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 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.
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?
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.
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)

HALF PAGE HORIZONTAL
7.375 in x 4.82 in

HALF PAGE VERTICAL
3.5 in x 9.8 in

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

THIRD PAGE HORIZONTAL
7.375 in x 2.35 in

THIRD PAGE VERTICAL
2.3 in x 9.8 in

Preferred format is high rez PDF XIA. Other acceptable formats are Adobe Indesign, .JPG, .PSD, .AI.

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”
### 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