

# THE TASTING PANEL

MAGAZINE



2012  
MEDIA  
KIT



# THE TASTING PANEL MAGAZINE

**W**e are truly the voice of the beverage industry professional, with exciting stories, up-to-date industry news, retail and on-premise profiles, useful product reviews, and more. The magazine also enjoys a sizeable and growing consumer crossover audience.

Under the aegis of The Tasting Panel magazine, specialized press and trade tastings are organized in Los Angeles, New York, Chicago, Miami, San Francisco, Washington D.C., Las Vegas, Seattle and other important markets, bringing the prestige of this nationally-recognized beverage industry publication to each event.

Tastings might be arranged to showcase a particular brand, or they may be focused around a specific wine region or spirits category, or designed to highlight an importer's portfolio. Ample opportunity is provided for winemakers, spirits producers, or brand managers to present their products to Tasting Panel members and other invited guests in a convivial but professional atmosphere.

The Tasting Panel magazine is the nation's leading beverage publication, reaching more than 90,000 industry professionals, on-and off-premise.



**The San Francisco International Wine Competition**, North America's largest wine judging event, as well as the equally important **San Francisco World Spirits Competition**, are both direct spin-offs of The Tasting Panel and are now produced conjointly with The Tasting Panel magazine. The magazine also produces a national weekly radio program hosted by THE TASTING PANEL'S Editor-in-Chief Anthony Dias Blue. The show, "Blue Lifestyle," can be heard in 30 markets.

In its role as a leading forum for the American wine industry, The Tasting Panel magazine continues to help shape opinion, influence beverage buying decision-makers, and enhance the joy of wine and spirits for the trade and the public.

## CONTACTS

### Meridith May

Publisher/ Executive Editor  
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### Sara Deckers

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### David Gadd

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17203 Ventura Blvd., Ste. 5  
Encino, California 91316  
www.TastingPanelMag.com

# THE TASTING PANEL MAGAZINE

## 2012 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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# THE TASTING PANEL MAGAZINE

## 2012 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



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

25%

**Distributors, importers  
suppliers**

15%

**Consumers**  
Our growing audience

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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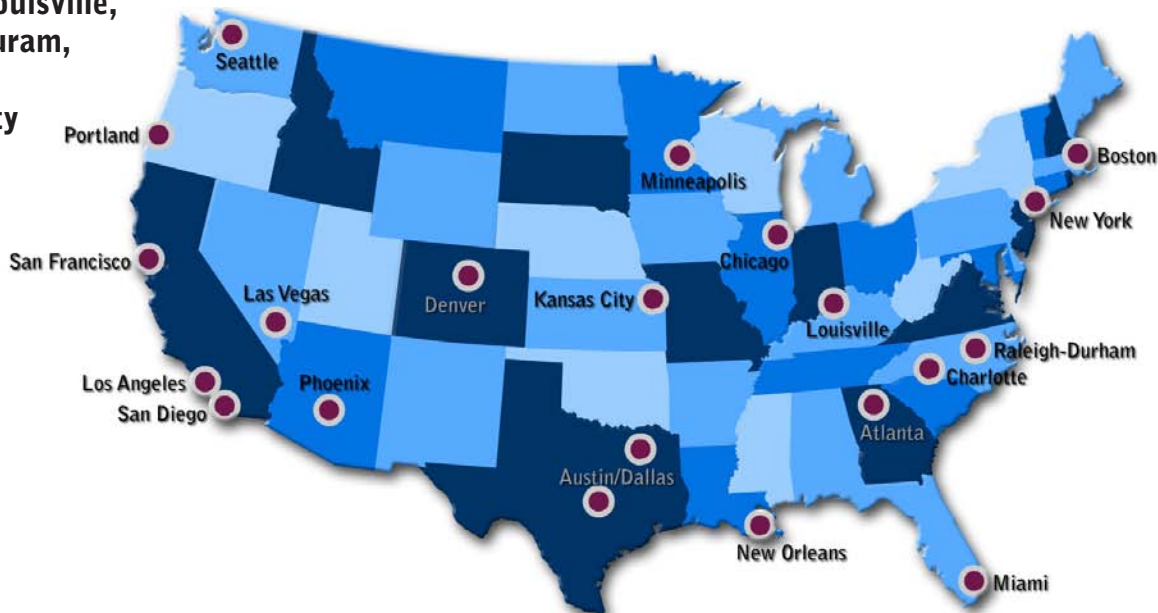
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## 2012 READERSHIP

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 staff, headed by internationally-recognized wine and spirits authority Anthony Dias Blue, is present at many events, tastings, sales seminars and trade conventions, researching and communicating the latest in brand names, current trends, segment reports, new product launches and updates on established category leaders.



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## 2012 EDITORIAL CALENDAR

Space Closing: 10th of the month prior to issue date  
 Artwork Closing: 17th of the month prior to issue date

JANUARY/FEBRUARY	JUNE	OCTOBER
<b>Features:</b> * The Celebrity Brands of 2012 * Retailers Profile * Restaurant/ Pairing Series: Sake & Asian Beers * In Vogue Vodkas * Champagne Tasting	<b>Mixers</b> * Liqueurs * Pisco Update * Australian Wine Masters * Spanish Cuisine * Brand Luminaries: Who's Hot? * Soju * Annual Beer Review * Canada's Wine & Spirits	<b>Top Shelf Products</b> * Elegant Sips: Cognac & Brandy * Restaurant Wine-Pairing: What the Somms are Selling * White Whiskey Focus * Bourbon * Rum Report Our Panel Votes: Rhone Varietals Report
MARCH	JULY	NOVEMBER
<b>Features:</b> * Sonoma & Napa Superstars * Single Malts * Irish brands * Rum Report * Tea Trends * Our Panel Votes: Kosher Wines	<b>San Francisco Int'l Wine Competition Results</b> * Grand Marques Champagnes * Artisan Foods * New Brand Launches * Road Trip: Wines of the Southern Hemisphere * Temecula Wine Spotlight * Rum	<b>Feature Stories: Digestives</b> * Port * Versions of the Margarita * Restaurant Wine-Pairing Series: Merlot's Shining Stars * Cream Liqueurs, Cordials and dessert wines and spirits * Flavored Rum Our Panel Votes: Champagne and Sparkling Wine, Cheer Leaders for 2013
APRIL	AUGUST	DECEMBER
<b>WSWA Issue</b> <b>Features:</b> * Idols of Paso Robles * Annual Tequila Report * RTDs * Skinny Cocktails * Bordeaux Vintage Report * Ribera del Duero * Cognac category report	<b>California Bordeaux Blends</b> * Blended whiskies/Irish whiskey * Flavored Vodkas * Annual Sauv Blanc report * Wines of Argentina * Passion for Market Fresh Cocktails * Best Brand Ambassadors report Our Panel Votes: Up-and-Coming brands	<b>Features:</b> CLASS of 2013: Who'll be BIG in the Coming Year * Gin-Lovers' Cocktails * Luxury Rums * Far East: Whiskies and Fusion Spirit Movement * Seasonal Cocktails Our Panel Votes: The New Cult Wines
MAY	SEPTEMBER	
<b>10th Annual San Francisco World Spirits Competition Results</b> * Whisky Report * New Zealand Wines * Bottled Water * California "ports" * Aromatic White Wines of the World * A Twist on the Classics Our Panel Votes: Gin's Who's Who	<b>Tequila Report</b> * Wine Education Series: Pinot Grigio/Pinot Gris * Oktoberfest beers * Liqueurs: Foundation of the modern cocktail * Gin & the Savvy Mixologist * Wine Country Somm and Chef Teams	

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## 2012 OUR EDITORIAL TEAM

### **Publisher and Executive Editor MERIDITH MAY**

Meridith is responsible for the branding and content of THE TASTING PANEL and has successfully increased the magazine's circulation and readership in the past seven years. It has become the fastest growing, most widely distributed publication for the beverage industry. Her background in radio (KIIS-FM, KLSX and KABC in Los Angeles) and newspaper (Santa Barbara News Press restaurant columnist) – combined with her knowledge of food, wine and spirits – gives her an edge in understanding the changing trends of the industry. Meridith co-owns THE TASTING PANEL with Anthony Dias Blue.

### **Editor-in-Chief ANTHONY DIAS BLUE**

Anthony Dias Blue is the recipient of a 2001 James Beard Foundation Award as well as the 1997 Communicator of the Year Award from the prestigious International Wine & Spirits Competition in London. He is one of the most influential food and wine personalities in the United States. His work in various media is circulated to more than 30 million global consumers each month. He can be found in print periodicals, on radio, in bookstores and in cyberspace. For more than two decades, Anthony was associated with Bon Appétit, the largest circulation food publication in the United States, and his influential consumer-oriented "Blue Lifestyle" national radio program is broadcast weekly in over 30 cities. Mr. Blue is Executive Director of the San Francisco International Wine Competition, the nation's largest and most prestigious wine judging event, and is also the founding Director of its sister event, the San Francisco World Spirits Competition.

### **Managing Editor DAVID GADD**

David Gadd has been active with Anthony Dias Blue's Blue Lifestyle organization since 1996, having worked on projects as diverse as the "Blue Lifestyle Minute" and Anthony Dias Blue's Pocket Guide to Wine, among many others. He manages the day-to-day operations of THE TASTING PANEL Magazine and contributes the monthly "Gadd's Sixpack" beer review column to the magazine, as well as writing frequent departmental and feature stories.

### **Associate Editor RACHEL BURKONS**

Rachel Burkons has been with THE TASTING PANEL since 2007 and has been involved in several aspects of the company, from radio to working with some of the hottest brands, faces and places in the to create a well-crafted story. Rachel is also the alternative beverage columnist at the magazine and oversees the social media team at THE TASTING PANEL.

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## 2012 MECHANICAL REQUIREMENTS

**Space Closing: 10th of the month prior to issue date**  
**Artwork Closing: 17th of the month prior to issue date**

All ads should be created in CMYK color mode with images at a resolution of 300 dpi.  
 PDF is preferred file format. Ads created in Photoshop must be 600 dpi and saved as a tiff file.

### PUBLICATION TRIM SIZE

The size of the book after trimming is 8-3/8" x 10-7/8". Trim allowance is 1/8" top, bottom and outside edge.  
 Publisher reserves the right to trim, reset or otherwise change copy elements that are over standard size and to change for composition.

### SIZE OF NON BLEED ADS

Full Page and Covers	7" x 10"
2/3 Page (vertical)	4-5/8" x 10"
1/2 Page (horizontal)	7" x 5"
1/2 Page (vertical)	3-3/8" x 10"
1/3 Page (vertical)	2-1/4" x 10"

### SIZE OF BLEED ADS

Page and Covers (bleed 4 sides)	8-5/8" x 11-1/8"
1/2 Page (horizontal, bleed bottom, gutter, outside)	8-5/8" x 5-3/8"
1/2 Page (vertical, bleed bottom, outside, top)	3-7/8" x 10-7/8"
1/3 Page (horizontal, bleed bottom, outside, top)	8-5/8" x 3-3/8"
1/3 Page (vertical, bleed bottom, outside, top)	2-7/8" x 10-7/8"

On bleed ads, keep live matter 3/8" inside all four sides to allow for trimming and variations in folding and binding. Material for all processes held, until otherwise notified.

### SIZE OF SPREAD ADS

Regular 2 Page Spread (gutter bleed only)	16-3/4" x 10-7/8"
Bleed 2 Page Spread (bleed all sides)	17-1/4" x 11-1/8"

**Note:** On spread ads, keep live headline copy 1/4" from each side of center line of body copy, live matter 3/8" each side of center line to prevent hiding live matter in binding. Spreads will cut through the center unless customer specifies.

### SHIPPING INSTRUCTIONS

Send all contracts, insertion orders, ads and one proof for make-up use.  
 Delivery to: 17203 Ventura Blvd., Ste. 5, Encino, California 91316 or [mmay@tastingpanelmag.com](mailto:mmay@tastingpanelmag.com)  
 Copy due 15th of preceding month. Should the 15th fall on a weekend or holiday, materials are due the previous working day.

### LATE MATERIALS CHARGE

Materials received after normal issue closing may be subject to overtime premium charges. Specifically, should the late receipt of materials result in overtime prepress expenses or press-holding premiums, the advertiser responsible for the expenses will be billed. Minimum charge for material received after the allowed extension will be \$200 per day.

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# THE WASHINGTON PANEL

↑ ↓ .3125 No Live Matter in this area!

**Copy & Art Area (Live Matter)**  
Also know as Safety Area  
7.75 X 10.25

**Document Size & Final  
Trim Size 8.375 X 10.875**

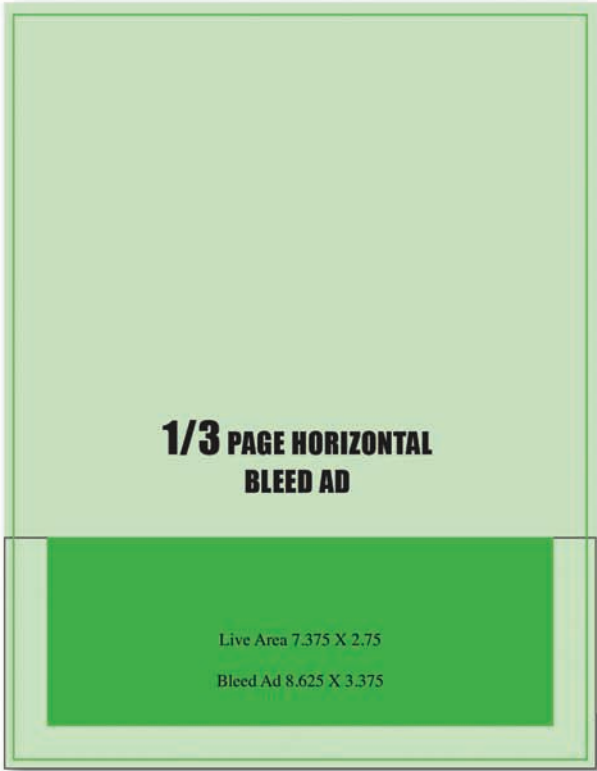
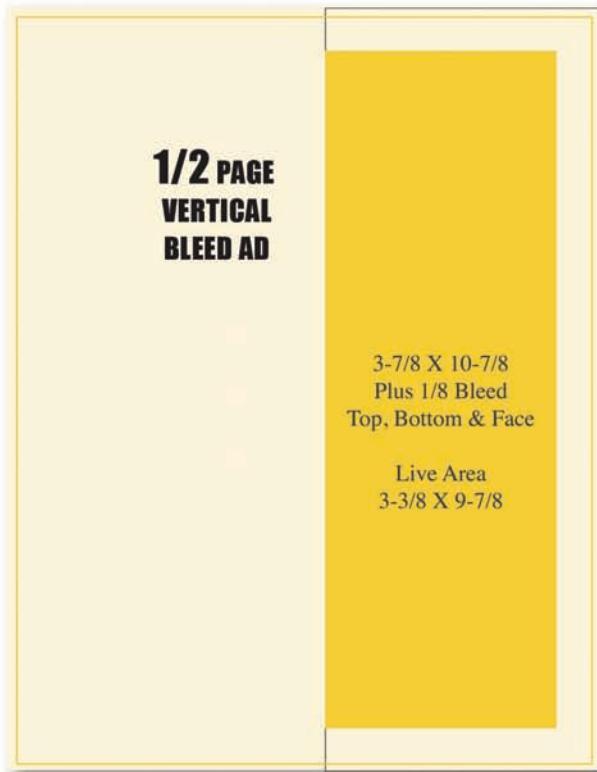
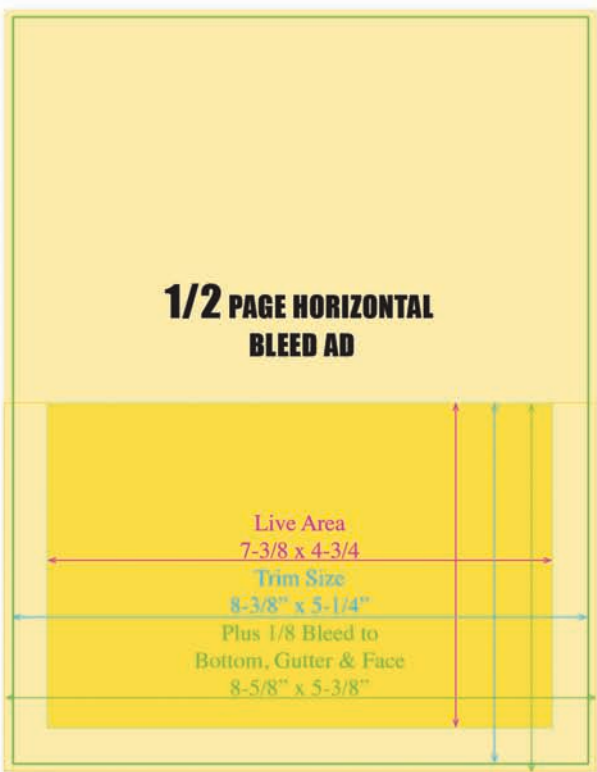
**Bleed Images / Art .125 off  
final trim size.**  
8.625 X 11.125

↑ ↓ .3125 No Live Matter in this area!

↑ ↓ .3125 No Live Matter in this area!

↑ ↓ .3125 No Live Matter in this area!

# THE WASHINGTON PANEL MAGAZINE





THE EAST JUNG PANEL

Page Specs for 8.375 X 10.875  
Perfect Bind

Bleed Images / Art .125 off  
final trim size.  
8.625 X 11.125

Document Size & Final  
Trim Size 8.375 X 10.875

Copy & Art Area  
(Live Matter)  
Also know as  
Safety Area 7.875 X 9.875

We suggest to  
avoid copy  
across  
Bind

Left Hand Page  
Submit as Single Page

Document Size & Final  
Trim Size 8.375 X 10.875

Copy & Art Area  
(Live Matter)  
Also know as  
Safety Area 7.875 X 9.875

Bleed Images / Art .125 off  
final trim size.  
8.625 X 11.125

Right Hand Page  
Submit as Single Page

.5 No Live Matter in this area!

.125 bleed background off final trim

.125 bleed background off final trim

.5 No Live Matter in this area!

.125 bleed background off final trim

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.5 No Live Matter in this area!

.125 bleed background off final trim