WHO WE ARE

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.
**Wine Enthusiast Magazine**

**Total Brand Footprint**

**PRINT**
- Audience: **940k+**
- Print + Digital Circulation: **271k***
- Frequency: **13 issues per year**

**DIGITAL**
- Average monthly page views: **2.1M**
- Average unique monthly visitors: **1M**
- Average time spent per visit: **2 min.**

**PODCASTS**
- Current downloads: **550k**

**SOCIAL FOLLOWERS**
- Facebook: **338k**
- Twitter: **215k**
- Instagram: **322k**
- Pinterest: **20k**

Total Combined: **875k+**

**Total Brand Footprint**

**4.7 Million**

Source: Dec 2018 BPA; Google Analytics; Social as of August 2019
We Engage Our Audience Across all Platforms
Circulation Across the Country

AVERAGE CIRCULATION
271,237

Source: December 2018 BPA
Editorial Profile

- **18%** Spirits
- **16%** Travel
- **26%** Cooking & Dining
- **40%** Wine
Front of Book: Our Crush
Reader Profile: MRI 2017

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

**AGE & GENDER**
- Median Age: 45
- Male: 50%
- Female: 50%

**EDUCATED & INFLUENTIAL**
- Graduated with a college degree: 55%
- Managerial/professional: 43%

**AFFlUENT**
- Median HHI: $112,262

**AGE & GENDER**
- Median Age: 45
- Male: 50%
- Female: 50%

Source: GfK MRI Doublebase June 2017
Monthly Issue Themes and Features

FEBRUARY
Travel
FEATURES: Wine Travel, Southwest France, Greece, Temecula, Vintage Chart
PAIRINGS: Desserts
WINE BUYING GUIDE: Argentina, Australia, California, France, Germany, Greece, Italy, New York, Oregon, Portugal, Spain, Washington
SPIRIT BUYING GUIDE: New Unflavored Vodkas (released in past 24 months)
BEER BUYING GUIDE: Sweet/Milk Stouts
Bonus Circulation/Events: Wine Enthusiast Annual Wine Star Awards

PRINT
AD CLOSE: NOVEMBER 20
MATERIALS DUE: NOVEMBER 27
IN HOME: JANUARY 2
ON SALE: JANUARY 14
DIGITAL
LAUNCH: JANUARY 2020

MARCH
Advocacy
FEATURES: The Wine World’s Top Progressive News Stories
WINE BUYING GUIDE: Austria, California, Canada, Chile, France, Italy, New Zealand, Other U.S., South Africa, Spain, Washington
SPIRIT BUYING GUIDE: Rye Whiskey
BEER BUYING GUIDE: Bocks
Bonus Circulation/Events: ProWein, Women of the Vine

PRINT
AD CLOSE: DECEMBER 26
MATERIALS DUE: JANUARY 2
IN HOME: FEBRUARY 3
ON SALE: FEBRUARY 18
DIGITAL
LAUNCH: FEBRUARY 2020

APRIL
Chardonnay
FEATURES: Chardonnay, Prosecco, Saké, Whiskey
PAIRINGS: Middle Eastern Cuisine
WINE BUYING GUIDE: Argentina, Australia, California, France, Germany, Idaho, Israel, Italy, Oregon, Other Europe, Portugal, Spain, Washington
SPIRIT BUYING GUIDE: Anise-flavored Spirits
BEER BUYING GUIDE: Wild/Sour Beers
Bonus Circulation/Events: VinItaly

PRINT
AD CLOSE: JANUARY 15
MATERIALS DUE: JANUARY 22
IN HOME: FEBRUARY 24
ON SALE: MARCH 10
DIGITAL
LAUNCH: MARCH 2020
**Monthly Issue Themes and Features**

**MAY**
**Wine & Culture**

**FEATURES:** Wine and Culture, Sancerre, Tuscany, Petite Sirah

**PAIRINGS:** Sandwiches

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

**SPIRIT BUYING GUIDE:** Blanco Tequila

**BEER BUYING GUIDE:** Dark Lagers

*Bonus Circulation/Events:* WSWA

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**JUNE**
**California**

**FEATURES:** Sonoma, Central California, Austria, Champagne, South Africa, Spirits

**PAIRINGS:** Grilling

**WINE BUYING GUIDE:** Argentina, Australia, California, France, Germany, Greece, Italy, New York, Oregon, Spain, Washington

**SPIRIT BUYING GUIDE:** Spanish-style Rum

**BEER BUYING GUIDE:** Wheat Beers and Saison

*Bonus Circulation/Events:* Hospice du Rhône

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**JULY**
**Rose / Pacific NW**

**FEATURES:** French Rosé, Oregon, Argentina, Washington, Cocktails

**PAIRINGS:** Brunch

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

**SPIRIT BUYING GUIDE:** Bourbon and American Wheat Whiskey

**BEER BUYING GUIDE:** Pale Lagers

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## Monthly Issue Themes and Features

### August

**Restaurants**

**Features:** 100 Best Wine Restaurants, Burgundy, Soave, Australia  
**Wine Buying Guide:** Argentina, Australia, California, Chile, France, Germany, Italy, Oregon, Portugal, Spain, Washington  
**Spirit Buying Guide:** Flavored Gins  
**Beer Buying Guide:** Fruit/Vegetable Beers  
**Bonus Circulation/Events:** Wine Enthusiast 100 Best Wine Restaurants Event  

**Print**  
Ad Close: May 6  
Materials Due: May 13  
In Home: June 15  
On Sale: June 30  
**Digital**  
Launch: June 2020

### September

**Italy**

**Features:** Puglia, New Zealand, Chile, Rhône, Italy, Vodka  
**Pairings:** Italian  
**Wine Buying Guide:** Austria, California, France, Israel, Italy, New York, New Zealand, Other Europe, Other U.S., South Africa, Spain, Washington  
**Spirit Buying Guide:** Vermouth  
**Beer Buying Guide:** Pale Ales  

**Print**  
Ad Close: June 10  
Materials Due: June 17  
In Home: July 20  
On Sale: August 4  
**Digital**  
Launch: August 2020

### October

**40 under 40**

**Features:** 40 Under 40 Tastemakers, Spain, California, Germany  
**Pairings:** Cider Pairings  
**Wine Buying Guide:** Argentina, Australia, California, Canada, France, Germany, Greece, Idaho, Italy, Oregon, Washington  
**Spirit Buying Guide:** Calvados & Apple Spirits  
**Beer Buying Guide:** IPA  
**Bonus Circulation/Events:** Spain's Great Match  

**Print**  
Ad Close: July 15  
Materials Due: July 22  
In Home: August 24  
On Sale: September 8  
**Digital**  
Launch: September 2020
Monthly Issue Themes and Features

NOVEMBER
Best Buy/Value

FEATURES: Top 100 Best Buys, Oregon, Beaujolais, Sicily, England, Liqueurs
PAIRINGS: French Food
WINE BUYING GUIDE: Sparkling: California, Chile, England, New Zealand, Portugal, South Africa, Spain, Washington; France, Italy, Other U.S.
SPIRIT BUYING GUIDE: Cream Liqueurs
BEER BUYING GUIDE: Imperial IPA

PRINT
AD CLOSE: AUGUST 19
MATERIALS DUE: AUGUST 26
IN HOME: SEPTEMBER 28
ON SALE: OCTOBER 13
DIGITAL
LAUNCH: OCTOBER 2020

DECEMBER 1
Collecting

FEATURES: Top 100 Cellar Selections, Napa, Bordeaux, Barolo, Washington, Spirits
PAIRINGS: Entertaining
WINE BUYING GUIDE: Sparkling: Argentina, Australia, Austria, France, Germany, Italy, New York, Oregon; California, Spain, Washington
SPIRIT BUYING GUIDE: XO Cognac
BEER BUYING GUIDE: Barrel-Aged Dark Ales / Stouts

PRINT
AD CLOSE: SEPTEMBER 16
MATERIALS DUE: SEPTEMBER 23
IN HOME: OCTOBER 26
ON SALE: NOVEMBER 10
DIGITAL
LAUNCH: NOVEMBER 2020

DECEMBER 31ST
Best of Year Double Issue

FEATURES: The Enthusiast 100, Top 100 Spirits, Top 25 Beers, Wine Star Awards, Port, Roussillon, California’s Central Coast, Uruguay, Cocktails
PAIRINGS: Chinese Food
WINE BUYING GUIDE: California, Chile, France, Italy, New Zealand, Other Europe, Other South America, Other U.S., Portugal, South Africa, Washington
SPIRIT BUYING GUIDE: Blended Scotch
BEER BUYING GUIDE: Holiday-Themed/Spiced Beers
Bonus Circulation/Events: Wine Enthusiast Annual Wine Star Awards

PRINT
AD CLOSE: OCTOBER 14
MATERIALS DUE: OCTOBER 21
IN HOME: NOVEMBER 23
ON SALE: DECEMBER 8
DIGITAL
LAUNCH: DECEMBER 2020
**Wine, Beer & Spirits Advertising Rates**

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<thead>
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<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>13X</th>
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<tr>
<td>Full Page</td>
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<td>$27,009</td>
<td>$26,451</td>
<td>$25,737</td>
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<td>Junior</td>
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<td>$12,525</td>
<td>$12,760</td>
<td>$11,826</td>
<td>$11,550</td>
<td>$11,271</td>
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</table>

Full Page Advertorial $35,856

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**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

*Please note if IFC/Page 1 spread is sold, your page 1 placement will be moved to the next available premium position.

*All prices are net
# Digital Advertising Rates

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<tr>
<th>Service</th>
<th>Price</th>
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<tbody>
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<td>30 Days Run-of-Site Banners (970x90, 300x600, 300x250, 320x50)</td>
<td>$9,500</td>
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<tr>
<td>Dedicated Email Blast</td>
<td>$17,500</td>
</tr>
<tr>
<td>Social Media Package (Facebook, Instagram Story, Twitter)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Branded Instagram Story</td>
<td>$6,500</td>
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<tr>
<td>Instagram Takeover (48 hours)</td>
<td>$27,500</td>
</tr>
<tr>
<td>Native Buying Guide Ad (30 days)</td>
<td>$16,000</td>
</tr>
<tr>
<td>BIE Sponsored Article</td>
<td>$15,125</td>
</tr>
<tr>
<td>BIE Dedicated Email Blast</td>
<td>$12,000</td>
</tr>
<tr>
<td>BIE Newsletter Banner</td>
<td>$9,075</td>
</tr>
</tbody>
</table>

*All prices are net*

[advertising.winemag.com](http://advertising.winemag.com)
Print Specifications

**AD SIZES**

<table>
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<tr>
<th>Format</th>
<th>Size (Inches/ millimeters)</th>
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</thead>
<tbody>
<tr>
<td>Full Page with Bleed</td>
<td>9.25&quot; x 11.0625&quot; (234.95 x 280.99 mm)</td>
</tr>
<tr>
<td>Trim</td>
<td>9.0&quot; x 10.8125&quot; (228.6 x 274.64 mm)</td>
</tr>
<tr>
<td>Safety</td>
<td>8.5&quot; x 10.3125&quot; (215.9 x 261.94 mm)</td>
</tr>
<tr>
<td>Spread with Bleed</td>
<td>18.25&quot; x 11.0625&quot; (463.55 x 280.99 mm)</td>
</tr>
<tr>
<td>Trim</td>
<td>18&quot; x 10.8125&quot; (457.2 x 274.64 mm)</td>
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<td>8.5&quot; x 10.3125&quot; (215.9 x 261.94 mm)</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.25&quot; x 9.75&quot; (133.35 x 247.65 mm)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.25&quot; x 5&quot; (209.55 x 127 mm)</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.5&quot; x 9.75&quot; (63.5 x 247.65 mm)</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>5.25&quot; x 4.75&quot; (133.35 x 120.65 mm)</td>
</tr>
<tr>
<td>Junior Page</td>
<td>5.25&quot; x 7&quot; (133.35 x 177.8 mm)</td>
</tr>
</tbody>
</table>

**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 inside trim on all 4 sides (no logos or type).

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

**AD MATERIAL SUBMISSIONS:**
Send materials via email/mail to joakley@wineenthusiast.net

All files sent after deadline must be sent as packaged files with image links and fonts.

No press proofs will be provided without prior arrangement.
**Advertising Guidelines**

**WINE ENTHUSIAST LOGO:**
When using the Wine Enthusiast logo in your ad creative, please be sure to follow the rules below. We will not accept ads with outdated logos and ads with outdated logos will be returned for revision. For logo files, please contact Jill Oakley, joakley@wineenthusiast.net

**Logo on Black**

Color value of logo should not exceed pictured when considering approval of a color logo.

**Dotted line represents non-intrusion area of logo.**

**RATINGS:**
You are encouraged to highlight Wine Enthusiast ratings in your ad creative.

However please remember that:

- All ratings, reviews and designations MUST be attributed to the correct wine and vintage with the corresponding publication date
- Designations should be listed and punctuated correctly: Editors’ Choice, Best Buy or Cellar Selection

Wine Enthusiast will not publish ads with large competitor logos and call outs.
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 6
IN HOME: JUNE 15
ON SALE: JUNE 30

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 19
IN HOME: SEPTEMBER 28
ON SALE: OCTOBER 13

DIGITAL
LAUNCH: OCTOBER 2020

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 16
IN HOME: OCTOBER 26
ON SALE: NOVEMBER 10

DIGITAL
LAUNCH: NOVEMBER 2020

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 14
IN HOME: NOVEMBER 23
ON SALE: DECEMBER 8

DIGITAL
LAUNCH: DECEMBER 2020

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
The 7 Best Wine Travel Experiences

The intrepid editors of Wine Enthusiast give you entree into the coolest and most coveted wine travel moments still a secret to most...until now! From riding through private vineyards on horseback through Mendoza, to a luxury wine tasting on the back of a safari Jeep in the South African bush, to whitewater rafting to a wine picnic on the banks of the Colorado River and beyond, these are the bucket list adventures every oenophile will clamor for.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
Celebrating the intersection of wine and all aspects of pop culture in one explosive issue, we tap top trends in the lifestyle world that appeal to wine drinkers. Music, fashion, film, sports and more...this package will comprehensively survey the exciting collision of wine and the world’s most dynamic interests, featuring exclusive interviews with the world’s most famous musicians, actors, designers and beyond who have a passion for wine, plus top pairings geared towards your favorite cultural tastes, quizzes, contests and much more.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
Wine Enthusiast tackles four of-the-moment issues in global news—Gender, Diversity, The Environment and Immigration—and looks in-depth at how these conversations are affecting what, why and how you drink.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
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.
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. This year the gala will be celebrated in San Francisco!

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.
Video Opportunities

Wine Enthusiast’s IdeaLab is on the forefront of creating impactful native and branded video content for our advertising partners. The video content we create runs on social channels, mobile websites and distribution partners meeting all our sponsor’s strategic needs.

The IdeaLab producers will create the right video solution that resonates with audiences regardless of platform.

> Contact your local salesperson for additional information
Custom Content Solutions

IdeaLab 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:

• Custom editorial content production
• Mobile-first website design and development
• Email and digital media design
• Social media marketing
• Branded 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: 24%
- Average CTR: 6%

**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:** 320k
- **Banner Size:** 728 x 90

**ADVANCE BUYING GUIDE**
*Monthly Newsletter*
Reach the active wine and spirit buyers 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:** 16k
- **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*’s IdeaLab 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 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:** 23k
- **Consumer Subscribers:** 320k

advertising.winemag.com
Beverage Industry Enthusiast

Beverage Industry Enthusiast (BIE) is Wine Enthusiast’s news and information hub on WineMag.com covering the wine, beer and spirits industries. Written and produced with a fresh POV 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 article 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 22k subscribers.
Advertising Contacts

WINE ENTHUSIAST MEDIA

NEW YORK HEADQUARTERS
200 Summit Lake Drive Valhalla, NY 10595

Associate Publisher, Vice President
Wine Enthusiast Media
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Digital Advertising Sales Coordinator
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hfleisher@wineenthusiast.net

Director, Special Projects & Events
Director, Importer Connection
JEN CORTELLINI
914.345.9463 x4126
jcortellini@wineenthusiast.net

Events Coordinator
JENNIFER SULLIVAN
914.345.9463 x4601
jsullivan@wineenthusiast.net

West Coast Director
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413-A Washington Boulevard
San Francisco, CA 94129
917.597.6346
alanghoff@wineenthusiast.net

West Coast Account Manager
KAREN MOORE, CWAS
1447 E Main St
Ashland, OR 97520
kmoore@wineenthusiast.net

Account Manager, Central California
JEN HORD
2836 Sloat Road
Pebble Beach, CA 93953
831-747-4635
jhord@wineenthusiast.net

Florida and Buying Guide Manager
DENISE VALENZA
17846 Mission Oak Drive
Lithia, FL 33547
813.571.1122
dvalenza@wineenthusiast.net

NEW YORK CITY OFFICE
99 Madison Avenue
Suite 408
New York, NY 10016

NY Account Manager
MARGARET KALAHER
845-654-1420
mkalaher@wineenthusiast.net

Account Manager
SHERRILL FLAUM
516-428-0292
sflaum@wineenthusiast.net
### AVERAGE ANNUAL ACQUIRED QUALIFIED CIRCULATION AND CURRENT UN Audit Date Publication Date Subscription Date Subscription Date

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<tr>
<td>December 2008</td>
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**Note:** Each edition period includes at least six editions. A total of 12 editions is published each year.

**Percent:** Published during each year.

**BPA STUDY**

<table>
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<tr>
<th>Issue</th>
<th>Total</th>
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</tbody>
</table>

**Use of Free Promotion Incentives**

- **Selected Material:** Included in total number of subscribers.
- **Paid Material:** Included in total number of subscribers.
- **Selected Material:** Included in total number of subscribers.
- **Paid Material:** Included in total number of subscribers.

**BPA STUDY**

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<th>Issue</th>
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<td>4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015</td>
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**Use of Free Promotion Incentives**

- **Selected Material:** Included in total number of subscribers.
- **Paid Material:** Included in total number of subscribers.
- **Selected Material:** Included in total number of subscribers.
- **Paid Material:** Included in total number of subscribers.