trim	19.75" x 11.50"
Bleed	20.00" x 11.75"
Safety (requires .5" safety gutter)	19.25" x 11.00"
Non-Bleed	18.25" x 10.25"

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.



WhiskyFest is the longest-running whisky festival in the U.S. It's success is rooted in offering the finest whiskeys from all around the world, poured by the people - the very living legends - which make them.

For 22-years, **WhiskyFest** has attracted eager beginners to seasoned enthusiasts, all with the same desire to learn and experience more about whisky.

Attendees also include trade members that are wholesalers, retailers, importers, and mixologists, as well as journalists from the most influential print and online media including *The Washington Post*, *The New York Times*, *Chicago Tribune*, *Men's Health*, *CBS News* and more.

2019 MARKETS AND DATES

Chicago | March 29
Washington D.C. | April 10
San Francisco | October 4
New York City | December 3

GRAND TASTINGS

Over 200 whisky booths are set-up in a gala atmosphere where attendees taste and interact with brand ambassadors

SEMINARS

Educational programming presented by top industry figures

SPONSORSHIP OPPORTUNITIES

- Dedicated table area within a grand tasting
- Seminar integration
- Brand ad in printed booklet distributed at each event
- Gift bag inclusion to 1,000 VIPs
- On-site prizing and delivery of opt-ins
- Social media extensions
- And more

8,000
Total Attendees

DIGITAL OFFERINGS



WHISKY NOTES

Tile Banner (300x250)

Sponsored Content (580x326)

Available on Desktop + Mobile



WHISKYADVOCATE.COM

Billboard Unit (1320x330)

RUN-OF-SITE

Leaderboard (728x90)

Square (300x250)

MULTI-PLATFORM

Zinio Desktop + Mobile App

VIDEO

Pre-roll (:07)



MOBILE

Billboard (450x450)

Square (300x250)

CONTACTS FOR MEDIA INQUIRIES

NEW YORK

825 Eighth Avenue, 33rd Floor New York, NY 10019
Phone: 212-684-4224 • Fax: 212-481-1540

Advertising Contacts:

Michael McGoldrick — Vice President/Advertising Director
212-684-4987 • e-mail: mmcgoldrick@mshanken.com

Miriam Morgenstern — Corporate Advertising

e-mail: mmorgenstern@mshanken.com
cc: Maggie Kotraba at mkotraba@mshanken.com

Barry Abrams — Cigars and Luxury

212-684-4896 • e-mail: babrams@mshanken.com

West Coast Representatives

Cheryl Lewis — San Francisco

Phone: 415-673-2040 ext. 1 • Fax: 415-673-0103
e-mail: clewis@mshanken.com

Paula Cochrane — San Francisco

Phone: 415-673-2040 ext. 3 • Fax: 415-673-0103
e-mail: pcochrane@mshanken.com

Lindsey Ronald — Los Angeles

Phone: 310-399-4247 • e-mail: Ironald@mshanken.com

Marisa Barker — West Coast Advertising Coordinator

Phone: 415-673-2040 ext. 2 • e-mail: mbarker@mshanken.com

Restaurants/Arizona Representative

Steve Bliman

424-208-3150 • e-mail: bliman@twc.com

Automotive/Detroit Representative

Christine Anderson

248-613-7022 • e-mail: motormedia@aol.com

Southeast Representative

Wheeler Morrison

770-391-9905 • e-mail: wheeler@greenleavesmedia.com



Christina Chiaffitella — Advertising Services Manager

212-684-5147 • e-mail: cchiaffitella@mshanken.com

Hilary Chalson — New Media/Digital Production Manager

212-481-8610 ext. 553 • e-mail: hchalson@mshanken.com