

About *Wine Enthusiast Magazine*



Wine Enthusiast Magazine is one of the world's most respected and quoted publications in the field of wine and spirits. Since its founding in 1988 it has remained true to its original mission: to educate and entertain readers in the most accessible and user-friendly way, as part of an active, upscale and fulfilling lifestyle.

Its editorial is characterized by a clear, unpretentious style: its wide range of timely and well-researched columns, departments and features are as rewarding for the novice enthusiast as for the expert. The magazine currently enjoys a circulation of 115,000 and with a high pass-along reaches over 600,000 readers with each issue. It is widely available for single-copy purchase in many fine wine shops, tasting rooms and in major bookstores such as Borders and Barnes & Noble.

The magazine is an important source of ratings and reviews of both wine and spirits currently available in the marketplace, vital to both consumers and to the trade. The magazine's distinguished tasting panel includes professionals with years of tasting experience, located across the globe in major wine producing areas of the world, and is increasing by over 15,000 new ratings and reviews each year. The Buying Guide is available online as an easy-to-use, comprehensive and fully searchable resource at the magazine's Web site winemag.com.

The magazine appears 13 times each year: monthly, with a bonus issue published in mid-December. Special themed issues during the year include: A focus on Italian wine in April, an annual "Best Buy" issue in November, the "Wine Star Awards" issue in mid-December, and the much-anticipated annual "Best of Year" issue showcasing the Top 100 Wines, the Top 50 Spirits and the Top 25 Beers of the year.

In addition to the publication and web site, *Wine Enthusiast Magazine* has developed signature events for both consumers and the trade. "Toast of the Town" consumer tasting events, held in New York City since 2002, and now in Chicago, San Francisco, and Washington, D.C. offers the opportunity to sample a stellar selection of wines, spirits and signature dishes from each city's best restaurants. The annual Wine Star Awards dinner provides an opportunity for members of the trade to celebrate excellence in eleven major industry categories, at a black-tie event at the beginning of each year.

What is the unique appeal of *Wine Enthusiast Magazine*? The answer is simple: it is the magazine's accessible and non-intimidating approach, which features wine as an integral part of a most pleasurable and attainable lifestyle.



WINE ENTHUSIAST

MAGAZINE

<i>Issue</i>	<i>Features</i>	<i>Wine Buying Guide</i>	<i>Spirit Buying Guide</i>	<i>Beer Buying Guide</i>	<i>Bonus Circulation: Events</i>	<i>Ad Close</i>	<i>Mat. Due</i>	<i>In Home</i>
FEBRUARY <i>California</i>	Atlas Peak Cabernet; Chile; Dolomites (IT); Winemaker Dives (CA) <i>Pairings: Bar Snacks</i>	Australia, California, Chile, France, Italy, Other U.S., Portugal, Spain, Washington	Apéritif Spirits / Bitters	Porter	Wine Enthusiast Magazine Wine Star Awards Boston Wine Expo ZAP	11/24	12/1	1/4
MARCH <i>New World Wines</i>	Argentina Overview; Best Buys Hall of Fame; OR: Beyond Pinot; Top 10 Undiscovered Wine Regions <i>Pairings: Sake Beyond Sushi</i>	Austria, Argentina, California, France, Germany, Greece, Italy, Oregon, South Africa	International Whiskey	Belgian-Style Strong Dark Ale	World of Pinot Noir Rhône Rangers Prowein	12/22	12/29	1/31
APRIL <i>Italy</i>	Italian Sangiovese; Italian Beer; Chardonnay (CA); Finger Lakes Adventure (NY); Cahors (FR) <i>Pairings: Jefferson Pairings</i>	California, Chile, France, Israel, Italy, New Zealand, Other U.S., Portugal, Spain, Washington	London Dry Gin	Italian Beers & Collaborations	Toast of the Town San Francisco Vinality	1/17	1/24	2/28
MAY <i>Shopping/Retail</i>	Changing Face of Wine; Where to Find the Wines You Love; Loire Primer; Australia's Unusual Varieties; Campania Wines and Amalfi Travel; Spirits in Wine Barrels <i>Pairings: Regional Tapas</i>	Argentina, Australia, California, France, Italy, Other Europe, Spain, Washington	Tequila	IPA	WSWA Toast of the Town Chicago Tampa Bay Wine and Food Festival	2/16	2/23	3/28
JUNE <i>Napa</i>	Calistoga (CA); Bordeaux Families; Maipo Valley Cabernet (CH); Amaro; Scotch Whisky Trail <i>Pairings: BBQ IQ</i>	California, Chile, France, Germany, Greece, Italy, New Zealand, Oregon, South Africa	Pisco / Cachaça	Fruit Beer	Toast of the Town Washington, DC Toast of the Town New York Napa Valley Auction	3/23	3/30	5/2
JULY <i>Summer Whites</i>	Kids Are Alright; Spain's Best Whites; WA Riesling; Tasting Rooms with Benefits <i>Pairings: Italian Fishmarket</i>	Australia, Austria, California, Chile, France, Italy, Other U.S., Spain, Washington	American Vodka	American Lager		4/20	4/27	5/30
AUGUST <i>Restaurants</i>	Top 100 Restaurants; Soave (IT); Tiki/Spiced Rums; Venture Into Craft Beer	Argentina, California, France, Germany, Italy, Oregon, Portugal, South Africa	Spiced Rum	Wheat Beer		5/18	5/25	6/27
SEPTEMBER <i>Italian Style</i>	Tuscany by Vespa; Russian River Pinot Noir; WA Cult Wines Without Cult Prices; Israeli Wine <i>Pairings: Meatballs</i>	Australia, California, Chile, France, Greece, Israel, Italy, New Zealand, Other U.S., Washington	Blended Scotch Whisky	Pale Ale	Family Winemakers of California Tampa Theater Wine Festival	6/22	6/29	8/1
OCTOBER <i>Food</i>	Winery Food Programs; Marco Polo Travel/Eastern European Wine Roundup; Austria; Kentucky Bourbon Trail <i>Pairings: Bordeaux and Duck</i>	Argentina, Austria, California, France, Germany, Italy, Oregon, Other Europe, Spain	Coffee / Tea Liqueurs	Belgian-Style Tripel		7/27	8/3	9/5
NOVEMBER <i>Best Buy/Value</i>	Top 100 Values; Beaujolais; Best Co-Ops; Spirits: One Bottle, 5 Drinks <i>Pairings: Northern Greece Cuisine</i>	Argentina, Australia, California, France, Italy, New Zealand, Portugal, South Africa, Spain, Washington	Flavored Vodka (Cherry & Berry)	Imperial IPA	Monterey Great Wine Escape	8/24	8/31	10/3
DECEMBER 1st <i>Holiday</i>	Top 100 Cellar Selections; Gift Guide; Vintage is Value (Champagne); CA Right Bank Blends; German Slate <i>Pairings: North African Cuisine</i>	California, Chile, Germany, Greece, Italy, Oregon, Other U.S.; <i>Sparkling: France</i>	Aged Rum	Barrel Aged Beer		9/21	9/28	10/31
DECEMBER 15th <i>Wine Star Awards</i>	Wine Star Awards; Tuscan Christmas; Southern Rhône Values; Pinotage; West Coast Distillers <i>Pairings: Tuscan Christmas</i>	California, France, Italy; <i>Sparkling: Austria, New Zealand, Other Europe, Other S. America, South Africa, Spain, Washington</i>	Single Malt Scotch	Christmas Themed Beer	Wine Enthusiast Magazine Annual Wine Star Awards	10/5	10/12	11/14
BEST OF YEAR <i>Top 100</i>	Top 100 Wines, Top 50 Spirits, Top 25 Beers; Gourmet or Passé; New Portuguese Wines; Faugères (FR) <i>Pairings: Sicilian Classics</i>	France; <i>Sparkling: Argentina, Australia, California, Chile, Germany, Italy, Oregon, Other U.S., Portugal</i>	American Brandy	Imperial Stout	Wine Enthusiast Magazine Annual Wine Star Awards	10/19	10/26	11/28

2011 DISPLAY ADVERTISING RATES



	SIZE	1x	3x	6x	13x
Four Color	Full Page	\$11,380	\$ 11,150	\$ 10,920	\$ 10,345
	2/3	9,712	9,573	9,425	9,183
	1/2	8,620	8,447	8,275	8,033
	Junior	8,033	7,872	7,700	7,412
	1/3	5,170	5,032	4,882	4,652
	Spread	21,833	21,258	20,683	19,533
Black & White	Full Page	\$ 9,080	\$ 8,850	\$ 8,620	\$ 8,045
	2/3	7,470	7,297	7,125	6,883
	1/2	6,883	6,780	6,665	6,435
	Junior	6,320	6,182	6,032	5,860
	1/3	4,020	3,847	3,732	3,433
	Spread	17,820	17,245	16,900	15,980

Please note: All rates are net. Premium positions close one month prior to published issue closing date

PREMIUM COVER POSITIONS

Back Cover:

25% premium

Inside Front Cover

20% premium

Inside Back Cover:

15% premium

PREMIUM POSITIONS

Positions carry a 10% premium

• *Page One*

• *Opposite Table of Contents*

• *Opposite Masthead*

• *Opposite Enthusiast's Corner*

• *Opposite Buying Guide Cover*

SPECIAL ADJUSTMENTS

Bleed: add 10% to full-page rates

2-color: add 20% to black and white rates

Additional Colors: add 20% to color rates for each added color

Insert pricing: call for quote

2011 ADVERTORIAL RATES



Special Advertising Sections for the Most Effective Brand Building and Sales Support

Wine Enthusiast Magazine offers the opportunity to promote your company and brands in a unique "advertorial" format. Providing the look and feel of editorial, these special advertising sections enable you to tell your brand's story, marketing and promoting with the impact of advertising and the authority and credibility of editorial.

Beginning with an outline prepared by your marketing and public relations team, *Wine Enthusiast Magazine* will assign our own writer and editor to your project. Your key people: winemakers, vineyard managers, brand manager or senior marketing personnel will then be interviewed, under your direction, to provide context to the message you'd like to convey. A draft of the advertorial will be submitted to your team for review and revision. You'll supply us with the appropriate images, logos, maps or illustrations that support and enhance your story; our art director will then design the piece for your review.

Advertorials are available in 1, 2, 4, 6, or 8 page sections (larger special sections can be accommodated), and are priced at \$16,000 per page, net. This includes all writing, editing, design, revisions, with the finished advertorial published in a selected issue of the magazine. You will have the option of repeating the advertorial again anytime at the reduced page rate of \$12,000 net.

In addition, you will be provided with 5,000 color reprints of the full advertorial for your sales and promotional use, and can reorder additional quantities at any time at a nominal cost.

For samples of advertorials or to discuss further, please call your sales representative or email: gjones@wineenthusiast.net.

2011 PRINT SPECIFICATIONS



Mechanical Requirements:

Printing Process: web offset Trim Size: 9"W x 10 13/16"H

Cover Stock: 130# coated

Inside Stock: 45# silk coated

Preferred Digital Media: Mac Formatted CD-ROM, DVD-R

Preferred Format: QuarkXPress for Macintosh version 5.0 through 7.0., or InDesign version 2.0 thru 4.0.

- Along with the layout file, we will need all supporting files including all hi-res images, copy graphics, logos and fonts. Quark files or InDesign files should contain only the colors that are to be printed.
- High resolution PDF and PDF/X1a files are accepted. PDF files need to be created using Adobe Acrobat Distiller with high resolution images and fonts embedded.
- All images must be CMYK or GRAYSCALE **ONLY**.
- Please keep all marks (trim, bleed, etc.) **outside** live image area.
- Spread ads must be supplied as two separate files and marked for Left and Right

Desktop Element Formats: TIFF (images/scans), DCS (images/scans), EPS (images/scans), Postscript

Type 1 (Fonts), EPS (Encapsulated Postscript)

Supplied files **MUST** be flattened. (Layered files are **NOT** accepted)

Fonts: We support only Type 1 Postscript fonts (Adobe preferred). Truetype fonts, Open Type fonts and Macintosh system fonts are NOT acceptable.

Image Elements: All color photos must be composite, CMYK and 300 dpi. Wine Enthusiast Magazine accepts no responsibility for color reproduction of converted RGB images. Black and white line art 600 dpi minimum, 1200 dpi maximum.

Proofs: All advertisers must submit a high-end digital contract level proof at 100 % size with their ad.

The proof must be calibrated to match SWOP and color bars should be incorporated on the supplied proof. Without this contract proof, we will not be held responsible for color. Color laser proofs are not acceptable for color.

If an ad is received without a contract level proof, a proof will be produced and the advertiser will be billed \$195.

Materials: Send all materials by due date to:

Greg Jones

Wine Enthusiast Magazine

333 North Bedford Road, Mt. Kisco, NY 10549

(914) 345-8463 x4616

gjones@wineenthusiast.net

Display Advertisements: Unit Size

Size	Inches (w x h)	Inches/Decimal (w x h)	Millimeters (w x h)
Full Page with Bleed	9" x 10 13/16" (trim) +1/8" bleed on all edges	9" x 10.8125" (trim) +.125" bleed on all edges	228.6mm x 274.637mm (trim) +3.175mm bleed on all edges
Safety for Full Page Bleed	3/8" (min 1/4") (live area)	.375" (min .25")(live area)	9.525mm (min 6.35mm) (live area)
Full Page Non-Bleed	8 1/4" x 9 5/8"	8.25" x 9.625"	209.55mm x 244.475mm
2/3 Vertical	5 1/4" x 9 3/4"	5.25" x 9.75"	133.35mm x 247.65mm
1/2 horizontal	8 1/4" x 5"	8.25" x 5"	209.55mm x 127mm
1/3 vertical	2 1/2" x 9 3/4"	2.5" x 9.75"	63.5mm x 247.65mm
1/3 horizontal	5 1/4" x 4 3/4"	5.25" x 4.75"	133.35mm x 120.65mm
1/6 vertical	2 1/2" x 4 3/4"	2.5" x 4.75"	63.5mm x 120.65mm
Jr. Page	5 1/4" x 7"	5.25" x 7"	133.35mm x 177.8mm

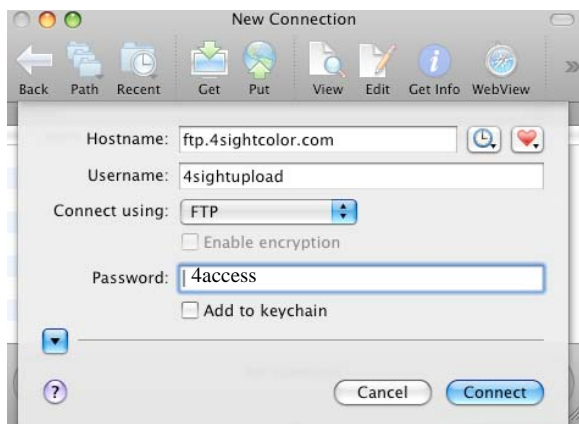
FTP INSTRUCTIONS:

Hostname: ftp.4sightcolor.com
Username: 4sightupload
Password: 4access (case sensitive)

We recommend using the program "Fetch" to upload files to the FTP site. Please go to the following website to download the program: www.fetchsoftworks.com

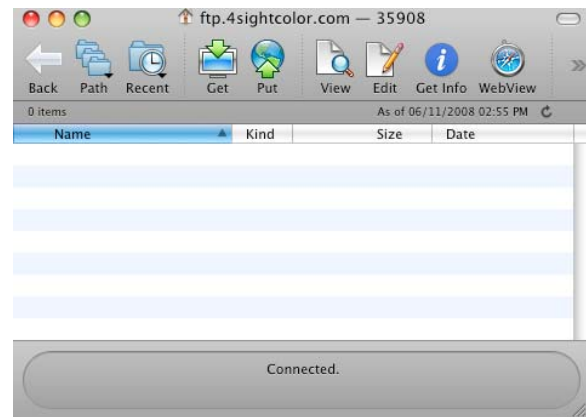
UPLOADING FILES

1. Launch Fetch application
2. A pop-up menu will appear (Fig. 1)
Type in the information as shown



[Fig.1]

3. Click the CONNECT button
4. A new view will appear (Fig.2)



[Fig. 2]

5. Click on the "Put File" button, select file to be transferred. Please create a stuffed file (ie: .stix) prior to transfer - this will help eliminate corrupt files.
6. The transfer clock will show the progress, once stopped your files will be fully uploaded