



# THE tastingpanel

MAGAZINE

2024

MEDIA  
KIT





# THE tastingpanel MAGAZINE

## 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.

THE TASTING  
PANEL magazine  
is the nation's  
leading beverage  
publication,  
reaching  
more than  
70,000 industry  
professionals,  
on- and off-  
premise.



### CONTACTS

Publisher/Editor-in-Chief

**Meridith May**

Mmay@TastingPanelMag.com  
818-625-7107

COO/Marketing & Sales

**Bill Brandel**

BBrandel@TastingPanelMag.com  
818-322-5050

VP/Education

**Lars Leicht**

Lars@SommJournal.com  
516-707-8747

# THE tastingpanel MAGAZINE

## 2024 NET RATES

	1x	2 or 3x	4x
Full Page	\$6,250	\$5,750	\$5,500
1/2 Page	\$3,250	\$3,000	\$2,750
1/3 page vert.	\$2,500	\$2,000	\$2,000

### PREMIUM POSITIONS

Cover Two (Inside Front)	\$7,000 (if available)
Cover Two Spread	\$12,500
Cover Three (Inside Back)	\$5,500
Cover Four (Back Cover)	\$7,500 (if available)
Two-page Spread	\$8,500

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.

### CONTACTS

Publisher/Editor-in-Chief  
**Meridith May**  
Mmay@TastingPanelMag.com  
818-625-7107

COO/Marketing & Sales  
**Bill Brandel**  
BBrandel@TastingPanelMag.com  
818-322-5050

VP/Education  
**Lars Leicht**  
Lars@SommJournal.com  
516-707-8747

# THE tastingpanel MAGAZINE

## 2024 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.

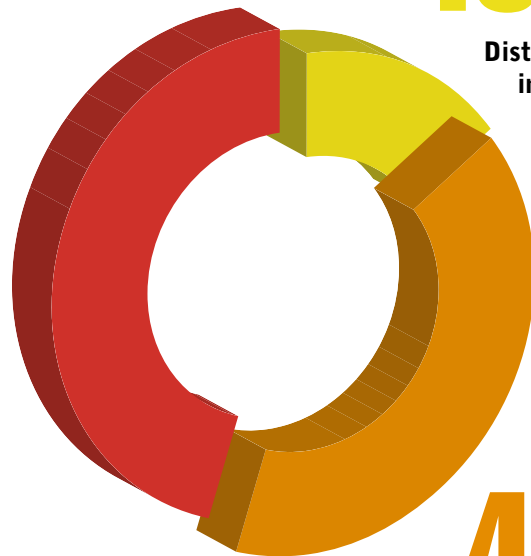
- Retailers
- Restaurateurs, Bar Owners & Managers
- Hotel Food & Beverage Directors
- Importers
- Wholesalers
- Suppliers

**45%**

Off-Premise  
retailers/owners/  
managers/buyers

**15%**

Distributors,  
importers,  
suppliers



**40%**

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



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?**

### CONTACTS

Publisher/Editor-in-Chief  
**Meridith May**  
Mmay@TastingPanelMag.com  
818-625-7107

COO/Marketing & Sales  
**Bill Brandel**  
BBrandel@TastingPanelMag.com  
818-322-5050

VP/Education  
**Lars Leicht**  
Lars@SommJournal.com  
516-707-8747

# THE tastingpanel MAGAZINE

## 2024 READERSHIP

We continue to expand into newer cities, reaching more retailers, restaurateurs, and beverage buying decision-makers than ever before.

**The Tasting Panel is the most widely distributed,  
100% INDUSTRY-FOCUSED PRINT PUBLICATION in the U.S.**



### CONTACTS

Publisher/Editor-in-Chief  
**Meridith May**  
Mmay@TastingPanelMag.com  
818-625-7107

COO/Marketing & Sales  
**Bill Brandel**  
BBrandel@TastingPanelMag.com  
818-322-5050

VP/Education  
**Lars Leicht**  
Lars@SommJournal.com  
516-707-8747



# 2024 EDITORIAL CALENDAR

## JANUARY/FEBRUARY ISSUE

- What's Trending: Healthier For You, What's NEW, and Innovations
- Wines of South America

## MARCH/APRIL ISSUE

- Annual Global Whisk(e)y Report
- Rock Stars of Retail
- Wines from the Southern Hemisphere

## MAY/JUNE ISSUE

- Annual Agave Round-Up
- Women Who Raise the Bar in the Wine & Spirits Industry

## JULY/AUGUST ISSUE

- World of Flavors: RTDs, Liqueurs, Mixers, and Spirits
- Sustainability Report

## SEPTEMBER/ OCTOBER ISSUE

- Holiday Sales: What Retailers Should Know About Your Brand
- Winter Whites

## NOVEMBER/DECEMBER ISSUE

- Unique Brown Spirits
- Big, Bold (Balanced) Reds



THE  
**tastingpanel**  
MAGAZINE

Meridith May, Publisher/Editor-in-Chief • 818-625-7107 • [Mmay@TastingPanelMag.com](mailto:Mmay@TastingPanelMag.com)

Bill Brandel, COO/Marketing & Sales • 818-322-5050 • [BBrandel@TastingPanelMag.com](mailto:BBrandel@TastingPanelMag.com)

# THE **tastingpanel** MAGAZINE

## 2024 PRINT SCHEDULE

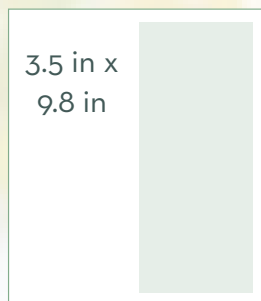
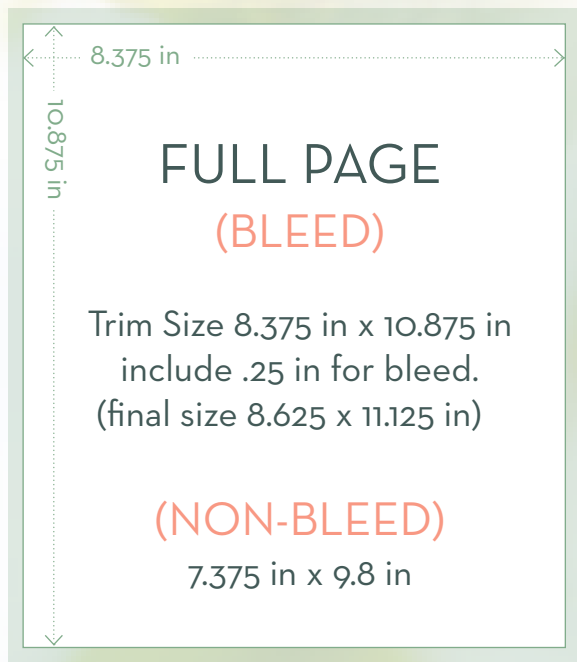
ISSUE	SPACE DEADLINE	ARTWORK DUE	MAILS
Jan/Feb 2024	28-Nov-23	12-Dec-23	4-Jan-24
March/April 2024	30-Jan-24	14-Feb-24	4-Mar-24
May/June 2024	26-Mar-24	12-Apr-24	4-May-24
July/August 2024	28-May-24	12-Jun-24	3-Jul-24
Sept/Oct 2024	26-July-24	14-Aug-24	4-Sept-24
November/Dec 2024	24-Sept-24	13-Oct-24	4-Nov-24



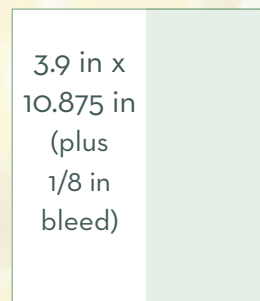
Meridith May, Publisher/Editor-in-Chief • 818-625-7107 • [Mmay@TastingPanelMag.com](mailto:Mmay@TastingPanelMag.com)

Bill Brandel, COO/Marketing & Sales • 818-322-5050 • [BBrandel@TastingPanelMag.com](mailto:BBrandel@TastingPanelMag.com)

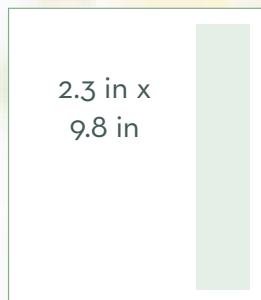
## ADVERTISING SPECIFICATIONS



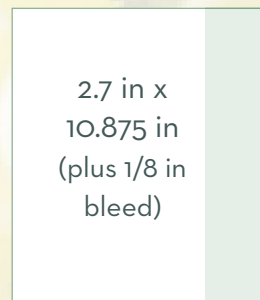
**HALF PAGE**  
VERTICAL



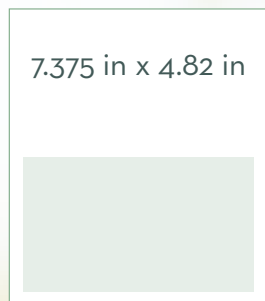
**HALF PAGE**  
VERTICAL BLEED



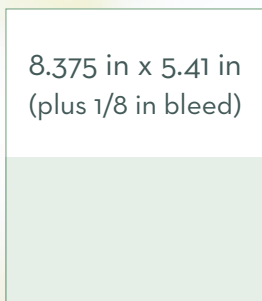
**THIRD PAGE**  
VERTICAL



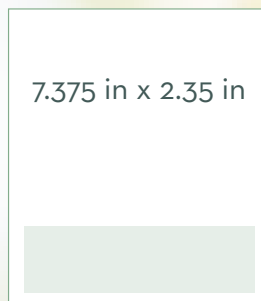
**THIRD PAGE**  
VERTICAL BLEED



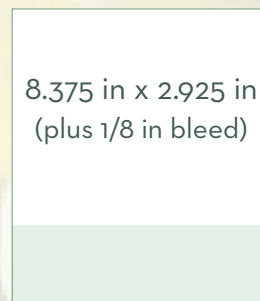
**HALF PAGE**  
HORIZONTAL



**HALF PAGE**  
HORIZONTAL BLEED



**THIRD PAGE**  
HORIZONTAL



**THIRD PAGE**  
HORIZONTAL BLEED

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

**Send all artwork to either Meridith May or Bill Brandel**

Files up to 30mb can be sent via email. Larger files can be sent via Dropbox, WeTransfer or similar

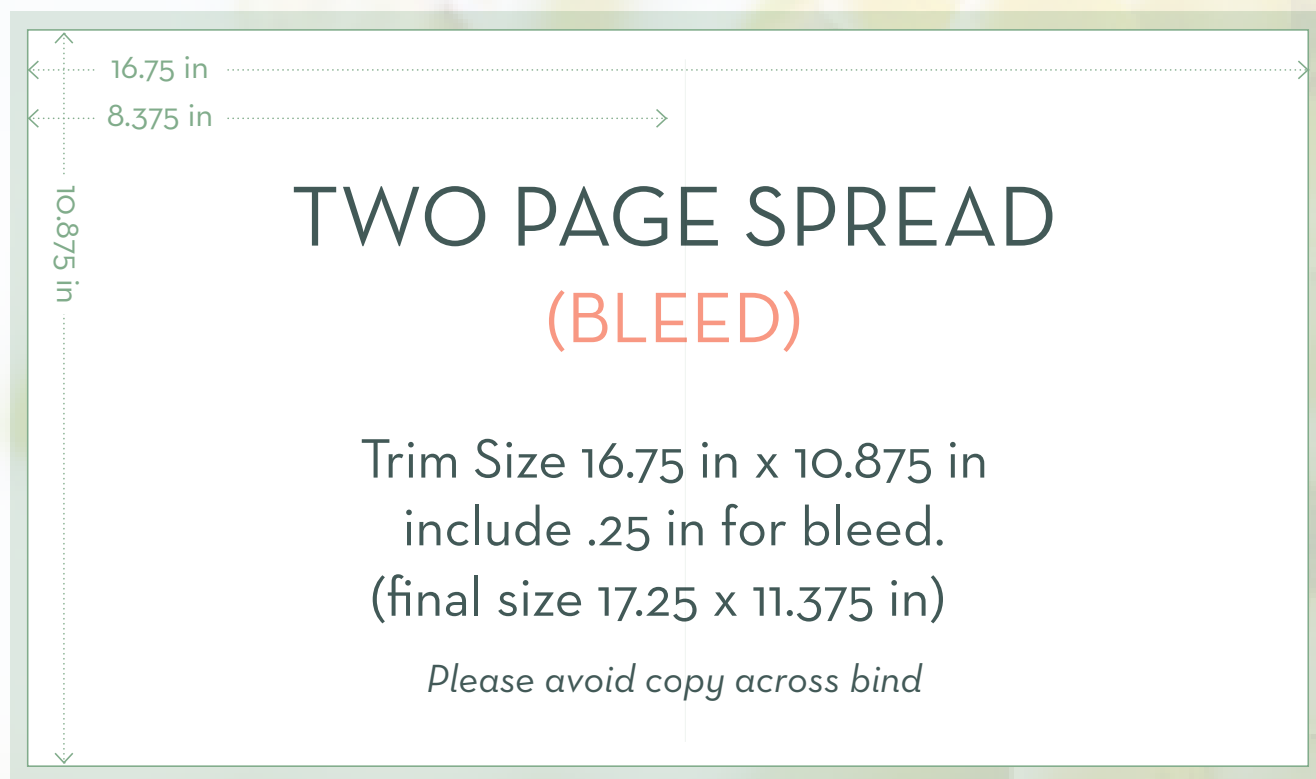
**Meridith May, Publisher/Editor-in-Chief • 818-625-7107 • [Mmay@TastingPanelMag.com](mailto:Mmay@TastingPanelMag.com)**

**Bill Brandel, COO/Marketing & Sales • 818-322-5050 • [BBrandel@TastingPanelMag.com](mailto:BBrandel@TastingPanelMag.com)**



THE SOMM JOURNAL

ADVERTISING SPECIFICATIONS



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

**Send all artwork to either Meridith May or Bill Brandel**

Files up to 30mb can be sent via email. Larger files can be sent via Dropbox, WeTransfer or similar

**Meridith May, Publisher/Editor-in-Chief • 818-625-7107 • [Mmay@TastingPanelMag.com](mailto:Mmay@TastingPanelMag.com)**

**Bill Brandel, COO/Marketing & Sales • 818-322-5050 • [BBrandel@TastingPanelMag.com](mailto:BBrandel@TastingPanelMag.com)**