

THE **tastingpanel** MAGAZINE



2017 MEDIA KIT



THE tastingpanel MAGAZINE

We are truly the voice of the hospitality industry professional, offering customized articles, up-to-date industry trend reports, retail and on-premise profiles, useful product reviews and more.

Read by decision-makers and gate-keepers, THE TASTING PANEL has evolved to become the leading beverage trade publication in the U.S., reaching over 90,000 readers every month.

Our interaction with the trade allows us to organize and document tastings with high-profile buyers in major cities. 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.

The San Francisco International Wine Competition, North America's largest judging event, as well as the equally important San Francisco World Spirits Competition, are part of THE TASTING PANEL family by Editor-in-Chief Anthony Dias Blue. His radio show, "Blue Lifestyle," can be heard across the country in over 50 markets.

In its role as a leading forum for the wine, beer and spirits industry, THE TASTING PANEL magazine continues to help shape opinion, influence buying decisions and put brands in the spotlight.

THE TASTING PANEL magazine is the nation's leading beverage publication, reaching more than 90,000 industry professionals, on- and off-premise.



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2017 NET RATES

	1x	3x	6x	12x
Full Page	\$6,250	\$6,000	\$5,500	\$5,000
1/2 Page	\$3,500	\$3,000	\$2,750	\$2,500
1/3 Page Vertical	\$2,500	\$2,000	\$1,750	\$1,500
PREMIUM POSITIONS				
Cover Two (inside front)	\$6,500			
Cover Two (spread insert)	\$8,500			
Cover Three (inside back)	\$6,250			
Cover Four (back cover)	\$7,500			

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.

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2017 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



Consumers
Our growing audience

**Off-Premise retailers/owners/
managers/buyers**

25%

**Distributors, importers
suppliers**

15%

55%

**Wine & spirits journalists,
marketing executives**

**On-Premise beverage managers/buyers
(bars, restaurants, hotels)**

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?**

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2017 READERSHIP

Our top distribution cities are:

Los Angeles, San Francisco, New York, Chicago, Miami, Denver, Washington D.C., Boston, Seattle, Phoenix, Las Vegas, Dallas/Austin, Minneapolis, Portland, Atlanta, San Diego, New Orleans, Louisville, Raleigh-Durham, Charlotte, Kansas City



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.

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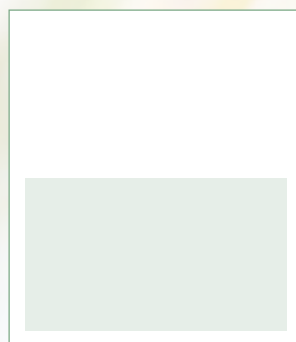
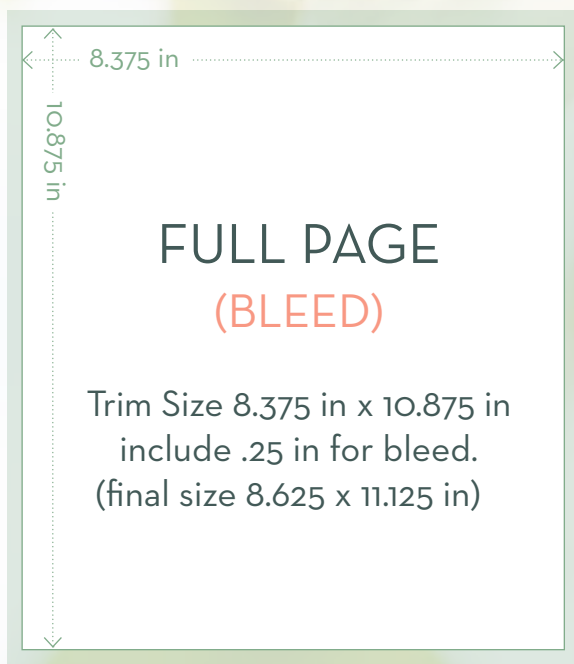
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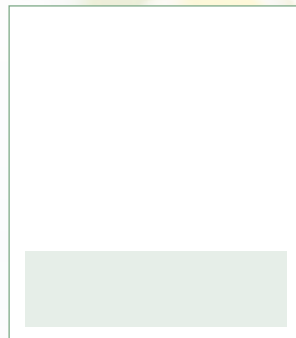
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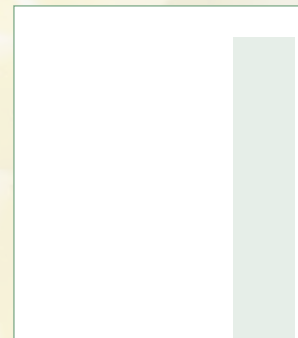
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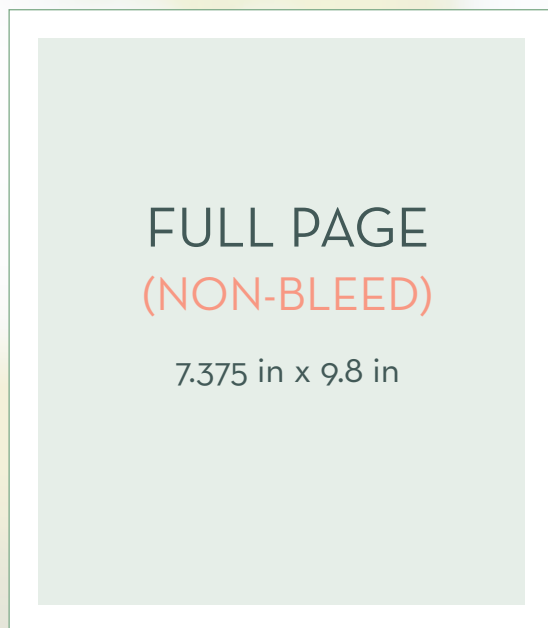
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**THIRD PAGE
HORIZONTAL**
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**THIRD PAGE
VERTICAL**
2.3 in x 9.8 in



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Files can be e-mailed (under 5 mb) or uploaded to our FTP the login info is:
ftp://tastingpanelmag.exavault.com
username: tastingpanelmag
password: tastingpanel88
Put files in the folder "Ads"

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2017 EDITORIAL CALENDAR

January/February issue

- Influencers of The Central Coast
- Rising Star Mixologists
- Sake Category Report
- It's GIN-uary!

March issue

- Irish Whiskey
- Wines of Australia
- Rock Stars of Retail

April Issue (WSWA Issue)

- Annual Tequila Report
- Arizona Cocktail Week Recap

May issue

- American-made spirits: faces behind the brands
- Top Supermarket Wine

June Issue

- Who's Who in Rum
- WSWA Wine & Spirits Competition results
- Spirits of Summer

July Issue

- San Francisco World Spirits Comp Results
- Liqueur Category Report
- Global Vodka Retrospective

August Issue

- Salute to White Spirits
- Monterey County Wines

September Issue

- Wine Education Series: Spain
- The Rising Stars of Beer
- Brown Spirits & the Savvy Mixologist

October Issue

- Flavored Spirits Focus
- Holiday Wines

November Issue

- Global Whisk(e)y Report
- Restaurant Wine-Pairing Series: Who Are the Shining Stars?
- Cream Liqueurs, Cordials, Dessert wines & Digestifs

December Issue

- CLASS of 2016: Our Yearbook
- Expressive Red Wines