

Wine Spectator

Thank you for your interest in *Wine Spectator* magazine.

Published 15 times per year, **Wine Spectator** offers an exciting, insider's view of the good life, including fine dining, wine, travel and entertainment. With **3.0+ million readers** (MRI), *Wine Spectator* reaches business leaders, trendsetters, epicureans and connoisseurs. Our readership also comprises the multibillion-dollar wine and spirits industry.

Wine Spectator ranked **No. 1** among consumer and business publications for the second year in a row according to Luxury Institute's 2007 survey. **Wine Spectator** finished **first among 34** consumer publications, including the likes of *Vanity Fair*, *Town and Country* and *Robb Report*. The magazine ranked first overall among consumer publications by "executing the fundamentals of subject matter expertise, content relevance and helpfulness, appropriateness of advertising, and superior production quality extraordinarily well," according to the Luxury Institute. www.luxuryinstitute.com

Consumer readers who participated in the recent **Luxury Brand Status Index Survey*** had this to say about *Wine Spectator*:

"It is the industry benchmark."

"I consider it the foremost guide to its subject matter."

"Comprehensive research and findings not found anywhere else."

"... fantastic recipes, articles and photography ..."

"... great recommendations for wines at all price levels, and great travel recommendations too ..."

"Sets the standard worldwide."

Readership Loyalty (Subscriber Study):

- 82% of all subscribers read the last 4 issues, spending at least 1 hour on each
- 89% save back issues
- 93% indicated they would definitely renew

Our readers are influencers and brand ambassadors not only for wine, but for the luxury products they enjoy and consume. To put it simply, those who enjoy wine and spirits, food, travel and the good life read *Wine Spectator*.

The *Wine Spectator* team looks forward to working with you on a cross platform plan, both in print and on WineSpectator.com. To talk with us and execute your strategic marketing plan, please call 212-684-4224.

Best regards,



Miriam Morgenstern / mmorgenstern@mshanken.com

Vice President, Associate Publisher

Tel: 212-684-4224

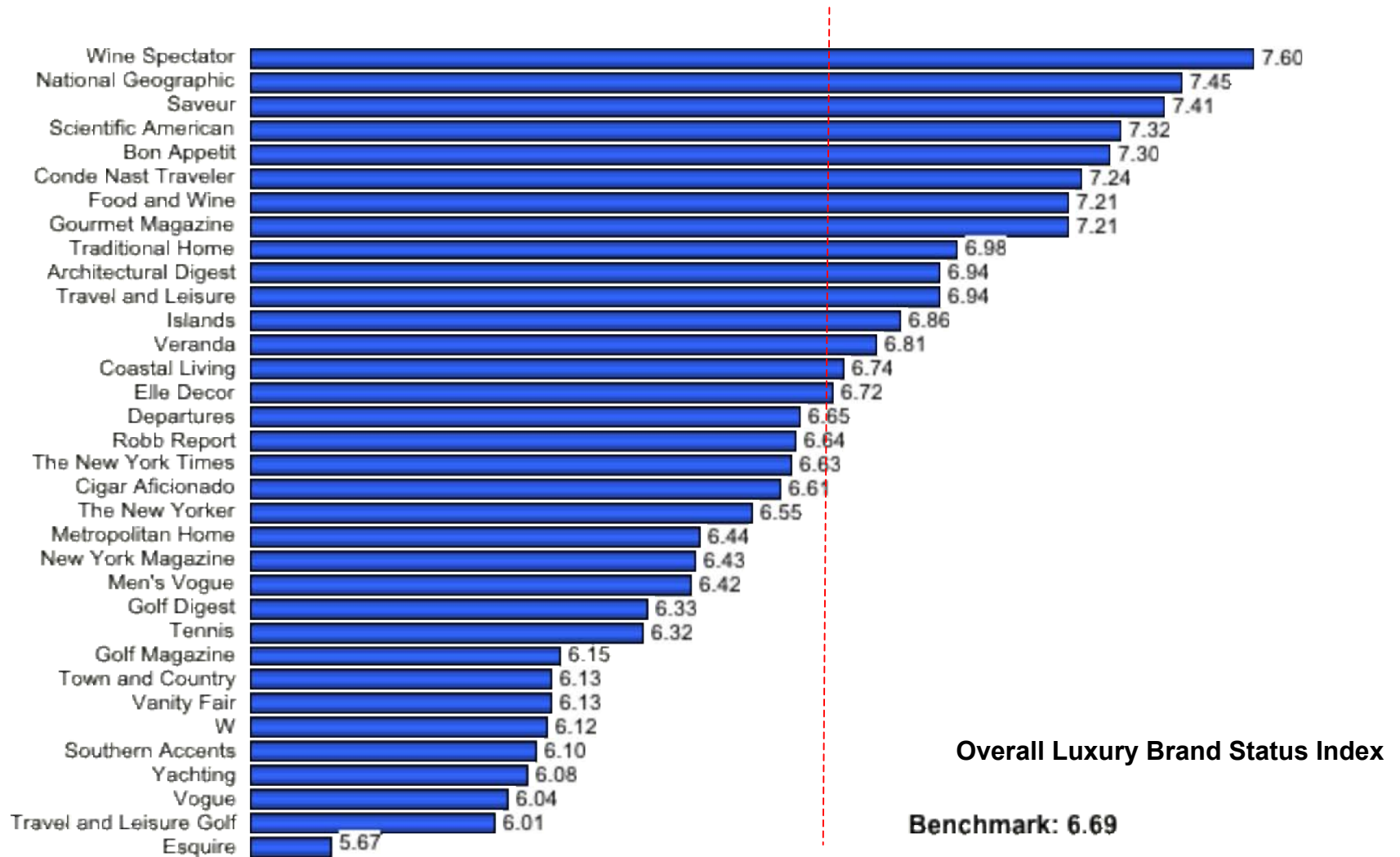
* The Luxury survey, conducted online, consists of a national sample of wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million.

A PUBLICATION OF M. SHANKEN COMMUNICATIONS, INC.

PUBLISHERS OF WINE SPECTATOR • CIGAR AFICIONADO • CIGAR INSIDER • FOOD ARTS • MARKET WATCH • IMPACT

387 PARK AVENUE SOUTH, NEW YORK, NY 10016 • 212-684-4224 • FAX: 212-684-1540 • WINEspectator.com

Wine Spectator Ranks #1 in Luxury Brand Status Index



The Luxury Survey, conducted online, consists of a national sample of wealthy American consumers with an average income of \$293,000 and an average net worth of \$2.9 million. The Luxury Institute ranks WINE SPECTATOR NUMBER 1 OUT OF 34 PUBLICATIONS BASED ON RESPONSES FROM HIGH-NET WORTH CONSUMERS IN THE LUXURY STUDY 2 YEARS IN A ROW (2007 and 2008). The Luxury Institute is the most respected research company in the U.S. that measures the pulse of the high net worth consumer. This is provided so that companies across all different industries can market more effectively to the affluent consumer.

Source: Luxury Brand Status Index, Consumer Publications 2008. The Luxury Institute LLC.

a sampling of *Wine Spectator's* luxury advertisers

AUTOMOTIVE

Acura
Aston Martin
BMW
Cadillac
Chrysler 300 C
Honda
Infiniti
Jaguar
Lexus
Lincoln
Nissan
Porsche
Range Rover
Volvo

WATCHES/JEWELRY

Breitling
Carl F. Bucherer
Cartier
Hublot
IWC
Jaeger Lecoultre
London Jewelers
Mont Blanc
Panerai
Piaget
Van Cleef & Arpels

FINANCIAL

Aletheia
American Express
Barclays iShares
Credit Suisse
Raymond James Financial
Royal Bank of Canada
Visa
Wachovia

SPIRITS

360 Vodka
Bailey's
Balvenie
Belvedere
Bombay Sapphire
Bowmore
Cabo Wabo
Chopin
Ciroc
Cointreau
Crown Royal
Dewars
Don Julio
El Mayor
Glenfiddich
Glenlivet 18 year old
Godiva
Grey Goose
Hendrick's Gin
Imperia Vodka
Jean-Marc XO
Johnnie Walker Blue
Johnnie Walker Gold
Ketel One
Knobs Creek
Patron
Pearl Vodka
Pravda Vodka
Remy Martin –Louis XII
Sauza
Skyy
Stella Artois
SV Supreme
Tanqueray
Ten Cane Rum
Tommy Bahama Rum
Trump Vodka

ELECTRONICS

Bang & Olufsen
Canon USA
Harman Kardon
Pioneer

RESORTS/ TRAVEL

Bellagio
Borgata
The Breakers
Caesars Palace
Four Seasons
Grenada Tourism
Honda Jet
Hyatt Hotels & Resorts
Iberostar
Kahala Hotel & Resort
Kapalua Bay
Lago Mar
Lufthansa
Madrid Tourism Council
MGM City Center
MGM Grand
Monaco Government
Tourism
NetJets
Palm Beach County
Preferred Retreats
Private Residence Club
Punta Cana Tortuga Bay
Hotel
Rendezvous Bay
Residential Cruise Line
Ritz Carlton
Sea Island
St Regis Bal Harbour
Timbers
Ultimate Resorts

Venetian Hotel & Casino
Villas at Royal Lahaina
Villazzo
W Las Vegas
Windstar Cruises
Wynn

FASHION

Chanel
Ermenegildo Zegna
Tommy Bahama

EPICUREAN

America's Beef
Beemster Cheese
Bertolli/Unilever
Brix Chocolate
Buitoni
Cadbury Adams
Cheeses of France
Dove Chocolate
Fiji
General Electric
Ghirardelli
Grana Padano
Hershey's
Liebherr
Lu Cookies
Milk Marketing Board
Nestle Wafers
Prosciutto di Parma
Riedel Crystal
Triscuit
Sub Zero
Uline
Viking Range
Weber
Whirlpool/KitchenAid

5 very good reasons to advertise in Wine Spectator TRADE

“A Triple-Tier Threat,” WINE SPECTATOR reaches all your best customers:

*Retailers, Food & Beverage Directors, Wine Directors
and Consumers. There is no waste circulation. It all counts.*

1. WINE SPECTATOR is read by more than 2 million affluent consumers* plus the billion dollar wine & spirits trade.

Readers boast a median household income of \$163,983; over one-third have a family income of over \$200,000. 59% are either professionals or hold management positions, with 25% holding a chief officer title.**

Source: *MRI Spring 2008 **2008 Mendelsohn Affluent Survey, HHI \$100,000+

2. WINE SPECTATOR reaches top-flight restaurateurs,

as well as food and beverage directors at major hotels and resorts through the country.

3. WINE SPECTATOR is read by the leading independent and chain retailers.

It is sold in over 3,000 top wine and liquor stores in all major cities. The magazine is also distributed at every important wine event.

4. WINE SPECTATOR readers consume alcoholic beverages.

Virtually all drink wine; 64% drink at least 4+ glasses per week. More than half enjoy distilled spirits on a regular basis. No other magazine can make this claim.

Source: 2008 Mendelsohn Affluent Survey, HHI \$100,000+

5. WINE SPECTATOR, with the largest fully paid circulation of any wine publication,

is audited by ABC and, most importantly, had grown steadily. Since 2000, circulation has grown by 30%!

profile of our readers

Mendelsohn Affluent Study 2011

HHI \$100,000+

Total Audience: 759,000

GENDER / MARITAL STATUS

| | |
|---------|-----|
| Male | 56% |
| Female | 44% |
| Married | 81% |

AGE

| | |
|------------|------|
| 21+ | 100% |
| 25-54 | 58% |
| 35-64 | 73% |
| Median Age | 49 |

HH & ASSET VALUES

| | |
|---|-------------|
| HHI \$100,000+ | 100% |
| Median HHI | \$177,039 |
| Median: Value of Financial Accounts Plus Real Estate (all assets) | \$1,112,736 |

EDUCATION & OCCUPATION

| | |
|---|-----|
| Any Top Management/ Chief Officer Title/Professional | 45% |
| College Degree+ | 99% |

PROPERTY & REAL ESTATE

| | |
|---|-----|
| Own Home | 91% |
| Value of Principal Residence \$250,000+ | 77% |

PASSIONS, HOBBIES, INTERESTS & TRAVEL

| | |
|--|-----|
| Own a Valid Passport | 77% |
| Average Vacations per Year | 5 |
| Take a Cruise or Trip/Vacation | 91% |
| Average Business Trips per Year | 13 |
| Travel Within the U.S. in Past Year* | 75% |
| Travel Outside the U.S. in Past 3 Years | 71% |
| Attends Live Theater | 70% |
| Visits Museums | 69% |
| Spent \$2K on Apparel & Accessories in the Past Year | 86% |
| Owens / Leases 2+ Vehicles | 85% |

Entertainment and Epicurean

| | |
|---|-----|
| \$2,000 on Leisure, Entertainment, and Dining | 77% |
| Have Wine Cellar / Refrigerator | 53% |
| Entertains At Home 1+ Times Per Month | 55% |
| Attends Wine/Food Tastings/Festivals | 73% |
| Had any glasses of wine in past week | 78% |
| Willing to Spend More for Gourmet Food | 61% |
| Like to Try New Foods | 83% |
| Enjoy Trying New Recipes | 70% |
| Enjoy Eating Foreign Cuisines | 70% |

MRI Spring 2011 Survey

HHI \$100,000+

Total Audience 3,021,000

Readers Per Copy 7.91

GENDER / MARITAL STATUS

Male 56%

Female 44%

Married 75%

AGE

21+ 100%

25-54 64%

35-64 75%

Median Age 49

HOUSEHOLD INCOME

Median HHI \$159,549

HHI \$150,000+ 54%

HHI \$200,000+ 33%

Mean Respondent Income \$102,925

PROPERTY & REAL ESTATE

Owns Home 90%

Own Home \$200,000+ 76%

Own Home \$400,000+ 45%

EDUCATION & OCCUPATION

Attended College+ 94%

College Degree+ 71%

Managerial/Professional 50%

Fin/Acct/Eng/GenMgmt 47%

All numbers HHI \$100,000+ except total audience and RPC (no income)



CELLAR PROMOTIONS

PROMOTIONS & EVENTS WITH OUR PARTNERS



SONOMA WINE WEEKEND

A three-day wine, food and auction extravaganza. *Wine Spectator* sponsored the Sonoma Valley Harvest Wine Auction at Cline Cellars on Sunday. While *Wine Spectator* hosted the tent and auction, *Cigar Aficionado* threw a party for all winning bidders. Our sponsors included **Brix Chocolate**, **A. Turrent Cigars**, **Premium Port**, **Ana Tzarev Gallery**, **Crushpad** and **Cardinal Mendoza**.

LUFTHANSA & MOËT HENNESSY EVENT

Wine Spectator and **The Park Hyatt** hotel hosted a wine tasting led by the Director of Wine Education, Seth Box, from **Moët Hennessy USA**. This event was for **Lufthansa's** most elite fliers. The wines tasted were: Cloudy Bay Sauvignon Blanc, Livio Felluga Pinot Grigio, Newton The Puzzle, Terrazas de los Andes and Cheval des Andes.



FEAST WITH FAMOUS FACES

Celebrity chefs created a culinary experience where soap opera stars and New York newscasters mingled all night. The event, highlights of which made the 11pm news, benefited the Center for Hearing and Communication in New York City. Sponsors from *Wine Spectator* included **Stella Artois**, **Sud de France**, **Sandeman Port** and **American Airlines**.

American Airlines & PALM BAY INTERNATIONAL EVENT

Wine Spectator and the Liberty Hotel created a "one of a kind" food and wine pairing for **American Airlines** platinum passengers. Guests were treated to wines from **Palm Bay International** in the Presidential Suite, overlooking Boston. The chef created a memorable and outstanding array of dishes to complement Ferrari Brut Sparkling, Santa Rita Medalla Real Sauvignon Blanc, Planeta Chardonnay, Salentein Reserve Malbec and Jean-Luc Colombo Cornas Les Ruchets.





Wine Spectator's

WINE

EXPERIENCE

A **3-day weekend extravaganza** of tasting, eating and meeting, for both consumers and trade, THE WINE EXPERIENCE is held annually in a major U.S. city. The largest event of its kind, which is sold out every year, consists of extensive tastings, including vertical tastings of extremely rare vintage wines, lectures by noted authorities, special lunches hosted by wine growing regions from around the world, plus a black tie banquet with star-studded entertainment at which the Restaurant Grand Awards are presented.



FRANK PRIAL, noted wine columnist for The New York Times, wrote... "In size and numbers, The Wine Experience resembles a Hollywood production: some 1,700 guests and exhibitors attend; more than 200 wineries took part; 20,000 bottles of wine were consumed, some of them priceless rarities, and about 30,000 glasses were used."

tweetable truths about magazines

12 facts that showcase magazine vitality, in 140 characters or less

1. Magazine readership remains steady in an increasingly crowded and noisy media landscape.

Source: MRI Fall Study 2008, Page 7 of MPA 2009 Magazine Handbook

2. 92% of U.S. adults read magazines.

Experian Simmons, 2009

3. Magazine readers pay attention to magazine ads. They don't pay to avoid the advertising as they do with other media.

Source: BIGResearch Simultaneous Media Usage Study, 2008 Page 30 of MPA 2009 Magazine Handbook

4. Consumers spend more than \$86 million each week on single-copy magazines.

Nielsen 2006

5. Subscriptions to magazines are on the rise. 2007: 322 million paid subscriptions. 2008: 325 million paid subscriptions.

Source: MPA; A.B.C.. Page 14 of MPA 2009 Magazine Handbook

6. Magazine subscriptions increased in the first half of 2009.

Source: MPA Info Center analysis of ABC First Half 2009 Fas Fax

7. Magazines love the Internet. Almost a quarter of all new subscriptions come from the Internet.

Source: MPA Internet Subscription Surveys 2009 edition

8. Magazines build buzz. They excel in reaching people who shape attitudes and behavior.

Source: MRI Omnibus Recontact Study, 2008; Page 73 of MPA 2009 Magazine Handbook

9. Circulation generates more than 40% of all magazine revenue.

Source: PriceWaterhouseCoopers Financial Survey for MPA, 2008, 2007, Page 20 of MPA 2009 Magazine Handbook

10. The number of consumer magazine websites grew 78% between 2005 and 2009.

Source: Mediafinder.com, 2009, Page 9 of MPA 2009 Magazine Handbook

11. Magazines excel at long-form journalism, superb photography, eye-catching design.

12. Magazines drive web search more than any other medium. More than double Internet advertising and social media.

Source: BIGResearch Simultaneous Media Usage Study (SIMM13), December 2008, Page 70 of MPA 2009 Magazine Handbook

engagement with *Wine Spectator*

| Action taken in response to ads in <i>Wine Spectator</i> : | Index |
|--|-------|
| Send for info on the product in the ad | 206 |
| Send for product advertised | 152 |
| Cut out an ad(s) | 321 |
| Cut out an article(s) | 231 |
| Cut out or used a recipe | 158 |
| Visited the WS website | 157 |
| Visited another website | 251 |

According to our MMR 2009, we stand far above our competitors with the number of issues read:

| | |
|-------------------|-----|
| 4 out of 4 issues | 48% |
|-------------------|-----|

Wine Spectator:

| | |
|-----------------------------------|-----|
| Is a good source of learning | 63% |
| Makes me think | 56% |
| Keeps me informed | 36% |
| Is a good escape | 43% |
| Gives me good ideas | 67% |
| Keeps me up to date/latest trends | 73% |

Attitudes/Opinions of our readers

| | Index |
|---|-------|
| People seek my advice on artwork/collectibles | 189 |
| I influence others on investing | 145 |
| I influence others on travel | 192 |
| I consider myself an opinion leader | 142 |
| I like trying new restaurants | 191 |
| I am the first of my friends to try new products | 197 |
| Traveling internationally helps me learn other cultures | 167 |
| I prefer to buy luxury/designer brands | 196 |
| I spend more on gourmet food | 315 |
| I look for ways to improve my home | 153 |
| I keep up with financial news | 154 |



2012 issue dates and deadlines

| COVER DATE | SPACE CLOSE | MATERIAL DUE | SUBSCRIBER MAIL DATE | NEWSSTAND ON-SALE DATE |
|----------------------|----------------------|----------------------|----------------------|------------------------|
| ■ Jan/Feb 2012 | ■ December 20, 2011 | ■ December 23, 2011 | ■ January 11, 2012 | ■ January 31, 2012 |
| ■ March 31, 2012 | ■ January 17, 2012 | ■ January 20, 2012 | ■ February 8, 2012 | ■ February 28, 2012 |
| ■ April 30, 2012 | ■ February 14, 2012 | ■ February 17, 2012 | ■ March 7, 2012 | ■ March 27, 2012 |
| ■ May 31, 2012 | ■ March 13, 2012 | ■ March 16, 2012 | ■ April 4, 2012 | ■ April 24, 2012 |
| ■ June 15, 2012 | ■ April 10, 2012 | ■ April 13, 2012 | ■ May 2, 2012 | ■ May 22, 2012 |
| ■ June 30, 2012 | ■ April 24, 2012 | ■ April 27, 2012 | ■ May 16, 2012 | ■ June 5, 2012 |
| ■ July 31, 2012 | ■ May 15, 2012 | ■ May 18, 2012 | ■ June 2, 2012 | ■ June 26, 2012 |
| ■ August 31, 2012 | ■ June 12, 2012 | ■ June 15, 2012 | ■ July 3, 2012 | ■ July 24, 2012 |
| ■ September 30, 2012 | ■ July 10, 2012 | ■ July 13, 2012 | ■ August 1, 2012 | ■ August 21, 2012 |
| ■ October 15, 2012 | ■ August 7, 2012 | ■ August 10, 2012 | ■ August 29, 2012 | ■ September 18, 2012 |
| ■ October 31, 2012 | ■ August 21, 2012 | ■ August 24, 2012 | ■ September 12, 2012 | ■ October 2, 2012 |
| ■ November 15, 2012 | ■ September 11, 2012 | ■ September 14, 2012 | ■ October 3, 2012 | ■ October 23, 2012 |
| ■ November 30, 2012 | ■ September 25, 2012 | ■ September 28, 2012 | ■ October 17, 2012 | ■ November 6, 2012 |
| ■ December 15, 2012 | ■ October 9, 2012 | ■ October 12, 2012 | ■ October 31, 2012 | ■ November 20, 2012 |
| ■ December 31, 2012 | ■ October 23, 2012 | ■ October 26, 2012 | ■ November 14, 2012 | ■ December 4, 2012 |

Please contact the advertising department with any questions: (212) 684-4224.

Space extension: tbailey@mshanken.com

Material extension: cplouffe@mshanken.com

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 300%

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

| Ad Size: | Width | Depth |
|---------------------|---------|--------|
| Trim | 9.875" | 13" |
| Spread Bleed | 20" | 13.25" |
| Spread Trim | 19.75" | 13" |
| Spread Safety | 19.25" | 12.5" |
| Full Page Bleed | 10.125" | 13.25" |
| Full Page Safety | 9.375" | 12.5" |
| Full Page Non-Bleed | 8.875" | 12" |
| 2/3 Page Vertical | 6" | 11.25" |
| 1/2 Junior Page | 6" | 7.5" |
| 1/2 Page Horizontal | 9" | 5.625" |
| 1/3 Page Vertical | 3" | 11.25" |
| 1/3 Page Horizontal | 6" | 5.625" |
| 1/6 Page Vertical | 3" | 5.625" |
| 1/6 Page Horizontal | 6" | 3.75" |

Insert Specifications:

Tipped Inserts

| | |
|---------------------------|-------------|
| Mailable Minimum Size | 3.5" x 5" |
| Non-Mailable Minimum Size | 3.5" x 3.5" |
| Maximum Size | 9" x 12" |

Blow-In Inserts

| | |
|---------------------|--------------|
| Minimum Size | 3.5" x 4.25" |
| Maximum Size | 5.5" x 6.25" |
| Minimum Paper Stock | 60# |

Bind-In Inserts

| | |
|---------------|------------------------------|
| Minimum Size | 4" x 6" |
| Maximum Size: | 10.125" x 13.375" |
| Jogs To Foot | .1875" Trim |
| Scuff | .375" |
| Perf | .625" (Scuff + .25" To Perf) |

Multi-Page Inserts

| | |
|----------------|------------------------------|
| Minimum Size | 4" x 5" |
| Maximum Size | 10.125" X 13.375" |
| Head/Foot Trim | .1875" |
| Magna Strip | Required for 8 Pages or More |

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

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

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

Carolyn Plouffé
cplouffe@mshanken.com
 tel: 212-481-8610 x365

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.