

THE **tastingpanel** MAGAZINE



2018 MEDIA KIT



THE tastingpanel MAGAZINE

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



CONTACTS

Meridith May
Publisher/Editorial Director
mmay@tastingpanelmag.com

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

Rachel Burkons
VP/Associate Publisher
rburkons@tastingpanelmag.com

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2018 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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 Publisher/Editorial Director
mmay@tastingpanelmag.com

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rburkons@tastingpanelmag.com

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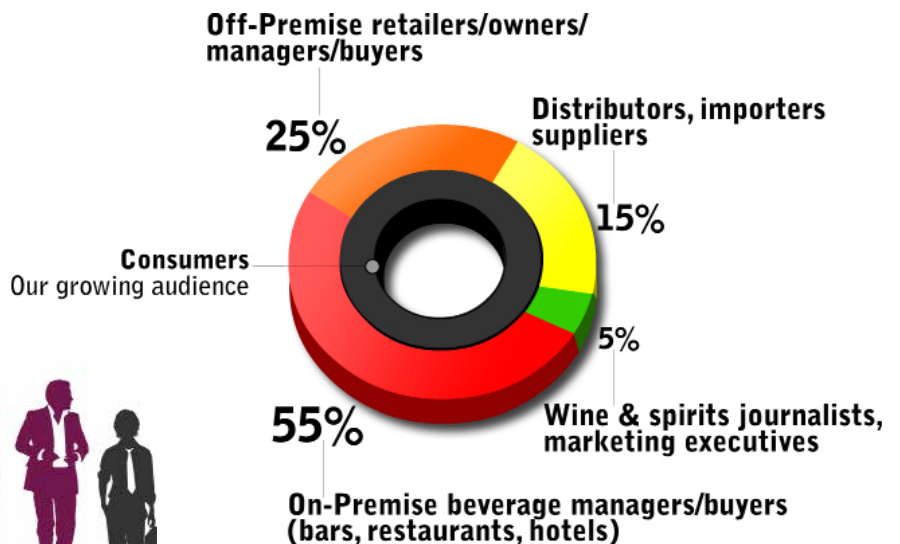
2018 READERSHIP

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?

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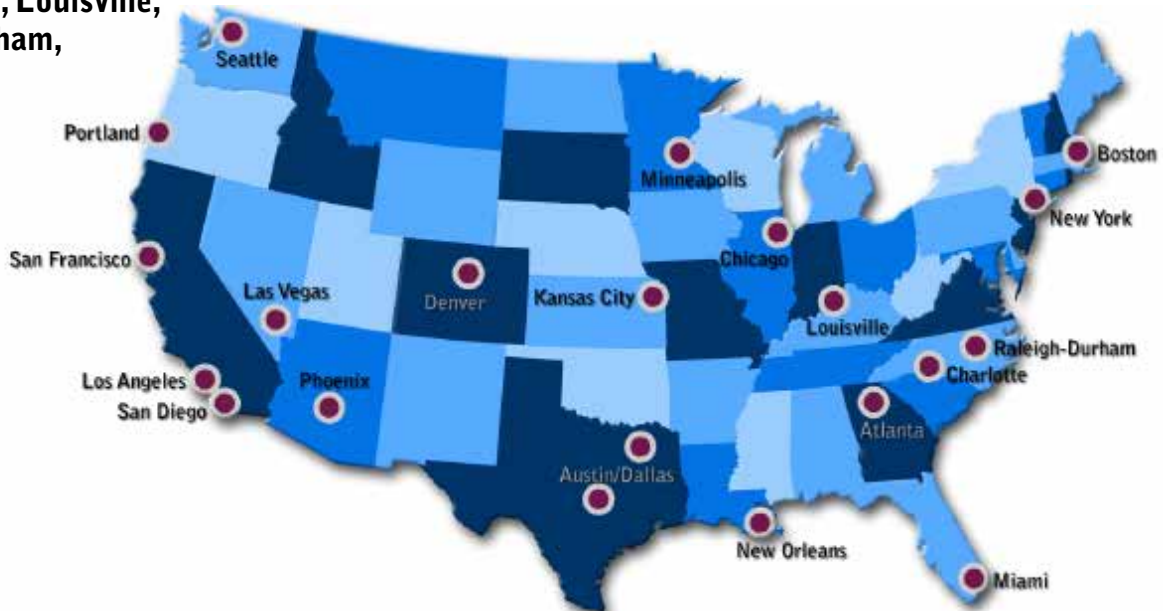
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2018 READERSHIP

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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2018 EDITORIAL CALENDAR



JANUARY/FEBRUARY ISSUE

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

MARCH ISSUE

Annual Global Whisk(e)y issue!!
Wines of Washington State
Rock Stars of Retail

APRIL ISSUE (WSWA ISSUE)

Annual Tequila Report
Aromatic White Wines
Central Coast Syrah

MAY ISSUE

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

JUNE ISSUE

Who's Who in Rum
Garnacha/Grenache: A Domestic and Global View
Paso Bordeaux: Above and Beyond



JULY ISSUE

Worldwide Vodka Retrospective
WSWA Wine & Spirits Competition results
The Best New Brands of 2018

AUGUST ISSUE

Liqueurs, RTD Cocktails & Mixers
Mountain Fruit Wines
San Francisco World Spirits Comp Results

SEPTEMBER ISSUE

The Rising Stars of Beer
Salute to White Spirits

OCTOBER ISSUE

Flavored & Brown Spirits
Riesling for the Holidays!

NOVEMBER ISSUE

Global Whiskies: Who's Who
Restaurant Wine-Pairing Series:
Who Are the Shining Stars?

DECEMBER ISSUE

CLASS of 2018: Our Yearbook
Pinot Grigio: A Global Perspective



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

ADVERTISING SPECIFICATIONS

8.375 in
10.875 in

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)

(NON-BLEED)
7.375 in x 9.8 in

3.5 in x
9.8 in

HALF PAGE
VERTICAL

3.9 in x
10.875 in
(plus
1/8 in
bleed)

HALF PAGE
VERTICAL BLEED

2.3 in x
9.8 in

THIRD PAGE
VERTICAL

2.7 in x
10.875 in
(plus 1/8 in
bleed)

THIRD PAGE
VERTICAL BLEED

7.375 in x 4.82 in

HALF PAGE
HORIZONTAL

8.375 in x 5.41 in
(plus 1/8 in bleed)

HALF PAGE
HORIZONTAL BLEED

7.375 in x 2.35 in

THIRD PAGE
HORIZONTAL

8.375 in x 2.925 in
(plus 1/8 in bleed)

THIRD PAGE
HORIZONTAL BLEED

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

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