



Whisky

ADVOCATE

2024 MEDIA KIT



OUR VALUES

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

TRUST

Our brand is first and foremost known for the integrity of its industry-leading ratings and reviews for whiskies

RICH CONTENT

Expert editorial features educate and inspire our readers by delivering top sourced information, and entertainment

WHISKY EXPERTISE, EVERYWHERE:

Across print, digital, social media and events, we offer a unified and cross-platform experience for our audience as the most authoritative source of whisky & spirit information anywhere



Source: Google Analytics 2023

TOTAL BRAND FOOTPRINT

1,588,000

PRINT

910,000 Readership

DIGITAL

400,000 Unique visitors

SOCIAL

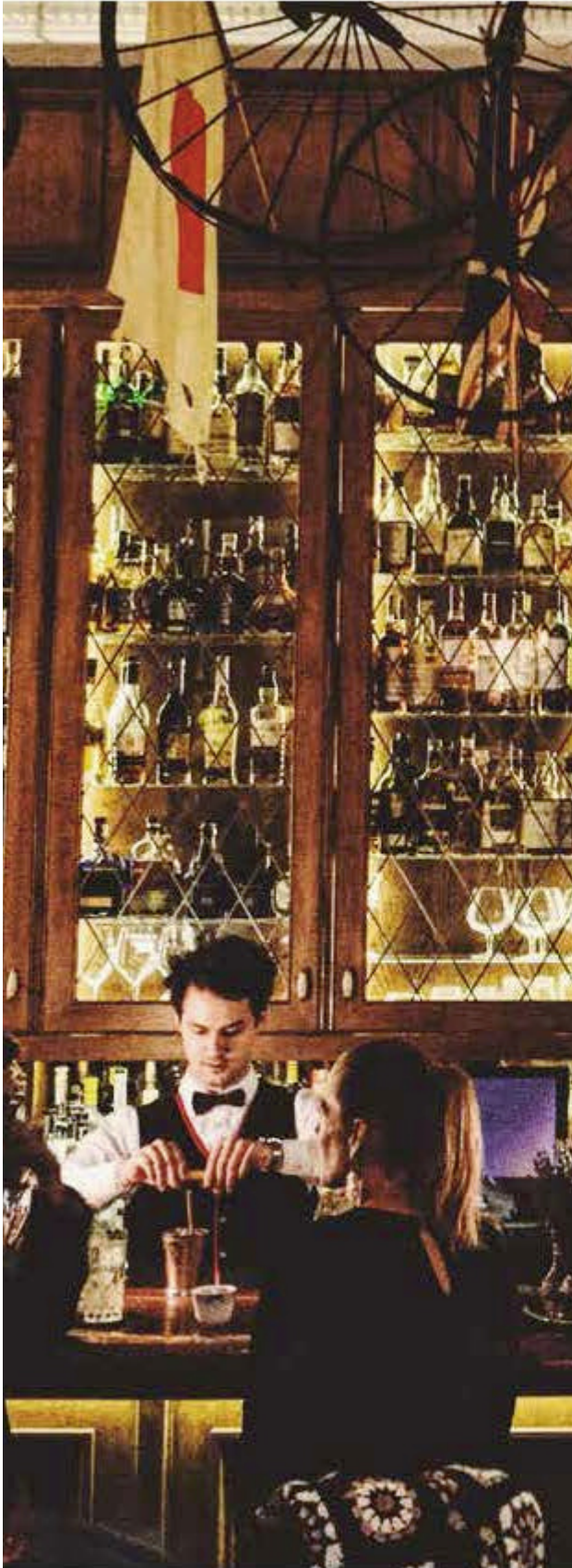
165,000 Active followers

NEWSLETTERS

105,000 Subscribers

EVENTS

8,000+ Highly engaged consumers



Source: Publisher estimate based on 2020 IPSOS subscriber study

OUR AUDIENCE

Whisky Advocate attracts an audience of top lifestyle influencers and affluent consumers. Our readers are leaders in their social and professional worlds.

MALE	94%
FEMALE	6%
AVERAGE AGE	43
AVERAGE HHI	\$405,837
AVERAGE NET WORTH	\$2,614,540

OUR READERS...

Monthly consumption of spirits (by glass)	12 MILLION
Yearly spend of alcoholic beverages	\$1.8 BILLION
Purchased an edit rated whisky	85%
Dine out on a monthly basis	6x
Entertain 2x a month at home	83%
Have traveled in the past year	97%

WHISKY ADVOCATE DIGITAL EDITIONS



The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.



POWERED BY



eMagazines

WHISKY ADVOCATE CUSTOM BRAND BUILDING

In addition to premium placements, polybags, inserts and gatefolds, our skilled marketing and design team is able to create customized content that will meet all of your strategic needs for print, mobile, social media and video. This customized campaign will drive home your brand's message.

By aligning with *Whisky Advocate*, you will have a unique opportunity to leverage the authority and trust our brand holds while inspiring readers to gain a deeper understanding of your key message.

Our Abilities

- Category co-ops
- Custom content programs
- Digital media design marketing
- Social media design marketing
- Custom video production



WHISKY ADVOCATE DIGITAL ADVERTISING

Whisky Advocate has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram) and WhiskyNotes & Cocktail Club Newsletters. Our website is the preeminent source of whisky information on the web, with its ratings and expert editorial content. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.

FOR MORE INFORMATION, ASK FOR OUR **DIGITAL CAPABILITIES DECK**

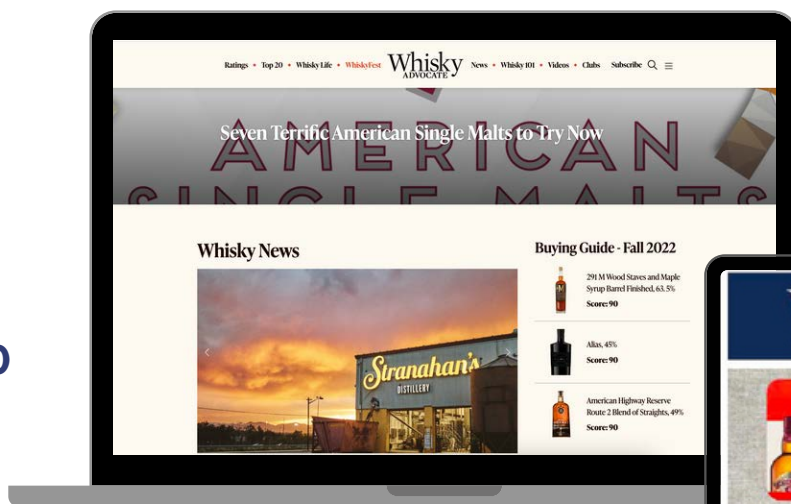
QUALITY AUDIENCE

MALE	67%
FEMALE	33%
AVERAGE AGE	45
AVERAGE HHI	\$180,000
COLLEGE EDUCATED	86%

AVAILABLE OPPORTUNITIES:

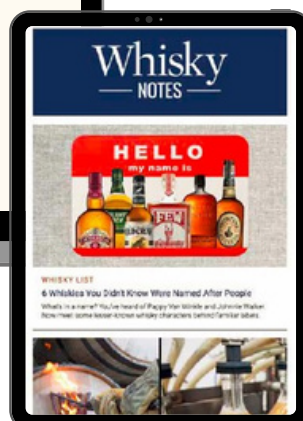
- High-Impact IAB
- Standard IAB Display Units
- Video Pre-Roll
- M.Shanken Private Marketplace
- Email Marketing
- Newsletter Marketing
- Editorial 101 Videos
- Social Media Organic & Paid Content
- Content Marketing
- Connected TV

800,000
MONTHLY
PAGE VIEWS



500,000
MONTHLY
VISITS

400,000
UNIQUE
MONTHLY VISITS



WHISKY ADVOCATE EDITORIAL CALENDAR 2024



SPRING 2024

Cover Theme: Finished Whiskies

93+ Under \$100: All whisky categories; Oregon Whisky Makers; Facebook and Whisky

Distillation Stories: 48 hours: Vancouver, BC; Whisky with: Korean—Kimchee, Barbecue; Informer: The Bonded Warehouse; Bars: 10 Best Speakeasy Bars in US

Other Topics: Walking Tour of Whiskey Row, World of Spirits: Mezcal

SUMMER 2024

Cover Theme: Non-Distiller Producer Whiskies

Build Your Best Bar; The Beauty of Single Grain Whisky; Go-To Whiskies, \$35 and under; Scotland's Most Beautiful Distilleries; Fort Collins, Colorado

Distillation Stories: 48 hours: Chicago; Cocktails: for Barbecuing; Whisky With Barbecue, Drams; Bars: Waterfront Bars; Best Summer Sippers

Other Topics: World of Spirits: Bitter Liqueurs

FALL 2024

Cover Theme: Understanding Japan

Big Japanese Distillers' Whiskies; Growing Craft Movement; The Aging Question: A look at aged whiskies from around the world; Best younger whiskies; Distilling in Families

Distillation Stories: 48 Hours: Tokyo; Cocktails: Smoky Whisky Cocktails; Whiskies with Dessert; Informer: The Bonded Warehouse

Other Topics: History of Whiskey Row; World of Spirits

WINTER 2024

Cover Theme: Top 20 Whiskies of the Year

Distilling Legacy: a look at multi-generational distillers; Unpacking Travel Retail; Bottled in Bond; Whisky Clubs

Distillation Stories: 48 Hours: Charlotte, NC; Cocktails: Winter Warmers

Other Topics: Best Winter Drams; The World of Peat; World of Spirits



2024 ISSUE DATES & DEADLINES

SPRING

Space Close: January 30, 2024

Material Due: February 1, 2024

Mail Date: February 27, 2024

Newsstand Date: March 19, 2024

SUMMER

Space Close: April 8, 2024

Material Due: April 10, 2024

Mail Date: May 7, 2024

Newsstand Date: May 28, 2024

FALL

Space Close: August 13, 2024

Material Due: August 15, 2024

Mail Date: September 11, 2024

Newsstand Date: October 1, 2024

WINTER

Space Close: October 29, 2024

Material Due: October 31, 2024

Mail Date: November 26, 2024

Newsstand Date: December 17, 2024

Please note we can offer extensions on space and art.

Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

2024 ADVERTISING COSTS & INFORMATION

EFFECTIVE JANUARY 1, 2024

ADVERTISING RATES

Four Color

Frequency:	1x	4x	12x
Full Page	\$22,040	\$21,000	\$19,760
2/3 Page	\$16,800	\$15,880	\$15,140
1/2 Page	\$14,760	\$14,040	\$13,220
1/3 Page	\$11,680	\$11,120	\$10,500
1/6 Page	\$8,560	\$8,160	\$7,720

- Gross rates

Special Positioning Premiums

2nd Cover Gatefold:	On Request
3rd Cover:	10%
4th Cover:	25%

Notes

Agency Commission:	15%
Bleed:	15% premium
2 Color:	10% premium above earned B&W rate
5th Color:	20% premium
2% cash discount not available	
Copy split by state only	\$3,500/split (net)

DISCOUNTS

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

ISSUANCE AND CLOSING DATES

Published four times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due one week after space closing.

WHISKY ADVOCATE CONTACTS:

Stephen Senatore

Senior Vice President, Spirits
ssenatore@mshanken.com

Jennifer Arcella

Advertising Services Manager
jarcella@mshanken.com

M. Shanken Communications

825 Eighth Ave. 33rd Floor
New York, NY 10019
Tel: 212-684-4224
Fax: 212-481-1540

PRINT PRODUCTION SPECIFICATIONS

PRINTING

Web Offset (SWOP)
Binding: Perfect Bound
Publication Trim Size: 9.875" x 11.5"

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% (min: 260%)

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
mshanken.sendmyad.com
(uploading tutorial 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.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Jennifer Arcella
jarcella@mshanken.com
tel:212.684.5147

ADVERTISING SIZE SPECIFICATIONS

MECHANICAL SPECS

	Width	Depth
Publication Trim Size	9.875"	11.5"
Full Page Safety	9.375"	11.00"
Full Page Bleed	10.125"	11.75"
Full Page Non-Bleed	8.625"	10.375"

SPREAD

Spread Trim Size	19.75"	11.50"
Spread Safety	19.25"	11.00"
Spread Bleed	20.00"	11.75"
Spread Non-Bleed	18.25"	10.25"

FRACTIONALS

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

Visit www.mshanken.sendmyad.com, "Ad Sizes" for mechanical specification with template.

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.

*Competitor logos/ratings are subject to publisher approval.
Inquire for more information*

WhiskyFest

WhiskyFest is the longest-running whisky festival in the U.S. Its success is rooted in offering the finest whiskies from all around the world, poured by the people—the very living legends—which make them. For 25 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, mixologists, and restaurant & bar managers as well as journalists from the most influential print and online media including *Washington Post*, *New York Times*, *Chicago Tribune*, *Men's Health*, CBS News and more.

GRAND TASTINGS

Over 200 whiskies are set up in a gala atmosphere where attendees taste and interact with brand ambassadors.



MASTER CLASSES

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

2024 DATES & LOCATIONS

BIG SMOKE MEETS WHISKYFEST

April 6, 2024

Seminole Hard Rock Hotel & Casino

Tampa, Florida

WHISKYFEST

Chicago - Date TBA

San Francisco - Date TBA

New York - Date TBA

Las Vegas - Date TBA



2024 WHISKYFEST BOOKLET RATES

WhiskyFest PROGRAM BOOKLET

**CONTACT YOUR ACCOUNT REP FOR
2024 RATES**

FOR ADVERTISING INFORMATION CONTACT:

Stephen Senatore

Senior Vice President, Spirits
ssenatore@mshanken.com

M.Shanken Communications
825 Eighth Ave. 33rd Floor
New York, NY 10019

Tel: 212-684-4224

Fax: 212-481-1540



**FULL
PAGE AD**
4.875"W x 7.875"H

**FULL PAGE
BLEED AD**
5.625"W x 8.625"H
TRIM 5.375"W x 8.375"H

**HALF PAGE
HORIZONTAL AD**
4.875"W x 3.75"H

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 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.



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:

Stephen Senatore - SVP, Spirits

917-363-4930 - email: ssenatore@mshanken.com

Alyssa Weiss - Account Director, Luxury & Spirits

917-363-4930 - email: aweiss@mshanken.com

Michael DiChiara - Account Director

212-481-1521 - email: mdichiara@mshanken.com

Barry Abrams - Cigars

212-684-4896 - email: babrams@mshanken.com

Miriam Morgenstern - Corporate Advertising

email: mmorgenstern@mshanken.com

cc: Emmi Paulino, epaulino@mshanken.com

Cheryl Lewis - West Coast Sales Director

Phone: 415-673-2040 ext. 1 - Fax: 415-673-0103
email: clewis@mshanken.com

John Grecco - Account Manager, West Coast

Phone: 646-912-0120 - email: jgrecco@mshanken.com

Marissa Barker - West Coast Senior Advertising Coordinator

Phone: 415-673-2040 ext. 2 - email: mbarker@mshanken.com

Texas Representative

Lucinda Weikel

214-566-3531 - email: lucinda@wnpmedia.com

Special Account Representative

Steve Bliman

760-994-0285 - email: bliman1638@charter.net

Corporate Advertising Services & Support

Jennifer Arcella - Senior Advertising Services Manager

212-684-5147 - email: jarcella@mshanken.com

Hilary Chalson - Senior Manager, Digital Strategy

212-481-8610 ext. 553 - email: hchalson@mshanken.com

Brazilia Morales - Digital Advertising Coordinator

212-481-8610 ext. 337 - email: brazilia@mshanken.com