The Voice of the Wine & Spirits Industry

With a history of over 14 years as the voice the industry trusts, The Tasting Panel Magazine is the hospitality professional’s handbook to the Who’s Who and What’s Next in the beverage industry. We bring brand stories to life with one-on-one interviews, custom photos, reviews and up-to-date trend reports that are put in the hands of the country’s most important wine and spirits buying decision makers.

The Tasting Panel is the leading beverage industry publication, reaching more than 70,000 professionals: wine and spirits buyers on- and off-premise, distributors, importers, and educators.

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.
2021 NET RATES

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<tr>
<td>Full Page</td>
<td>$6,250</td>
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<td>1/2 Page</td>
<td>$3,250</td>
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PREMIUM POSITIONS

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<td>Cover Two (Inside Front)</td>
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<td>Cover Three (Inside Back)</td>
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<td>Cover Four (Back Cover)</td>
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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).
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2021 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’s readership exceeds 67,000 per issue.

- Retailers
- Restaurateurs, Bar Owners & Managers
- Hotel Food & Beverage Directors
- Importers
- Wholesalers
- Suppliers

Readership is comprised of AT LEAST 98% industry professionals over the age of 21

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

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2021 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, Houston, Nashville, Orlando, Indianapolis, Charleston, St Louis

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**2021 EDITORIAL CALENDAR**

**JANUARY/FEBRUARY ISSUE**
*It’s GIN-uary!*
Yearbook: Best Wines & Spirits of 2020
Wine Report: Healthier, Innovative or Trending

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

**APRIL/MAY ISSUE**
*Annual Agave Report*
Aromatic White Wines
Global Syrah

**JUNE ISSUE**
*Who’s Who in Rum*
Top Supermarket Wines
Pinot Grigio: A Global Perspective

**JULY/AUGUST ISSUE**
*Salute to White Spirits*
Any white spirit – not just vodka or gin
San Francisco World Spirits Comp Results
Paso Bordeaux: Above and Beyond

**SEPTEMBER/OCTOBER ISSUE**
*Liqueurs, Mixers, Flavored Spirits & RTDs*
Special Holiday Brands & Gift Pack Report

**NOVEMBER/DECEMBER ISSUE**
*Unique Brown Spirits*
Holiday Wines: From Chef to Somms
# 2021 PRINT SCHEDULE

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<td>March 2021</td>
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<td>October 5</td>
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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)

(NON-BLEED)
7.375 in x 9.8 in

FULL PAGE (BLEED)
3.5 in x 9.8 in
3.9 in x 10.875 in
(plus 1/8 in bleed)

HALF PAGE VERTICAL
2.3 in x 9.8 in
2.7 in x 10.875 in
(plus 1/8 in bleed)

HALF PAGE VERTICAL BLEED
7.375 in x 2.35 in
8.375 in x 2.925 in
(plus 1/8 in bleed)

HALF PAGE HORIZONTAL
8.375 in x 4.82 in
8.375 in x 5.41 in
(plus 1/8 in bleed)

HALF PAGE HORIZONTAL BLEED

THIRD PAGE VERTICAL
7.375 in x 2.35 in
8.375 in x 2.925 in
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THIRD PAGE VERTICAL 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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THE SOMM JOURNAL

ADVERTISING SPECIFICATIONS

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include .25 in for bleed.
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Please avoid copy across bind

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