OUR CORE STRENGTHS

Wine Spectator celebrates the good life through the lens of wine. We pursue this through three core strengths:

INTEGRITY
Our brand is first and foremost known for the integrity of its industry-leading wine ratings and reviews. We set stringent standards for ourselves and rely on the proven ability and experience of our editors as tasters and critics. Our editors review more than 15,000 wines each year in blind tastings, and every issue contains 500 to 700 wine reviews with detailed tasting notes and drink recommendations.

RICHER EXPERIENCES
Our publication delivers an elevated experience to our readers from the packaging to the content. Expert editorial features educate our readers on the best of travel, culture, home design and entertaining, and fine dining. Vibrant, large-scale photos further enhance the luxe experience of engaging with our publication.

WINE EXPERTISE, EVERYWHERE:
Across print, digital, social, and events, we offer a unified and multiplatform experience for our audience as the most authoritative source of wine information anywhere. No matter the channel, Wine Spectator is the trusted voice for our readers to learn about luxury lifestyle.
# TOTAL BRAND FOOTPRINT

**REACHING 6+ MILLION**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>2,700,000</td>
</tr>
<tr>
<td>Digital</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Social</td>
<td>1,180,000</td>
</tr>
<tr>
<td>Newsletters</td>
<td>530,000</td>
</tr>
<tr>
<td>Video</td>
<td>300,000</td>
</tr>
<tr>
<td>Apps</td>
<td>170,000</td>
</tr>
<tr>
<td>Events</td>
<td>30,000</td>
</tr>
</tbody>
</table>
Like Cher, like Armani, like the great chateaux of Bordeaux, Wine Spectator is instantly recognizable by uttering just half of its name. The “Spectator” could, at this point in our collective wine lives, mean only one publication.

BRIAN FREEDMAN—FORBES

PRINT PRESENCE

2.8 MILLION AUDIENCE FOOTPRINT

373,751 PAID CIRCULATION

$69.95 ANNUAL SUBSCRIPTION

14X ISSUES PUBLISHED A YEAR

Source: AAM June 2021, MRI Fall 2019
OUR AUDIENCE

Wine Spectator attracts an audience of top influencers, affluent consumers, and key members of the industry/trade. Our readers are leaders in their social and professional worlds and therefore serve as brand ambassadors, not only for the quality wine and spirits they consume but also for the premium brands in which they invest.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE HHI</td>
<td>$377,482</td>
</tr>
<tr>
<td>AVERAGE AGE</td>
<td>51</td>
</tr>
<tr>
<td>NET WORTH</td>
<td>$2.4MM</td>
</tr>
<tr>
<td>COLLEGE EDUCATED</td>
<td>98%</td>
</tr>
<tr>
<td>MILLIONAIRES</td>
<td>63%</td>
</tr>
</tbody>
</table>

TOTAL YEARLY LUXURY EXPENDITURES

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home and Garden</td>
<td>$31 BILLION</td>
</tr>
<tr>
<td>Auto</td>
<td>$23 BILLION</td>
</tr>
<tr>
<td>Financial Services</td>
<td>$23 BILLION</td>
</tr>
<tr>
<td>Travel</td>
<td>$18 BILLION</td>
</tr>
<tr>
<td>Apparel + Accessories</td>
<td>$14 BILLION</td>
</tr>
<tr>
<td>Leisure, Dining, Wine &amp; Spirits</td>
<td>$12 BILLION</td>
</tr>
<tr>
<td>Jewelry + Watches</td>
<td>$6 BILLION</td>
</tr>
</tbody>
</table>

Source: IPSOS Doublebase 2020
CREATIVE 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 and video. This customized campaign will drive home your brand’s message.

By aligning with Wine Spectator, 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
SPECIAL ADVERTORIAL SECTIONS: AN INTEGRATED, TURN-KEY OPPORTUNITY

Wine Spectator’s Special Advertorial Sections offer an opportunity to tell your brand’s story in the way that you want to tell it. Advertorial features appear in-book and on our website, and they are promoted via sponsored placements on WineSpectator.com and within WS e-newsletters.

These turn-key opportunities include the production of your print and digital units by our in-house custom content team. This creates uniformity throughout the section that aligns with the magazine’s style.

Upcoming Themes

- Wine Families & Next Generation
- Winery Innovation
The multiplatform digital editions provide users with a unique way to engage with the magazine whether on smart phone, tablet or computer.
WINE SPECTATOR DIGITAL ADVERTISING

Wine Spectator has a strong digital presence across our website, social media pages (Facebook, Twitter and Instagram), seven targeted e-newsletters and three mobile apps. Our website (WineSpectator.com) is the preeminent source of wine information on the web, with its industry leading wine 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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE HHI</td>
<td>$468,885</td>
</tr>
<tr>
<td>AVERAGE AGE</td>
<td>45</td>
</tr>
<tr>
<td>NET WORTH</td>
<td>$2.6MM</td>
</tr>
<tr>
<td>COLLEGE EDUCATED</td>
<td>98%</td>
</tr>
<tr>
<td>PROFESSIONAL/MANAGERIAL</td>
<td>84%</td>
</tr>
<tr>
<td>ANNUAL DIGITAL SUBSCRIPTION</td>
<td>$59.95</td>
</tr>
</tbody>
</table>

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

Source: IPSOS Doublebase 2020, Google Analytics 2021
DIGITAL NEWSLETTERS

_Wine Spectator_ publishes seven free digital newsletters to reach more targeted segments of our audience on a weekly or biweekly basis. Newsletter topics range from recommendations on dining, travel and wine to tips for healthy living to a report targeted exclusively for the retail trade.

We offer our partners the opportunity to be the **EXCLUSIVE** sponsor. Your image, text and social handles will appear inline with themed features and recommendations curated by our editorial team.

To view a sample newsletter [CLICK HERE](#)

To receive our e-newsletters, visit: newsletters.winespectator.com

<table>
<thead>
<tr>
<th>E-NEWSLETTER</th>
<th>DESCRIPTION</th>
<th>OPT-IN SUBSCRIBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIPS &amp; TIPS</td>
<td>Recommendations on dining, travel, menus, and wine. Emailed weekly on Tuesdays</td>
<td>165,000</td>
</tr>
<tr>
<td>HEALTHY LIVING</td>
<td>Tips for a healthy lifestyle. Emailed bi-weekly on Wednesdays.</td>
<td>50,000</td>
</tr>
<tr>
<td>COLLECTING</td>
<td>Valuable information for the in-the-know collector and affluent wine buyer. Emailed bi-weekly on Wednesdays.</td>
<td>90,000</td>
</tr>
<tr>
<td>PRIVATE GUIDE TO DINING</td>
<td>A mix of somm talk, restaurant news, wine lists, celebrity chefs, and foodie trends sent to epicurean consumers and on-premise buyers. Emailed bi-weekly on Thursdays.</td>
<td>95,000</td>
</tr>
<tr>
<td>UNFILTERED</td>
<td>Current trends at the intersection of wine &amp; spirits, tv &amp; film, music &amp; art, and all things fun and pop culture. Emailed bi-weekly on Frida</td>
<td>100,000</td>
</tr>
<tr>
<td>WineIQ</td>
<td>Wine education to help you drink better, with educational videos in one convenient delivery. Emailed out bi-weekly on Thursdays.</td>
<td>75,000</td>
</tr>
<tr>
<td>RETAILER REPORT</td>
<td>Delivers the latest trends report in wine, spirits, and retail topics, exclusively to a VIP retailers and buyer list. Emailed on Mondays</td>
<td>30,000</td>
</tr>
</tbody>
</table>
**WINE SPECTATOR EVENTS**

**Sponsored Events**

*Wine Spectator* proudly sponsors a variety of notable events throughout key U.S. markets. Our advertisers benefit from these long-standing partnership events such as South Beach Wine & Food Festival and Taste Washington. Our team will partner with you to develop a custom event marketing strategy to ensure that your brand receives maximum exposure through opportunities such as gift bags, booth space and on-site brand representatives.

**DEDICATED FOOTPRINT:** Partners will work with *Wine Spectator* to curate custom on-site activation from product displays to interactive experiences.

**GIFT BAG CONTRIBUTION:** Branded premiums and key takeaways provided by partners will be placed in the hands of event attendees.

**GIVEAWAYS/DONATIONS:** Providing raffle or auction prizes/items is an impactful way to draw-up excitement at events and support good causes.

**Key Markets**

- California
- Chicago
- Miami
- New York
- Santa Fe, N.M.
- Washington State
2023 ISSUE DATES & DEADLINES*

*Please note we can offer extensions on space and art.
Contact: Jennifer Arcella • 212-684-5147 • jarcella@mshanken.com

JANUARY/ FEBRUARY
Space Close: Dec. 14, 2022
Material Due: Dec. 16, 2022

MARCH
Space Close: January 3
Material Due: January 5

APRIL
Space Close: January 31
Material Due: February 2

MAY
Space Close: February 28
Material Due: March 2

JUNE 15 & 30
Space Close: April 11
Material Due: April 13

JULY
Space Close: May 9
Material Due: May 11

AUGUST
Space Close: May 30
Material Due: June 2

SEPTEMBER
Space Close: June 27
Material Due: June 29

OCTOBER 15
Space Close: July 25
Material Due: July 27

OCTOBER 31
Space Close: August 8
Material Due: August 10

NOVEMBER 15
Space Close: August 29
Material Due: August 31

NOVEMBER 30
Space Close: September 12
Material Due: September 14

DECEMBER 15
Space Close: September 26
Material Due: September 28

DECEMBER 31
Space Close: October 19
Material Due: October 19
## PRINT PRODUCTION SPECIFICATIONS

### PRINTING

**Web Offset (SWOP)**
- Binding: Perfect Bound
- Publication Trim Size: 9.875” x 13”

### 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 500% (minimum: 260%)

### DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
http://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.

### MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Size:</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim</td>
<td>9.875” x 13”</td>
<td></td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>10.125” x 13.25”</td>
<td></td>
</tr>
<tr>
<td>Full Page Safety</td>
<td>8.875” x 12.5”</td>
<td></td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>8.875” x 12”</td>
<td></td>
</tr>
<tr>
<td>Spread Trim</td>
<td>19.75” x 13”</td>
<td></td>
</tr>
<tr>
<td>Spread Bleed</td>
<td>20” x 13.25”</td>
<td></td>
</tr>
<tr>
<td>Spread Safety*</td>
<td>19.25” x 12.5”</td>
<td></td>
</tr>
</tbody>
</table>

*For spreads, allow .5” safety on each side of the gutter

<table>
<thead>
<tr>
<th>Ad Size:</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 Page Vertical</td>
<td>6” x 11.25”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Junior</td>
<td>6” x 7.5”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>9” x 5.625”</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>3” x 11.25”</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>6” x 5.625”</td>
<td></td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>3” x 5.625”</td>
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</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>6” x 3.75”</td>
<td></td>
</tr>
</tbody>
</table>

### Insert Specifications:

<table>
<thead>
<tr>
<th>Insert Specifications:</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tipped Inserts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mailable Minimum Size</td>
<td>3.5” x 5”</td>
<td></td>
</tr>
<tr>
<td>Non-Mailable Minimum Size</td>
<td>3.5” x 3.5”</td>
<td></td>
</tr>
<tr>
<td>Maximum Size</td>
<td>9” x 12”</td>
<td></td>
</tr>
<tr>
<td><strong>Blow-In Inserts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum Size</td>
<td>3.5” x 4.25”</td>
<td></td>
</tr>
<tr>
<td>Maximum Size</td>
<td>5.5” x 6.25”</td>
<td></td>
</tr>
<tr>
<td>Minimum Paper Stock</td>
<td>60#</td>
<td></td>
</tr>
<tr>
<td><strong>Bind-In Inserts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum Size</td>
<td>4” x 6”</td>
<td></td>
</tr>
<tr>
<td>Maximum Size:</td>
<td>10.125” x 13.375”</td>
<td></td>
</tr>
<tr>
<td>Jogs To Foot</td>
<td>.1875” Trim</td>
<td></td>
</tr>
<tr>
<td>Scuff</td>
<td>.375”</td>
<td></td>
</tr>
<tr>
<td>Perf</td>
<td>.625” (Scuff + .25” To Perf)</td>
<td></td>
</tr>
</tbody>
</table>

**Multi-Page Inserts**

| Minimum Size                | 4” x 5”   |           |
| Maximum Size:               | 10.125” x 13.375”|   |
| Head/Foot Trim              | .1875”    |           |
| Magna Strip                 | Required for 8 Pgs or More |


Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date.

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:

Jennifer Arcella
jarcella@mshanken.com
tel: 212-481-8610

Connie McGilvray
cmcgilvray@mshanken.com
tel: 212-684-4224 x344

SWOP® is a registered trademark of SWOP, Inc.
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 for 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:
Miriam Morgenstern – SVP, Advertising Director
East Coast & Global Wine Account Representative
email: mmorgenstern@mshanken.com
cc: Elizabeth Estevez- eestevez@mshanken.com

Alyssa Weiss – Account Director, Luxury
917-363-4930 - email: aweiss@mshanken.com

Barry Abrams – Corporate Advertising
212-684-4896 - email: babrams@mshanken.com

Michael McGoldrick – VP, Spirits Advertising Director
212-684-4987 - email: mmcgoldrick@mshanken.com

Michael DiChiara – Account Director
212-481-1521 - email: mdichiara@mshanken.com

West Coast
Cheryl Lewis – Vice President, West Coast Wine Sales Director
Phone: 415-673-2040 ext. 1 - Fax: 415-673-0103
email: clewis@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@wnpmmedia.com

Restaurants/Special Accounts Representative
Steve Bliman
760-994-0285 - email: bliman1638@charter.net

European Representatives
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+33 787 49 56 27- email: drm@espacequadri.com

Monica van der Eb (Portugal & Spain)
+44 7951 515713 (UK) – +34 626 83 55 88 (Spain)
email: monica@alcalamedia.com

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

Maggie Kotraba – Advertising, Events, & Marketing Manager
212-481-8610 ext. 825 - email: mkotraba@mshanken.com