Duke Bourbon is on a quest to honor people who embody the spirit of John Wayne.

Meet the Modern Day. 

PHOTO: JASON MYERS
A decade as the voice the industry trusts. The hospitality professional’s handbook to who’s who, where’s hot and what’s next. The Tasting Panel Magazine brings brand stories to life with customized articles, up-to-date industry trend reports, product reviews and more.

Read by decision-making buyers and gatekeepers, after a decade in print, The Tasting Panel Magazine remains the leading beverage trade publication in the U.S., reaching over 90,000 readers every month.

In addition to our in-print custom editorial and gorgeous photography, we bring our pages to life with custom events and high-end tastings attended by high profile buyers in major markets nationwide. These events are arranged to showcase brands, categories and wine regions, or to highlight a particular portfolio. These one-on-one showcased events are documented with entertaining and educational feature stories within our publication.

Strategic partnerships with organizations like the Guild of Master Sommeliers, the USBG, the Culinary Institute of America and the Society of Wine Educators offer enriching elements in both editorial and event activations, and our connection to sister companies The San Francisco International Wine Competition and San Francisco World Spirits Competition gives The Tasting Panel unparalleled access to the industry’s finest palates.

Share your brand’s story with influencers and the buyers who matter in the pages of The Tasting Panel Magazine, where our team of editors and experts across the country help shape opinion and influence buying decisions.
The following “Terms and Conditions” shall be incorporated by reference into all insertion orders submitted to The Tasting Panel Magazine LLC by Advertiser or its agency.

A- Invoices are rendered at date of publication. All prices are quoted as NET.
B- Publisher holds the Advertiser and its ad agency jointly responsible for paying all duly authorized advertising inserted or attached to Tasting Panel Magazine (TPM).
C- Invoices are due upon receipt unless otherwise specified under Insertion Order “Terms”. Agency commission will be disallowed on all overdue invoices. In the event Advertiser’s account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys’ fees.
D- All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
E- Advertiser grants Publisher the right and license to use, reproduce, transmit and distribute all creative materials supplied by or on behalf of the Advertiser, including without limitation, all text, graphics, illustrations and photographs (the “Creative”). Advertiser represents and warrants that it has the necessary rights in the Creative, the Creative does not violate any rights in applicable law or regulation and the Creative does not infringe upon any third party right in any manner or contain any material or information that is defamatory, slanderous, that violates any person’s right of privacy or personality or may cause harm or damage any person.
F- Orders may be cancelled without liability within 30 days of the issue’s close date.
G- Advertiser will be short-rated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings have been based.
H- Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs.

2019 NET RATES

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PREMIUM POSITIONS

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<td>Cover Four (Back Cover)</td>
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2019 READERSHIP
Who’s Reading THE TASTING PANEL Magazine?

As the national voice of the beverage buying decision makers, THE TASTING PANEL Magazine provides a unique insiders connection to our fascinating and ever-growing industry.

THE TASTING PANEL Magazine reaches over 90,000 readers per issue:

- Retailers
- Restaurateurs, Bar Owners & Managers
- Hotel Food & Beverage Directors
- Importers
- Wholesalers
- Suppliers
- Top Wine & Spirits Journalists
- Consumers- Our growing audience

Readership is comprised of AT LEAST 95% industry professionals over the age of 21

Isn’t this the readership you want to know about your product?

CONTACTS

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rburkons@tastingpanelmag.com

818-990-0350 • 6345 Balboa Boulevard, Ste 111, Encino, California 91316 • www.TastingPanelMag.com
THE TASTING PANEL Magazine owns two of the nation’s most prestigious wine and spirits competitions:

- The San Francisco World Spirits Competition
- The San Francisco International Wine Competition

THE TASTING PANEL magazine’s renowned editorial team, headed by Publisher/Editorial Director Meridith May and internationally recognized wine and spirits authority Anthony Dias Blue, is present at many events, tastings, sales conventions, seminars and competitions, researching and communicating the latest in brand names, current and forecasted trends, segment reports, new product launches and established category leaders.

2019 READERSHIP

Our top distribution cities are:


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2019 EDITORIAL CALENDAR

JANUARY/ FEBRUARY ISSUE
Influencers of The Central Coast
Rising Star Mixologists
It's GIN-uary!

MARCH ISSUE
Annual Global Whisk(e)y issue!!
Wines of Australia
Rock Stars of Retail

APRIL ISSUE
Annual Tequila Report
Aromatic White Wines
Central Coast Syrah

MAY/JUNE ISSUE
Who's Who in Rum
Top Supermarket Wines
Pinot Grigio: A Global Perspective

JULY/AUGUST ISSUE
Salute to White Spirits
San Francisco World Spirits Comp Results
Paso Bordeaux: Above and Beyond

SEPTEMBER ISSUE
Liqueurs, Mixers & Ready-made Cocktails
Mountain Fruit Wines

OCTOBER ISSUE
Who's Who in Whiskey
Holiday Wines: From Chef to Somms

NOV/DECEMBER ISSUE
American-made Spirits
CLASS of 2019: Our Yearbook

Meridith May, Publisher/Editorial Director • 818-990-0350 • Mmay@TastingPanelMag.com
Bill Brandel, VP/Marketing & Sales • 818-322-5050 mobile • 818-784-2122 office • Bill@TastingPanelMag.com
6345 Balboa Boulevard, Ste 111, Encino, California 91316
## PRINT SCHEDULE

<table>
<thead>
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<th>SPACE DEADLINE</th>
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## ADVERTISING SPECIFICATIONS

**FULL PAGE (BLEED)**
- Trim Size 8.375 in x 10.875 in
- Include .25 in for bleed.
- Final size 8.625 x 11.125 in

**FULL PAGE (NON-BLEED)**
- 7.375 in x 9.8 in

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<td>3.9 in x 10.875 in (plus 1/8 in bleed)</td>
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<table>
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<tr>
<td>7.375 in x 2.35 in</td>
<td>8.375 in x 2.925 in (plus 1/8 in bleed)</td>
</tr>
</tbody>
</table>

Preferred format is high rez PDF XIA. 300 dpi minimum resolution. Other acceptable formats are Adobe InDesign, .JPG, .PSD, .AI.

Meridith May, Publisher/Editorial Director • 818-990-0350 • MMay@SommJournal.com
Bill Brandel, VP/Marketing & Sales • 818-322-5050 mobile • 818-784-2122 office
Bill@SommJournal.com
TWO PAGE SPREAD (BLEED)

Trim Size 16.75 in x 10.875 in include .25 in for bleed.
(final size 17.25 x 11.375 in)

Please avoid copy across bind

Preferred format is high rez PDF X1A. 300 dpi minimum resolution. Other acceptable formats are Adobe Indesign, .JPG, .PSD, .AI.

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Bill Brandel, VP/Marketing & Sales • 818-322-5050 mobile • Bill@SommJournal.com