Media Kit 2018

WINE ENTHUSIAST®

Our Mission

The comprehensive source for the curious and cultured wine lover with an affinity for **global travel, modern food and dining, craft brews and quality cocktails.**

Defined by mindset more than demographics, Wine Enthusiast readers are best recognized as discovery-driven learners and influencers who constantly seek new ways in which to enjoy and interact with the world.

Total Brand Footprint

PRINT

Audience: **940k+**

Print + Digital Circulation: **253k***

Frequency: **13 issue per year**

DIGITAL

Average monthly page views: **2.1M**

Average unique monthly visitors: **831k**

Monthly sessions: **1.2M**

Average time spent per visit: **1.24 min.**

SOCIAL FOLLOWERS

Facebook: **240k**

Twitter: **210k**

Instagram: **135k**

Pinterest: **15k**

Total Combined: **600k+**

Total Brand Footprint

3.9 Million

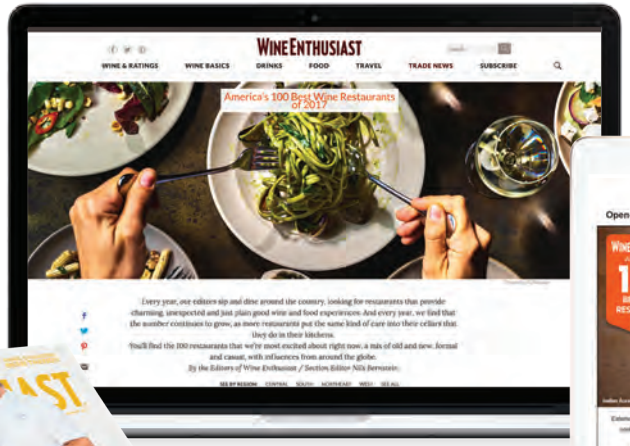
Source: *2016 GfK; June 2016 BPA; Google Analytics; Social as of August 2017

WINE ENTHUSIAST

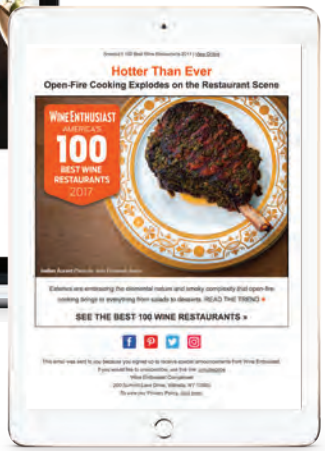
advertising.winemag.com

We Engage Our Audience Across all Platforms

LIVE EVENTS



WINEMAG.COM



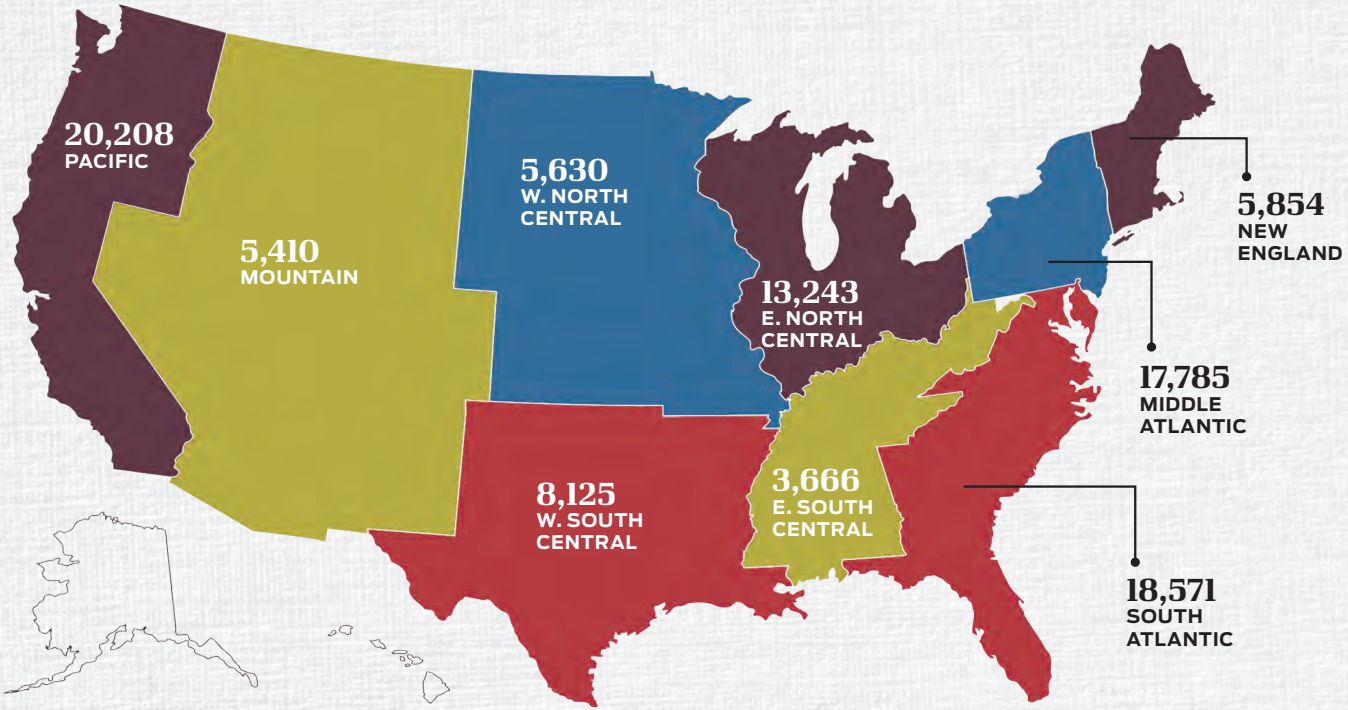
NEWSLETTERS

MAGAZINE

SOCIAL

Circulation Across the Country

AVERAGE CIRCULATION
253,797



Source: December 2016 BPA

Editorial Profile

40%
WINE

16%
TRAVEL

18%
SPIRITS

26%
COOKING & DINING

Front of Book: Our Crush

WINE ENTHUSIAST
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Editorial Features

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Reader Profile: 2017 Ipsos Affluent Survey

The WE Audience is one of the most desirable audiences available today.
Highly educated, affluent, professional, wine and food obsessed

EDUCATED & INFLUENTIAL

Graduated with a college degree: **81%**

Professional/ Managerial: **79%**

AFFLUENT

Median HHI: **$172,360**

AGE & GENDER

Median Age: **45**

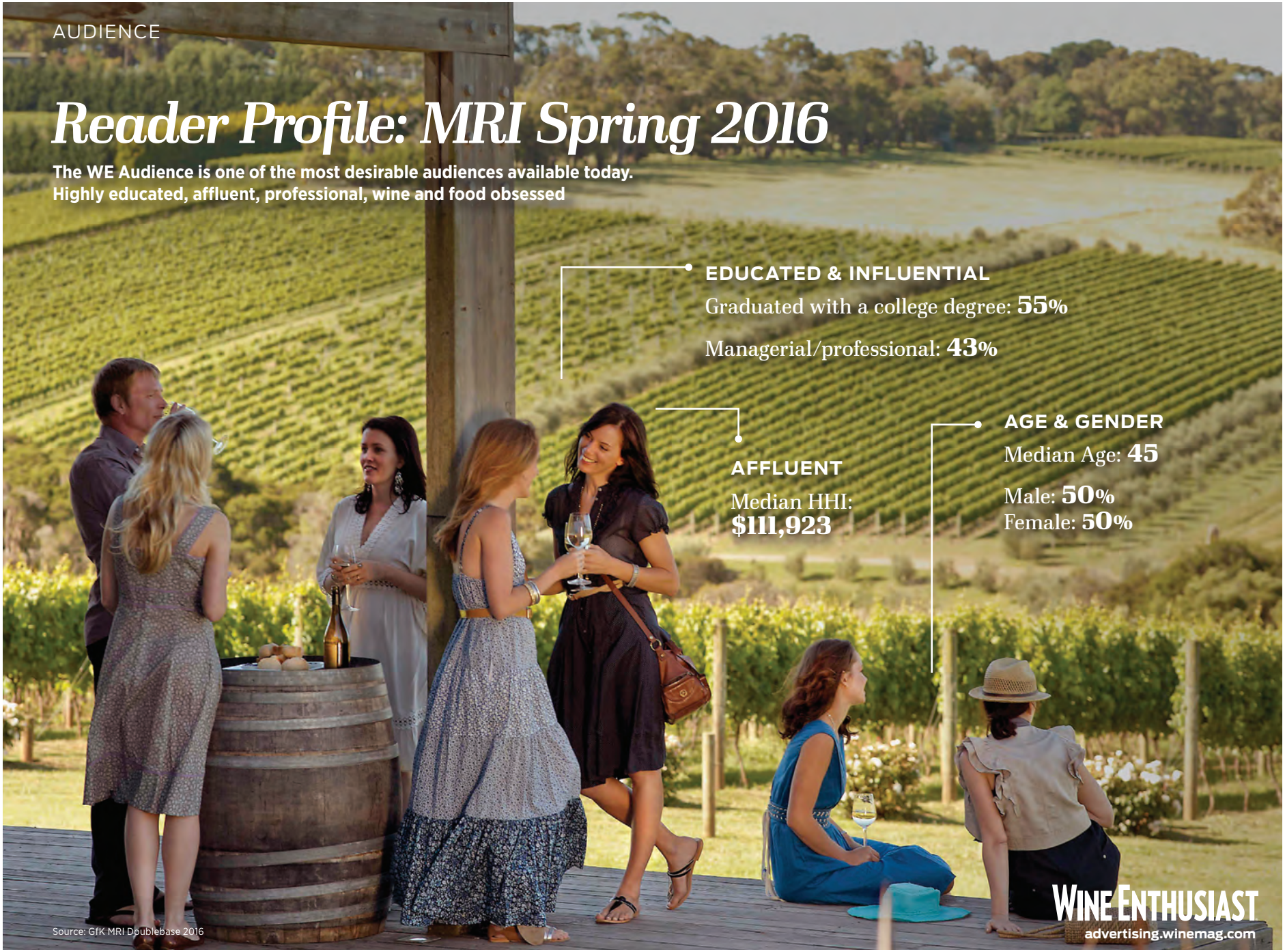
Male: **58%**
Female: **42%**

Source: Ipsos Spring 2017

WINE ENTHUSIAST
advertising.winemag.com

Reader Profile: MRI Spring 2016

The WE Audience is one of the most desirable audiences available today. Highly educated, affluent, professional, wine and food obsessed



EDUCATED & INFLUENTIAL

Graduated with a college degree: **55%**

Managerial/professional: **43%**

AFFLUENT

Median HHI: **$111,923**

AGE & GENDER

Median Age: **45**

Male: **50%**
Female: **50%**

Source: GfK MRI Doublebase 2016

Leading the Competition

	WINE ENTHUSIAST	Wine Spectator	FOOD&WINE	bon appétit	SAVEUR
Median Age (Youngest)	**45**	50	45	47	46
Professional/Managerial	**119**	117	115	101	110
Own Principal Residence (Any)	**103**	99	98	102	92
Drink Any Glasses of Alcoholic Beverages	**158**	158	149	132	137
Spent Any Amount on Wine/Champagne/ Prosecco/Sparkling Wine	**128**	128	125	119	123
Spent Any Amount on Liquors/Spirits/ Liqueurs in the Past 12 Months*	**134**	129	125	119	119
Consumed 4-5 Glasses of Red Table Wine in the Past 7 Days*	**374**	270	210	180	230
6+ Glasses of Wine Consumed in the Past 7 Days*	**325**	265	227	176	253
Consumed 6+ Glasses of Domestic Sparkling Wine in the Past 7 Days*	**352**	211	253	187	305
HH Spent $5,000+ on Wine/ Champagne/Prosecco/Sparkling Wine in the Past 12 Months*	**325**	231	201	146	129

*21+ Only. Source: IAS Spring 2017, Index

Monthly Issue Themes and Features

FEBRUARY
Travel

FEATURES: Travel, Italy, Crete, Vintage Chart

PAIRINGS: Comfort

WINE BUYING GUIDE: Argentina, Australia, California, France, Germany, Italy, Oregon, Other Europe, Portugal, Spain, Washington

SPIRIT BUYING GUIDE: New Unflavored Vodkas (*released in past 24 months*)

BEER BUYING GUIDE: Barrel-aged dark ales

Bonus Circulation/Events: Annual Wine Star Awards

PRINT
AD CLOSE: **NOVEMBER 22**
MATERIALS DUE: **NOVEMBER 29**
ON SALE: **JANUARY 9**

DIGITAL
LAUNCH: **JANUARY 2018**

MARCH
New World Wines

FEATURES: Australia, South Africa, Anderson Valley, Chile, Scotch

PAIRINGS: Southern

WINE BUYING GUIDE: Austria, California, Canada, Chile, France, Greece, Italy, New York, New Zealand, South Africa, Washington

SPIRIT BUYING GUIDE: Vermouth

BEER BUYING GUIDE: Amber/Red Ale

Bonus Circulation/Events: ProWein, Women of the Vine

PRINT
AD CLOSE: **DECEMBER 27**
MATERIALS DUE: **JANUARY 3**
ON SALE: **FEBRUARY 13**

DIGITAL
LAUNCH: **FEBRUARY 2018**

APRIL
Italy

FEATURES: Franciacorta, France, Venice, Environment, Eaux de Vie

PAIRINGS: Italian American

WINE BUYING GUIDE: Australia, California, France, Germany, Israel, Italy, Oregon, Other U.S., Portugal, Spain, Washington

SPIRIT BUYING GUIDE: Aged Grappa

BEER BUYING GUIDE: Tripel and Blonde Ale

Bonus Circulation/Events: VinItaly

PRINT
AD CLOSE: **JANUARY 17**
MATERIALS DUE: **JANUARY 24**
ON SALE: **MARCH 6**

DIGITAL
LAUNCH: **APRIL 2018**

Monthly Issue Themes and Features

MAY
Art & Wine

FEATURES: Art, California, Portugal, Cocktails

PAIRINGS: Picnic

WINE BUYING GUIDE: Argentina, California, France, Italy, New York, Other Europe, South Africa, Spain, Washington

SPIRIT BUYING GUIDE: Reposado Tequila

BEER BUYING GUIDE: Wheat Beers and Saison

Bonus Circulation/Events: South Walton Beaches Food & Wine Festival, WSWA

PRINT
AD CLOSE: **FEBRUARY 14**
MATERIALS DUE: **FEBRUARY 21**
ON SALE: **APRIL 3**

DIGITAL
LAUNCH: **APR 2018**

JUNE
California

FEATURES: Sonoma, Santa Lucia Highlands, Austria, Washington, Cocktails

PAIRINGS: Chilled Soups

WINE BUYING GUIDE: Australia, California, Chile, France, Germany, Greece, Italy, Oregon, Portugal, Spain, Washington

SPIRIT BUYING GUIDE: Agricole-style Rum/Rhum

BEER BUYING GUIDE: Lagers

Bonus Circulation/Events: SW Wines of France Gourmet French Fries Competition, Chardonnay Symposium

PRINT
AD CLOSE: **MARCH 13**
MATERIALS DUE: **MARCH 21**
ON SALE: **MAY 1**

DIGITAL
LAUNCH: **MAY 2018**

JULY
Summer

FEATURES: Sauvignon Blanc, Chianti, Alsace, Kentucky, U.S. Wine Renegades

PAIRINGS: Grilling/Al Fresco

WINE BUYING GUIDE: Argentina, Austria, California, France, Italy, New York, New Zealand, Other U.S., Portugal, South Africa, Spain, Washington

SPIRIT BUYING GUIDE: New Bourbon (*released in past 24 months*)

BEER BUYING GUIDE: American Wild Ale and Sours

PRINT
AD CLOSE: **APRIL 11**
MATERIALS DUE: **APRIL 18**
ON SALE: **MAY 30**

DIGITAL
LAUNCH: **MAY 2018**

Monthly Issue Themes and Features

AUGUST
Restaurants

FEATURES: Resto, Loire, Cocktails, Beer Trends

WINE BUYING GUIDE: Australia, California, Chile, France, Germany, Italy, Oregon, Other Europe, Portugal, Spain, Washington

SPIRIT BUYING GUIDE: Old Tom Gin

BEER BUYING GUIDE: Fruit/Vegetable Beers

Bonus Circulation/Events: *Wine Enthusiast* 100 Best Wine Restaurants Event

PRINT
AD CLOSE: **MAY 9**
MATERIALS DUE: **MAY 16**
ON SALE: **JUNE 26**

DIGITAL
LAUNCH: **JUNE 2018**

SEPTEMBER
Cabernet

FEATURES: Napa, Spain, Southwest France, Australia, Rum

PAIRINGS: Steak

WINE BUYING GUIDE: Argentina, Austria, California, France, Greece, Israel, Italy, New York, New Zealand, South Africa, Spain, Washington

SPIRIT BUYING GUIDE: Cachaça

BEER BUYING GUIDE: Pale Ale

PRINT
AD CLOSE: **JUNE 13**
MATERIALS DUE: **JUNE 20**
ON SALE: **JULY 31**

DIGITAL
LAUNCH: **JULY 2018**

BOOKAZINE
Pacific Northwest

WHAT'S INSIDE:

- Detailed Pacific Northwest wine- and food-driven articles
- Information about the region's best wines and iconic appellations
- Insider Q&A's of celebrity locals with tips on best places to check out
- Major city guides for the wine- and food-savvy traveler
- Top outdoor activity and excursion experiences
- Recipes from hot restaurants around the region
- All presented in modern, stunning style with photos from the world's best photographers

PRINT
AD CLOSE: **AUGUST 1**
MATERIALS DUE: **AUGUST 8**
ON SALE: **SEPTEMBER 18**

DIGITAL
LAUNCH: **OCTOBER 2018**

Monthly Issue Themes and Features

OCTOBER
Top 40
Under 40

FEATURES: Top 40, Germany, Piedmont, Nightcaps

PAIRINGS: Oysters

WINE BUYING GUIDE: Australia, California, Chile, France, Germany, Italy, Oregon, Other Europe, Other U.S., Portugal, Washington

SPIRIT BUYING GUIDE: Nocino/Walnut Liqueurs

BEER BUYING GUIDE: IPA

PRINT
AD CLOSE: **JULY 18**
MATERIALS DUE: **JULY 25**
ON SALE: **SEPTEMBER 4**

DIGITAL
LAUNCH: **SEPTEMBER 2018**

NOVEMBER
Best Buy/
Value

FEATURES: Top 100 Best Buys, Bordeaux, Abruzzo, India, Uco Valley

PAIRINGS: Thanksgiving

WINE BUYING GUIDE: *Sparkling:* California, Chile, England, New York, South Africa, Spain, Washington; France, Greece, Italy, Portugal

SPIRIT BUYING GUIDE: Canadian Whisky

BEER BUYING GUIDE: Imperial IPA

PRINT
AD CLOSE: **AUGUST 22**
MATERIALS DUE:**AUGUST 29**
ON SALE: **OCTOBER 9**

DIGITAL
LAUNCH: **OCTOBER 2018**

DECEMBER 1
Collecting

FEATURES: To 100 Cellar Selections, California, Taurasi, Wine Travel, Oregon, Whisky

PAIRINGS: Pot Luck

WINE BUYING GUIDE: *Sparkling:* Argentina, Australia, Austria, France, Germany, Italy, Oregon, Portugal; California, Spain, Washington

SPIRIT BUYING GUIDE: Blended Scotch

BEER BUYING GUIDE: Quadrupel and Strong Dark Ales

PRINT
AD CLOSE: **SEPTEMBER 19**
MATERIALS DUE: **SEPTEMBER 26**
ON SALE: **NOVEMBER 6**

DIGITAL
LAUNCH: **NOVEMBER 2018**

BEST OF YEAR
Top 100/
Wine Star

FEATURES: The Enthusiast 100, Top 100 Spirits, Top 25 Beers, Wine Star Awards, Sparkling Wines, California, New Zealand

PAIRINGS: Breakfast

WINE BUYING GUIDE: California, Chile, France, Italy, New York, New Zealand, Other Europe, Other South America, Other U.S., South Africa, Washington

SPIRIT BUYING GUIDE: Armagnac

BEER BUYING GUIDE: Stout and Porter

Bonus Circulation/Events: *Wine Enthusiast* Magazine Annual Wine Star Awards

PRINT
AD CLOSE: **OCTOBER 17**
MATERIALS DUE: **OCTOBER 24**
ON SALE: **DECEMBER 4**

DIGITAL
LAUNCH: **DECEMBER 2018**

*Wine, Beer & Spirits Advertising Rates**

	1X	3X	6X	9X	13X
Full Page	$22,783	$22,322	$21,860	$21,270	$20,675
2/3 Page Vertical	$19,444	$19,165	$18,854	$18,625	$18,384
1/2 Page Horizontal	$17,259	$16,911	$16,539	$16,310	$16,081
Junior	$16,081	$15,759	$15,414	$15,125	$14,837
1/3 Page Horizontal/Vertical	$10,351	$10,545	$9,774	$9,545	$9,314

Full Page Advertorial $29,633

PREMIUM COVER POSITIONS

Back Cover
25% premium

Inside Front Cover
20% premium

Inside Back Cover
15% premium

PREMIUM POSITIONS
(*Carry a 10% premium*)

Page One
Opposite Table of Contents
Opposite Masthead
Opposite Editor's Letter
Opposite Out & About
Opposite Our Crush
Opposite Buying Guide Cover

*All prices are net

Print Specifications

AD SIZES

Full Page with Bleed	9.25" x 11.0625" (234.95MM x 280.99MM)
Trim	9.0" x 10.8125" (228.6MM x 274.64MM)
Safety	8.5" x 10.3125" (215.9MM x 261.94MM)
Spread with Bleed	18.25" x 11.0625" (463.55MM x 280.99MM
Trim	18" x 10.8125" (457.2MM x 274.64MM)
Safety	8.5" x 10.3125" (215.9MM x 261.94MM)
2/3 Vertical	5.25" x 9.75" (133.35MM x 247.65MM)
1/2 Horizontal	8.25" x 5" (209.55MM x 127MM)
1/3 Vertical	2.5" x 9.75" (63.5MM x 247.65MM)
1/3 Horizontal	5.25" x 4.75" (133.35MM x 120.65MM)
Junior Page	5.25" x 7" (133.35MM x 177.8MM)

BINDING:
Perfect Bound, jog to foot—0.125" trim at foot

FILE FORMAT:
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 graphics minimum 300 dpi and CMYK format. Total ink density should not exceed 320%.

PRODUCTION GUIDELINES:
For all bleed ads build files to trim size and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed.

For ads with a border we recommend the border size to be .25" minimum to avoid any variance when printing.

Allow .25" safety area within trim on all 4 sides (no live matter)

Spread ads must be supplied as 2 separate files and marked for Left and Right

PROOFS:
Wine Enthusiast utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

AD MATERIAL SUBMISSIONS:
Please upload your files to the "From_WineEnthusiast" folder on the FTP site

Hostname: http://leuxftp.rrd-lpc.com:8000/Login
Username: wineenthusiast
Password: RrDwine724

Or send materials via email/mail to **ccriss@wineenthusiast.net**

Wine Enthusiast Magazine
c/o Chuck Criss
200 Summit Lake Drive, Valhalla, NY 10595
914-345-9463 x4134

Annual TOP 100 ISSUES

Wine Enthusiast's highly anticipated annual Top 100 issues provide print and digital advertising opportunities.

AUGUST
Top 100 Best Wine Restaurants

We unveil the year's definitive list of the best restaurants to wine and dine in the country.

PRINT
AD CLOSE: **MAY 9**
ON SALE: **JUNE 26**

DIGITAL
LAUNCH: **AUGUST 2018**

> *Contact your salesperson for information on digital sponsorship opportunities for this feature.*

NOVEMBER
Top 100 Best Buys

Our list of 100 top-ranked wines under $15 from around the globe to savor without breaking the bank.

PRINT
AD CLOSE: **AUGUST 22**
ON SALE: **OCTOBER 9**

DIGITAL
LAUNCH: **NOVEMBER 2018**

DECEMBER
Top 100 Cellar Selections

December 1st Issue:
Our definitive list of the most collectible and age worthy wines reviewed is the ideal holiday shopping guide for any wine fanatic.

PRINT
AD CLOSE: **SEPTEMBER 19**
ON SALE: **NOVEMBER 6**

DIGITAL
LAUNCH: **DECEMBER 2017**

DECEMBER
Best of Year

December 31st Issue:
The Enthusiast 100 Wines, Top 50 Spirits and Top 25 Beers, all featured in our last issue of the year!

PRINT
AD CLOSE: **OCTOBER 17**
ON SALE: **DECEMBER 4**

DIGITAL
LAUNCH: **DECEMBER 2017**

> *Contact your salesperson for information on digital sponsorship opportunities for this feature.*

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Annual FEBRUARY TRAVEL ISSUE

PRINT
AD CLOSE: **NOVEMBER 22**
ON SALE: **JANUARY 9**

DIGITAL
LAUNCH: **FEBRUARY 2018**

Each year, our editors travel the world to experience the best wine and food, and in turn, discover the most exciting places to visit. The **Top 10 Wine Travel Destinations** is one of Wine Enthusiast Magazine's most anticipated issues of the year.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.

Annual MAY CULTURE ISSUE

PRINT
AD CLOSE: **FEBRUARY 14**
ON SALE: **APRIL 3**

DIGITAL
LAUNCH: **MAY 2018**

Each May, *Wine Enthusiast* honors the intersection of wine and popular culture with its Culture issue series. Past themes have been film, music, fashion and sports, with celebrities such as actress Kate Hudson and basketball star Dwyane Wade as our cover subjects. Exclusive interviews with luminaries like Roger Federer, Zac Posen, Kyle MacLachlan and more gave readers a rare glimpse of their personal passion for wine. In 2018, the issue will focus on Art & Design, tapping world-famous names in all facets of the trendsetting visual arts to talk about their love of wine and how it drives their creative vision—on the canvas and in the glass.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.

WINE ENTHUSIAST
advertising.winemag.com

Annual OCTOBER 40 UNDER 40

PRINT
AD CLOSE: **JULY 18**
ON SALE: **SEPTEMBER 4**

DIGITAL
LAUNCH: **OCTOBER 2018**

This annual list salutes the leaders of a new generation of drinkers. These dynamic young men and women are the innovators, gatekeepers and trendsetters who are changing what and how Americans imbibe. From winemakers to distillers, importers to distributors and sommeliers to cicerones, every October you will meet the country's latest tastemakers at our **Top 40 Under 40** Issue.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.

Annual BOOKAZINE PACIFIC NORTHWEST & CANADA

PRINT
AD CLOSE: **AUGUST 1**
ON SALE: **SEPTEMBER 18**

DIGITAL
LAUNCH: **OCTOBER**

Each year, Wine Enthusiast publishes a special issue featuring lifestyle content from a wine, food and travel perspective, centered on one unique region. Digital programs created specially for this exciting issue are available as well. Past bookazine themes have included California, South America and Spain.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.

Annual DECEMBER BEST OF YEAR

plus WINE STAR AWARDS

PRINT
AD CLOSE: **OCTOBER 17**
ON SALE: **DECEMBER 4**

DIGITAL
LAUNCH: **DECEMBER 2018**

Each year, the editors of Wine Enthusiast honor the individuals and companies that have made outstanding achievements in the wine and beverage world. In addition to featuring our annual lists of the **Top 100 Wines**, **Top 50 Spirits** and **Top 25 Beers**, winners are announced in the special December 31st **"Best of Year" Wine Star Awards** issue.

Honorees are presented their trophies at a black-tie-gala awards dinner in January. The gala will be celebrated in Miami for it's second year!

Congratulatory print ads in our **Best of Year** issue as well as digital programs such as top lists sponsorships, nominee & winner programs and more advertising opportunities are available.

> *Contact your salesperson for information on digital sponsorship opportunities for this feature.*

WINE ENTHUSIAST
advertising.winemag.com

WINE ENTHUSIAST IDEA LAB

Custom Content Solutions

Idea Lab is the brand-marketing group at *Wine Enthusiast* Media, staffed with in-house content marketing strategists, editors, designers and developers. We work closely with brands from across the industry to create immersive, memorable content experiences that tell a brand's story in ways that resonate with the *Wine Enthusiast* audience, and beyond.

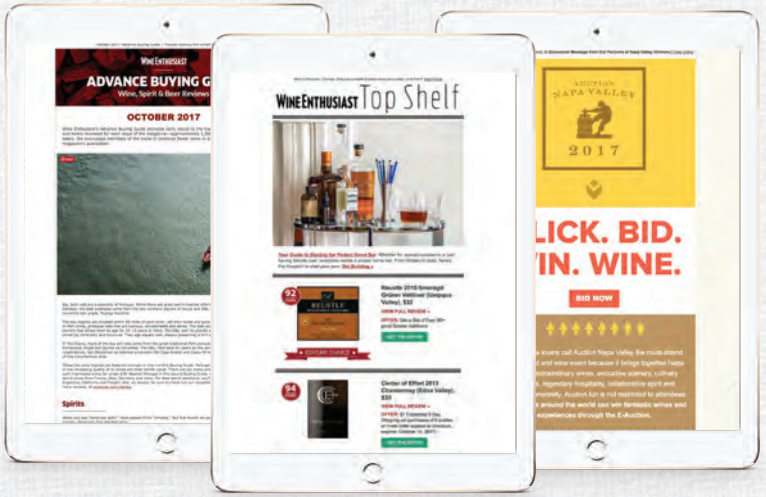
Our expertise spans print, mobile, social, video and long-form content programs, filtered through the lens of lovers of wine and the wine lifestyle. At *Wine Enthusiast* we are committed to bringing your brand's vision to life through original, well designed and engineered print, digital and live experiences.

Our Capabilities:

- Mobile first custom marketing sites
- Branded content sponsorships
- Social media marketing programs
- Email marketing with dedicated blasts and newsletters
- Custom video production
- Beautifully designed custom print programs

> *Contact your local salesperson for additional information*

Email Advertising



Wine Enthusiast has several methods of reaching our opt-in email databases including banner placements and dedicated email blasts. Our email products perform above industry averages.

Average Open Rate: **14%**
Average CTR: **4%**

TOP SHELF

Weekly Newsletter

Focus is on unique, entertaining, and informative offerings with links to the best and latest recommendations on wines, pairings and the products that enhance the lifestyle of wine.

Subscribers: 300k
Banner Size: 728 x 90

ADVANCE BUYING GUIDE

Monthly Newsletter (Semi-monthly in Nov. and Dec.)

Reaching the active wine and spirits buyer and members of the trade. Each email contains the ratings and reviews of nearly 1,300 wines and spirits that will appear in the upcoming issue of *Wine Enthusiast* Magazine and on its online review database. Sent three weeks prior to the magazine's publication.

Subscribers: 10k
Banner Size: 728 x 90

CONSUMER OR TRADE DEDICATED EMAILS:

Send your own email creative to our opt-in list of consumer or trade subscribers. You can provide the creative or the *Wine Enthusiast* Brand Studio can design and program your email for you (*additional fees apply*). There is limited inventory for this popular product, be sure to reserve your dedicated blast today!

Creative: Layered PSD and/or PDF file
Size: 600 px wide X no height restriction
Subject Line: 2 options
Links: Include URL's and provide their specific placements on the email

Trade Subscribers: 10k
Consumer Subscribers: 300k

Beverage Industry Enthusiast

BEVERAGE INDUSTRY ENTHUSIAST™

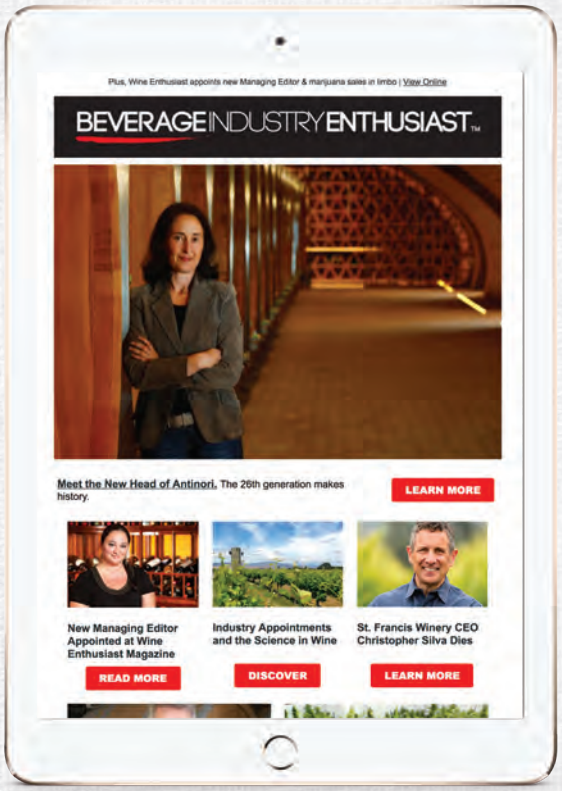
Beverage Industry Enthusiast (BIE) is Wine Enthusiast's news and information hub on WineMag.com covering covering the wine, beer and spirits industries. Written and produced with a fresh PPOV and voice, BIE is the go-to online destination for trade news and reporting. Original content includes articles, videos, feature stories, breaking news and aggregated content from trusted news outlets.

Brand Article
Publish your own content on BIE and reach a targeted and engaged trade audience

MEDIA PLAN INCLUDES:
- Published article, video or product announcement
- BIE landing page promotional spot
- Promotional spot in the weekly BIE Newsletter
- Brand logo and roadblock ad placements on ariticle linking back to sponsors site

BIE Newsletter Sponsorship
Sponsor our weekly newsletter with a banner and 20 words of promotional copy with an image or logo.

Dedicated Email Blast
Send your own email creative to our industry list of 21,000 subscribers.



BIE NEWSLETTERS

Click-to-open Rate:
13.83%

Open Rate:
27.19%

Total Subscribers:
20,000

Advertising Contacts

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WINE ENTHUSIAST

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016

BPA WORLDWIDE

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Wine Enthusiast Companies
333 N. Bedford Road
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WINE ENTHUSIAST MAGAZINE offers consumers vital information on the world of wine and hundreds of wine reviews in every issue. The magazine has grown to become a large periodical devoted exclusively to wine and spirits. With wine consumption in the U.S. at an all-time high more people than ever are turning to the Wine Enthusiast for information, wine tours, wine events, in short... everything wine.

MARKET SERVED

WINE ENTHUSIAST MAGAZINE serves consumers and the trade in the wine market and others interested in the fields of wine and spirits. Copies are also distributed to waiting rooms intended for public viewing.

CHANNELS

WINE ENTHUSIAST MAGAZINE

6 Issues in the period
253,797 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
WINE ENTHUSIAST MAGAZINE Unique Total* (6 issues in period)	233,304	20,493	253,797
a. Print	79,920	20,493	100,413
b. Digital	157,171	-	157,171
1. Request	157,170	-	157,170
2. Non-Request	1	-	1

*Unique Total represents unique recipients, not the sum of Print and Digital.

MAGAZINE CHANNEL

Official Publication of: None/Established: 1988

PRICE AND FREQUENCY

$27.09	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
$0.01	Average Annual Sponsored Order Price
13	Issues Per Year
$5.99	All Single-Copy Sales Prices for the Period

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

Total Qualified	**253,797**
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	233,304
Subscriptions	201,991
Sponsored	26,613
Single-Copy Sales	4,700
Qualified Non-Paid	20,493

****NC = None Claimed**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	197,167	77.7	20,486	8.1	217,653	85.8
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	4,824	1.9	7	-	4,831	1.9
*Sponsored Individually Addressed	26,613	10.5	-	-	26,613	10.5
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	228,604	90.1	20,493	8.1	249,097	98.2
Single-Copy Sales	4,700	1.8	-	-	4,700	1.8
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	**233,304**	**91.9**	**20,493**	**8.1**	**253,797**	**100.0**

***See Additional Data**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

			Qualified Paid				
2016 Issue	Print	Digital	Single-Copy Sales	Subscriptions	Total	Qualified Non-Paid	Unique Total Qualified*
July	100,275	153,568	4,942	224,608	229,550	20,526	250,076
August	100,216	152,691	4,620	224,028	228,648	20,486	249,134
September	100,478	154,394	5,088	225,504	230,592	20,486	251,078
October	100,122	152,427	4,034	224,242	228,276	20,486	248,762
November	99,283	156,875	4,746	227,184	231,930	20,486	252,416
December	102,104	173,072	4,775	246,057	250,832	20,486	271,318

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2016
This issue is 0.7% or 1,658 copies below the average of the other 5 issues reported in Paragraph 2.

MARKET SERVED	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid
Individual Subscriptions (Note 1)	196,215	77.7	46,832	153,125	-	196,215
Sponsored Individually Addressed:	26,290	10.4	26,290	-	-	26,290
Multi-Copy Same-Addressee	1,194	0.5	1,194	-	-	1,194
Multi-Copy Same-Addressee: Hotels	3,485	1.4	3,485	-	-	3,485
Single Copy Sales	4,746	1.9	996	3,750	-	4,746
Other Qualified Non-Paid Circulation (Note 2)	20,486	8.1	20,486	-	20,486	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	**252,416**	**100.0**	**99,283**	**156,875**	**20,486**	**231,930**

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
Note 1: Copies are addressed to individuals and mailed via periodicals class U.S. Postal Permit, and international via Johnson & Hayward.
Note 2: Includes copies distributed to waiting rooms intended for public viewing.

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4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3+ Years**	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
I. Direct Request:	**88,455**	**81,434**	**27,520**	**48,027**	**153,123**	**-**	**197,409**	**197,409**	**78.2**
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	**486**	-	-	**486**	-	**486**	-	**486**	**0.2**
V. **TOTAL** – Sources other than above:	**48,963**	**809**	**3**	**49,774**	**2**	**20,000**	**29,775**	**49,775**	**19.7**
Rosters and Directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
**Other sources	48,963	809	3	49,774	2	20,000	29,775	49,775	19.7
VI. Single Copy Sales:	**4,746**	-	-	**996**	**3,750**	**-**	**4,746**	**4,746**	**1.9**
UNIQUE TOTAL QUALIFIED CIRCULATION*	**142,650**	**82,243**	**27,523**	**99,283**	**156,875**	**20,486**	**231,930**	**252,416**	**100.0**
PERCENT	**56.5**	**32.6**	**10.9**	**39.4**	**62.2**	**8.1**	**91.9**	**100.1**	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
****See Additional Data**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data **January - June 2014**	Audited Data **July - December 2014**	Audited Data **January - June 2015**	Audited Data **July - December 2015**	Audited Data **January - June 2016***	Audited Data **July - December 2016***
Unique Total Audit Average Qualified	167,958	165,700	186,724	200,960	255,158	253,797
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Unique Qualified Pai	146,819	144,766	172,689	186,952	230,807	233,304
Subscriptions	126,772	126,339	163,377	180,819	207,852	201,991
Sponsored	17,917	17,111	7,536	1,976	17,961	26,613
Single-Copy Sales	2,130	1,316	1,776	4,157	4,994	4,700
Unique Qualified Non-Paid	21,139	20,934	14,035	14,008	24,351	20,493
Post Expire Copies included in Total Qualified Circulation:	3.2%	3.7%	3.2%	1.6%	0.9%	1.1%
Average Annual Order Price:	$27.26	$29.32	$24.21	$25.61	$24.93	$27.09

***NOTE: All data through December 2016 has been audited. With each successive period, new data will be added until six 6-month periods are displayed.**
**NC = None Claimed.

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 13 issues for $27.09

PRICES	Total	Percent
Offers (>5% total orders)		
13 Issues for $26.95	1,807	8.0
13 Issues for $29.95	6,115	27.0
13 Issues for $41.00	1,514	6.7
26 Issues for $49.95	3,372	14.9
39 Issues for $69.95	1,469	6.5
All Others	6,094	26.9
*Sponsored - Excluded from Average Annual Order Price	2,251	10.0
TOTAL	**22,622**	**100.0**

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	22,163	98.0
Ordered with editorial promotional incentive	-	-
*Ordered with other promotional incentive	459	2.0
TOTAL	**22,622**	**100.0**

***See Additional Data**

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULTATION FOR ISSUE OF NOVEMBER 2016

State	Print	Digital	Qualified Paid Single-Copy Sales	Qualified Paid Subscriptions	Qualified Paid Total Paid	Total Qualified Non-Paid	Unique Total Qualified*	Percent
Maine	352	14	6	311	317	35	352	
New Hampshire	524	19	9	333	342	182	524	
Vermont	232	8	3	186	189	43	232	
Massachusetts	2,860	107	26	1,956	1,982	878	2,860	
Rhode Island	366	15	2	351	353	13	366	
Connecticut	1,520	56	14	1,154	1,168	352	1,520	
NEW ENGLAND	5,854	219	60	4,291	4,351	1,503	5,854	2.3
New York	7,878	298	86	4,689	4,775	3,103	7,878	
New Jersey	5,088	187	51	2,643	2,694	2,394	5,088	
Pennsylvania	4,819	182	42	3,544	3,586	1,233	4,819	
MIDDLE ATLANTIC	17,785	667	179	10,876	11,055	6,730	17,785	7.1
Ohio	3,657	134	46	3,112	3,158	499	3,657	
Indiana	1,525	56	8	1,332	1,340	185	1,525	
Illinois	3,808	144	15	3,270	3,285	523	3,808	
Michigan	2,887	107	39	2,293	2,332	555	2,887	
Wisconsin	1,366	49	32	1,230	1,262	104	1,366	
EAST NO. CENTRAL	13,243	490	140	11,237	11,377	1,866	13,243	5.2
Minnesota	1,800	67	38	1,369	1,407	393	1,800	
Iowa	700	26	4	574	578	122	700	
Missouri	1,556	57	12	1,329	1,341	215	1,556	
North Dakota	155	7	1	146	147	8	155	
South Dakota	213	8	4	188	192	21	213	
Nebraska	465	18	2	426	428	37	465	
Kansas	741	29	6	699	705	36	741	
WEST NO. CENTRAL	5,630	212	67	4,731	4,798	832	5,630	2.2
Delaware	338	12	8	245	253	85	338	
Maryland	2,378	89	23	1,624	1,647	731	2,378	
Washington, DC	385	15	2	283	285	100	385	
Virginia	2,954	112	28	2,276	2,304	650	2,954	
West Virginia	336	14	1	295	296	40	336	
North Carolina	2,445	90	5	2,097	2,102	343	2,445	
South Carolina	1,123	42	5	1,075	1,080	43	1,123	
Georgia	2,185	80	44	1,818	1,862	323	2,185	
Florida	6,427	241	28	5,445	5,473	954	6,427	
SOUTH ATLANTIC	18,571	695	144	15,158	15,302	3,269	18,571	7.4
Kentucky	914	34	3	828	831	83	914	
Tennessee	1,434	55	15	1,358	1,373	61	1,434	
Alabama	842	31	7	806	813	29	842	
Mississippi	476	18	2	470	472	4	476	
EAST SO. CENTRAL	3,666	138	27	3,462	3,489	177	3,666	1.5
Arkansas	528	19	2	506	508	20	528	
Louisiana	1,007	38	6	995	1,001	6	1,007	
Oklahoma	782	30	2	704	706	76	782	
Texas	5,808	221	30	5,122	5,152	656	5,808	
WEST SO. CENTRAL	8,125	308	40	7,327	7,367	758	8,125	3.2
Montana	243	9	2	227	229	14	243	
Idaho	280	10	2	233	235	45	280	
Wyoming	102	4	3	97	100	2	102	
Colorado	1,648	62	12	1,471	1,483	165	1,648	
New Mexico	396	14	1	344	345	51	396	
Arizona	1,586	58	11	1,403	1,414	172	1,586	
Utah	487	19	9	467	476	11	487	
Nevada	668	28	12	646	658	10	668	
MOUNTAIN	5,410	204	52	4,888	4,940	470	5,410	2.1
Alaska	156	5	1	147	148	8	156	
Washington	2,545	95	10	1,819	1,829	716	2,545	
Oregon	1,669	63	6	1,106	1,112	557	1,669	
California	14,045	528	179	10,270	10,449	3,596	14,045	
Hawaii	1,793	66	6	1,783	1,789	4	1,793	
PACIFIC	20,208	757	202	15,125	15,327	4,881	20,208	8.0
UNITED STATES	98,492	3,690	911	77,095	78,006	20,486	98,492	39.0
U.S. Territories	193	7	1	193	193	-	193	
Canada	374	21	81	293	374	-	374	
Mexico	-	-	-	-	-	-	-	
Other International	154	20	4	150	154	-	154	
APO/FPO	70	4	-	70	70	-	70	
Email Only	-	153,133	3,750	149,383	153,133	-	153,133	
UNIQUE TOTAL QUALIFIED CIRCULATION*	**99,283**	**156,875**	**4,746**	**227,184**	**231,930**	**20,486**	**252,416**	**100.0**

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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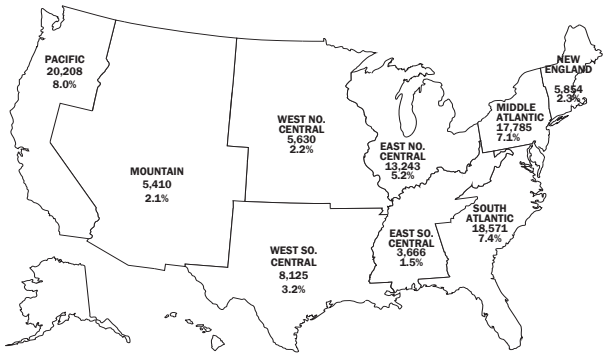
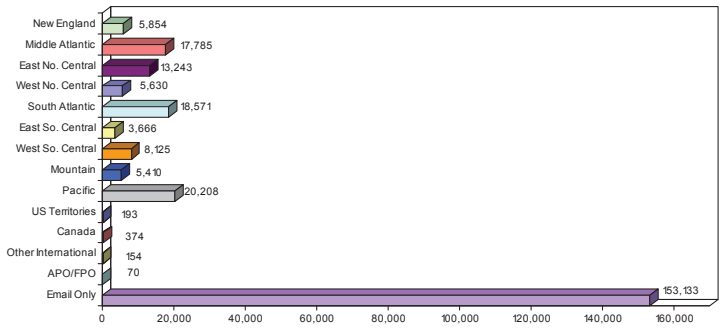
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:
Qualified are paid subscribers, non-paid recipients and bulk copies served to stores and distributors of wines and spirits. Copies are addressed to individuals and mailed via Periodicals Class U.S. Postal Permit and international mail via Johnson & Hayward. Bulk copies are distributed via RPS and UPS. Multi-Copy Same Addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution. Copies are also distributed to waiting rooms intended for public viewing. All qualified circulation conforms to the market served and method of distribution, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

AVERAGE NON-QUALIFIED CIRCULATION: 13,251 COPIES

PARAGRAPH 1:
Qualified paid "Sponsored Individually Addressed" subscriptions averaging 26,613 copies were sponsored by select business publications, MedaHotelandResort.com, Massachusetts Teachers Association (MTA), and National Education Association, at a rate of $0.01 per 1-year subscription to qualified requestors.
Qualified paid "Multi-Copy Same Addressee" subscriptions averaging 4,824 copies were purchased by hotels for their guests.

PARAGRAPH 4:
Paragraph 4 includes 4,058 copies of qualified paid circulation aged beyond three years.
Other sources include 10 sources of circulation for quantities of 1 copy or -% to 20,000 copies or 7.7%.

PRICES:
Average Annual Sponsored Order Price for the Period: $0.01. 'All Other' includes an average annual order price of $26.02.

USE OF FREE PROMOTIONAL INCENTIVES:
459 subscriptions were sold offering a Vintage Chart, with no stated value.

The figures reported herein are correct based on the December 2016 circulation audit.

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,402	47.2	20,486	20.4	67,888	67.6
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	4,824	4.8	7	-	4,831	4.8
Sponsored Individually Addressed	26,612	26.5	-	-	26,612	26.5
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	78,838	78.5	20,493	20.4	99,331	98.9
Single-Copy Sales	1,082	1.1	-	-	1,082	1.1
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	**79,920**	**79.6**	**20,493**	**20.4**	**100,413**	**100.0**

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	153,551	97.7	-	-	153,551	97.7
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	2	-	-	-	2	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	153,553	97.7	-	-	153,553	97.7
Single-Copy Sales	3,618	2.3	-	-	3,618	2.3
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	**157,171**	**100.0**	**-**	**-**	**157,171**	**100.0**

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,786	100.0	-	-	3,786	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	1	-	-	-	1	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	3,787	100.0	-	-	3,787	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	**3,787**	**100.0**	**-**	**-**	**3,787**	**100.0**

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide
Shelton, CT
June 29, 2017

TYPE: BA
ID Number: W134B0D6

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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