Wine Enthusiast Media is 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, WE readers are best recognized as discovery-driven learners and influencers who constantly seek new ways in which to enjoy and interact with the world.
CUTTING EDGE DESIGN

Wine Enthusiast

RESTAURANTS

TRAVEL

WINE RATINGS

SPIRITS

ENTERTAINING

BEER
INSPIRATION, EXPERTLY TAILORED FOR EVERY TYPE OF OCCASION

WineEnthusiast

REACH OVER 2.6M

The Magazine
940k+

Newsletters
300k

WineMag.com
600k+

Social Media
476k+

Events
300k
{ Wine Enthusiast Magazine }

ENGAGED
ENThusiast READERS

940k+
TOTAL AUDIENCE

44.7
Median Age

$111,923
Median Household Income

50%
Female

SOURCE: 2016 GFK; JUNE 2016 BPA
### 2017 WINE / BEER / SPIRITS DISPLAY ADVERTISING NET RATES

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### Premium Cover Positions

- **Back Cover**: 25% premium
- **Inside Front Cover**: 20% premium
- **Inside Back Cover**: 15% premium

### Premium Positions

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

---

The best choices for your cocktail and glass this year.

BY KARA NEWMAN

Making the decision to double our annual Top 50 Spirits list was easy. Narrowing the list of stellar spirits down to an even 100? That was the hard part.

Never before have there been so many great spirits from which to choose. It seems like I say that every year, but this year in particular, I've been lucky to sample a handful of spirits from distillers who've declared, "This bottle represents the apex of my experience."

Consider, for example, Don Pancho Origenes Reserva Rum Aged 30 Years. After more than 50 years as a hired gun making rum for a wide range of companies, this was the rum that Francisco "Don Pancho" Fernandez yearned to bottle—and it's delicious, redolent with toffee and spice. Another astonishing bottle: Angel's Envy Finished in Port Wine Barrels, a sip-worthy magnum opus Bourbon from the late Lincoln Henderson.

It's difficult to not be in awe of these distillers. And as a critic, I'm deeply appreciative of their work. It's also impossible not to declare the spirits class of 2015 as the best and brightest yet.

Then again, there's always next year.
EDITORIAL CALENDAR FEATURES + WINE BUYING GUIDE

FEBRUARY SPARKLING WINE
FEATURES Travel, Nebbiolos, Burgundy, Mocktails
PAIRINGS Spices
WINE BUYING GUIDE Argentina, Australia, California, France, Germany, Italy, Oregon, Other Europe, Portugal, Spain
SPIRIT BUYING GUIDE Nut and Coffee Liqueurs
BEER BUYING GUIDE Barleywine
BONUS CIRCULATION/EVENTS Annual Wine Star Awards, Vinisud

MARCH NEW WORLD WINES
FEATURES Australia, Argentina, Washington, Cycling
PAIRINGS Farm to Table
WINE BUYING GUIDE Austria, California, Chile, France, Greece, Italy, New York, New Zealand, South Africa, Washington, Canada
SPIRIT BUYING GUIDE Irish Whisky
BEER BUYING GUIDE Amber/Red Ale
BONUS CIRCULATION/EVENTS Wine Writers Symposium, Premiere Napa Valley, ProWein, Vino Vision, Women of the Vine

APRIL ITALY
FEATURES Vino Nobile, Pinot Noir, Chile, Rome, New York
PAIRINGS Sicilian
WINE BUYING GUIDE Argentina, Australia, California, France, Germany, Israel, Italy, Oregon, Other U.S., Portugal, Spain
SPIRIT BUYING GUIDE New Vodkas (released in past 24 months)
BEER BUYING GUIDE Tripel and Blonde Ale
BONUS CIRCULATION/EVENTS Vinitaly

AD SPACE CLOSE
November 23, 2016
AD MATERIAL DUE DATE
November 30, 2016
ON SALE DATE
January 10, 2017

AD SPACE CLOSE
December 28, 2016
AD MATERIAL DUE DATE
January 4, 2017
ON SALE DATE
February 14, 2017

AD SPACE CLOSE
January 18, 2017
AD MATERIAL DUE DATE
January 25, 2017
ON SALE DATE
March 7, 2017
EDITORIAL CALENDAR FEATURES + WINE BUYING GUIDE

MAY  FASHION/WSWA
FEATURES  Fashion, South Africa, California, Brunch Cocktails
PAIRINGS  Crabs
WINE BUYING GUIDE  Argentina, California, France, Italy, New York, Other Europe, South Africa, Spain, Washington
SPIRIT BUYING GUIDE  Blanco Tequila
BEER BUYING GUIDE  Wheat Beers and Saison
BONUS CIRCULATION/EVENTS  South Walton Beaches Food and Wine Festival, WSWA, Sonoma Barrel Auction

JUNE  NAPA
FEATURES  Unsung Grapes, Italy, Gin
PAIRINGS  Barbecue
WINE BUYING GUIDE  Australia, California, Chile, France, Germany, Greece, Italy, Oregon, Other South America, Portugal, Spain
SPIRIT BUYING GUIDE  Spiced Rum
BEER BUYING GUIDE  Lagers
BONUS CIRCULATION/EVENTS  Napa Valley Auction, Chardonnay Symposium, SW France French Fry Event

CALIFORNIA TRAVEL BOOKAZINE
WHAT’S INSIDE:
• Detailed CA wine- and food-driven road trip maps for every traveler type
• Insider Q and A’s of celebrity locals with tips on best places to visit
• CA city guides for the wine- and food-savvy traveler
• Top outdoor activity experiences (surfing, skiing, hiking) near famed wine regions
• Recipes from hot restaurants along the routes
• Insider lodgings from North to South
• All presented in modern, stunning style with photos from the world’s best photographers
## Editorial Calendar: Features + Wine Buying Guide

### July: Summer Issue

**Features**: American Sparklers, En Primeur, Grüner Veltliner, Midwest Distillers

**Pairings**: Clambake

**Wine Buying Guide**: Argentina, Austria, California, France, Italy, New York, New Zealand, Other U.S., Portugal, South Africa, Spain, Washington

**Spirit Buying Guide**: American Whiskey (excluding Bourbon, Rye, Moonshine/White Whiskies)

**Beer Buying Guide**: American Wild Ale and Sours

**Bonus Circulation/Events**: Vin Expo – Bordeaux, Provincetown International Film Festival

### AUGUST: Restaurants

**Features**: Restos, Alsace, Beer

**Wine Buying Guide**: Australia, California, Chile, France, Germany, Italy, Oregon, Other Europe, Portugal, Spain

**Spirit Buying Guide**: Barrel-aged Gin

**Beer Buying Guide**: Pale Ale

**Bonus Circulation/Events**: Wine Enthusiast 100, Best Wine Restaurants Event, Tales of the Cocktail

### September: Home Entertaining

**Features**: Oregon, Moschophileroe, Australia, Paso Robles, Wine Party

**Pairings**: Tapas

**Wine Buying Guide**: Austria, California, France, Greece, Israel, Italy, New York, New Zealand, South Africa, Spain, Washington

**Spirit Buying Guide**: Mezcal

**Beer Buying Guide**: Fruit/Vegetable Beers

### Ad Space Close Dates

- **April 12, 2017**: July
- **April 19, 2017**: August
- **May 30, 2017**: September
- **May 10, 2017**: August
- **May 17, 2017**: August
- **June 27, 2017**: August
- **June 14, 2017**: September
- **June 21, 2017**: September
- **August 1, 2017**: September
Our Top Picks of the Year

BY THE EDITORS OF WINE ENTHUSIAST MAGAZINE

This year, Wine Enthusiast’s tasting panel reviewed more than 17,500 wines from around the globe, covering myriad regions, styles and prices. In the last two issues, we celebrated the wines that offer the most bang for your buck (Top 100 Best Buys) as well as the ones that you need to invest in today for enjoyment tomorrow (Top 100 Cellar Selections).

So now, here’s your ultimate shopping list: The Enthusiast 100.

The Enthusiast 100 is the kingpin of our yearly roundups. This list of high-scoring gems showcases the incredible diversity in the market, with wines from 16 countries representing nearly every style, from dry white and red wines to sparklers, rosés, sweet and fortified selections. Beyond just numerical ratings, these wines boast excellent drinkability, availability and quality-to-price ratios, with an average rating of 93.6 and an average price of $37.80.

This year’s top spot goes to an Oregon Pinot Noir, the first time the state has topped the list. The Pacific Northwest is at top of mind for wine lovers, thanks to an attractive grape-growing climate and accessible land prices compared to its southern neighbor. This year’s Number One wine—a single-vineyard Pinot Noir from Carlton-based Ken Wright Cellars—illustrates the remarkable balance, finesse and beauty that the wines of Oregon can exhibit.

All of the selections on this list are not to be missed and are sure to be snapped up quickly, so find your favorites, grab a glass and enjoy!
TO SEND MATERIALS VIA FTP

Hostname: http://leuxftp.rrd-lpc.com:8000/Login
Username: wineenthusiast  Password: RrDwine724
Please upload to the “From_WineEnthusiast” folder

To Send Materials Via Email/Mail
Wine Enthusiast Magazine c/o Chuck Criss
200 Summit Lake Drive, Valhalla, NY 10595
914-345-9463 x4134 • ccriss@wineenthusiast.net

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<th>MILLIMETERS (w x h)</th>
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Perfect Bound/jog to foot—0.125” trim at foot
• 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.
• 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

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.
THE WINE LOVER’S GUIDE TO CALIFORNIA TRAVEL

Join Wine Enthusiast’s wine and lifestyle editors on a colorful, in-depth insider’s tour of America’s most exciting wine lifestyle destination: California. Organized in chapters by activity/interest (such as wine, food, spirits etc), this collectible issue is an of-the-moment guide to the state’s top experiences, destinations and hotspots those who love the intersection that wine, food and travel offer.

What’s Inside

• Detailed CA wine- and food-driven road trip maps for every traveler type
• Insider Q and A’s of celebrity locals with tips on best places to visit
• CA city guides for the wine- and food-savvy traveler
• Top outdoor activity experiences (surfing, skiing, hiking) near famed wine regions
• Recipes from hot restaurants along the routes
• Insider lodgings from North to South
• All presented in modern, stunning style with photos from the world’s best photographers

FULL PAGE AD + Receive a free ad in a special “Winery Guide” section. This section promotes your website and winery to the readers of Wine Enthusiast.

WINERY GUIDE

This commercial guide will be a resource for readers to see where to visit and where to taste.

For $1,800 net you will receive:
• Your choice of Winery Logo or Photo printed in the “Winery Guide”
• Up to 40 words detailing your contact information and amenities
• A Web link to your winery on www.winemag.com

3.29.17 Ad Space Close 4.5.17 Ad Material Due 5.16.17 Issue On Sale
MEDIA KIT 2017

MAGAZINE CIRCULATION

SOURCE: JUNE 2016 BPA

255,158
Average Subscriptions

PACIFIC 46,261 17.5%
MOUNTAIN 16,561 6.3%
WEST NO. CENTRAL 13,917 5.3%
WEST SO. CENTRAL 25,896 9.8%
EAST NO. CENTRAL 33,442 12.7%
EAST SO. CENTRAL 9,168 3.5%
SOUTH ATLANTIC 51,621 19.6%
MIDDLE ATLANTIC 48,411 18.4%
NEW ENGLAND 16,265 6.2%
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**WINE ENTHUSIAST**

**BRAND REPORT**

FOR THE 6 MONTH PERIOD ENDED JUNE 2016

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 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.

**CHANNELS**

**WINE ENTHUSIAST**

[Image of wine glasses]

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

---

**EXECUTIVE SUMMARY**

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

**WINE ENTHUSIAST MAGAZINE**

Unique Total**

- Total: 250,158
- Paid: 230,807
- Non-Paid: 20,351
- Average: 255,158

## PRICE AND FREQUENCY

- Annual Subscription Order Price: $24.93
- Annual Sponsors Order Price: $0.01
- Issues Per Year: 13
- Single-Copy Sales Price: $5.99

## AVERAGE TOTAL QUALIFIED BASED ON 7 ISSUES IN PERIOD

- Total Qualified: 263,538
- Paid: 241,950
- Non-Paid: 21,488
- Average: 255,158

- Average Rate Base: 205,222
- Variance +/-: **NC
- Percent +/-: **NC
- Qualified Paid: 213,722
- Subscriptions: 236,540
- Single-Copy Sales: 232,789

**Note 1:** Copies are addressed to individuals and mailed via periodicals class U.S. Postal Permit, and international via Johnson & Hayward.

**Note 2:** Unique Total represents unique recipients, not the sum of Print and Digital.

**Note 3:** Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

---

**3. AVERAGE QUALIFIED CIRCULATION BREAKDOWN FOR PERIOD**

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<th>Period</th>
<th>Paid</th>
<th>Non-Paid</th>
<th>Total</th>
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<td>232,789</td>
<td>259,329</td>
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<tr>
<td>May</td>
<td>236,540</td>
<td>232,789</td>
<td>259,329</td>
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<tr>
<td>June</td>
<td>236,540</td>
<td>232,789</td>
<td>259,329</td>
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**Note 1:** Copies are addressed to individuals and mailed via periodicals class U.S. Postal Permit, and international via Johnson & Hayward.

**Note 2:** Unique Total represents unique recipients, not the sum of Print and Digital.

**Note 3:** Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

---

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

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<th>Month</th>
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<td>May</td>
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<tr>
<td>June</td>
<td>90,648</td>
<td>161,010</td>
<td>251,658</td>
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**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2016**

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<tr>
<td>Non-Paid</td>
<td>21,908</td>
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**Note:** This issue is 3.9% or 9,936 copies above the average of the other 5 issues reported in Paragraph 2.

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**Official Publication of: None/Established: 1988**

Wine Enthusiast / June 2016
### Average Annual Audited Qualification-Circulation and Current Unaudited Circulation Statements

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**NOTE: All data through June 2016 has been audited. With each successive period, new data will be added until six 6-month periods are displayed.

*All Issues have been audited.

**N/A = New Circulation

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

### Total New and Renewed Qualified Paid Subscriptions Ordered/Sold for the Period

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**Offers: Determined based on Average Annual Order Price

*All Issues: Determined based on Average Annual Order Price

*See Additional Data

### Geographical Breakdown of Qualified Circulation for Issue of May 2016

<table>
<thead>
<tr>
<th>State</th>
<th>Print</th>
<th>Digital</th>
<th>Print Single-Copy Sales</th>
<th>Digital Single-Copy Sales</th>
<th>Total Paid</th>
<th>Total Qualified</th>
<th>Unique Total Qualified</th>
</tr>
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<tbody>
<tr>
<td>Average Annual Order Price: 2,463</td>
<td>2,463</td>
<td>2,463</td>
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<td>2,130</td>
<td>126,339</td>
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<td>10,853</td>
<td>14,630</td>
<td>3,044</td>
<td>3,044</td>
<td>241,950</td>
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<tr>
<td>WEST SO. CENTRAL</td>
<td>16,053</td>
<td>27,850</td>
<td>4,048</td>
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<td>324,650</td>
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</tr>
<tr>
<td>UNITED STATES</td>
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<td>11,136</td>
<td>666,600</td>
<td>666,600</td>
<td>666,600</td>
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<tr>
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<td>6,336</td>
<td>177,900</td>
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*Average Annual Order Price: 2,463

*See Additional Data

### Total Qualified Circulation**

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<th>State</th>
<th>Print</th>
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*Average Annual Order Price: 2,463

*See Additional Data

### Wine Enthusiast

**Media Kit 2017**

[http://www.wineenthusiast.com](http://www.wineenthusiast.com)
## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION

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<td>West No. Central</td>
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<td>West So. Central</td>
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<tr>
<td>South Atlantic</td>
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<td>Middle Atlantic</td>
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<td>New England</td>
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## GEOGRAPHICAL BREAKOUT OF NON-PRIORITY CIRCULATION

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<tr>
<td>New England</td>
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## GEOGRAPHICAL BREAKOUT OF SINGLE-COPY SALES

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<tr>
<td>Total</td>
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## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:
Qualified 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 BPA 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 republishing. All qualified circulation conforms to the market served and method of distribution, as reported. First copies are distributed via postal services of each country. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORMS:
Economic, market research and a number of editorial and design are exchanged 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: 4,421 COPIES

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### AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT

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<td>210,504</td>
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### AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL

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### AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH

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