

2026

MEDIA KIT



THE tastingpanel MAGAZINE



THE tastingpanel MAGAZINE

The Voice of Hospitality & Retail

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

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2026 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.

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2026 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

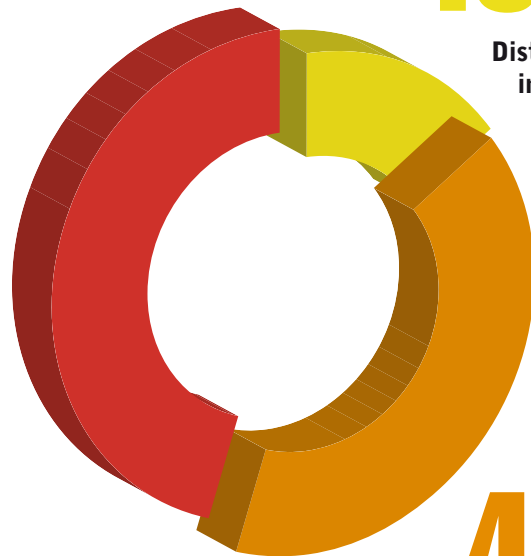


45%

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?**

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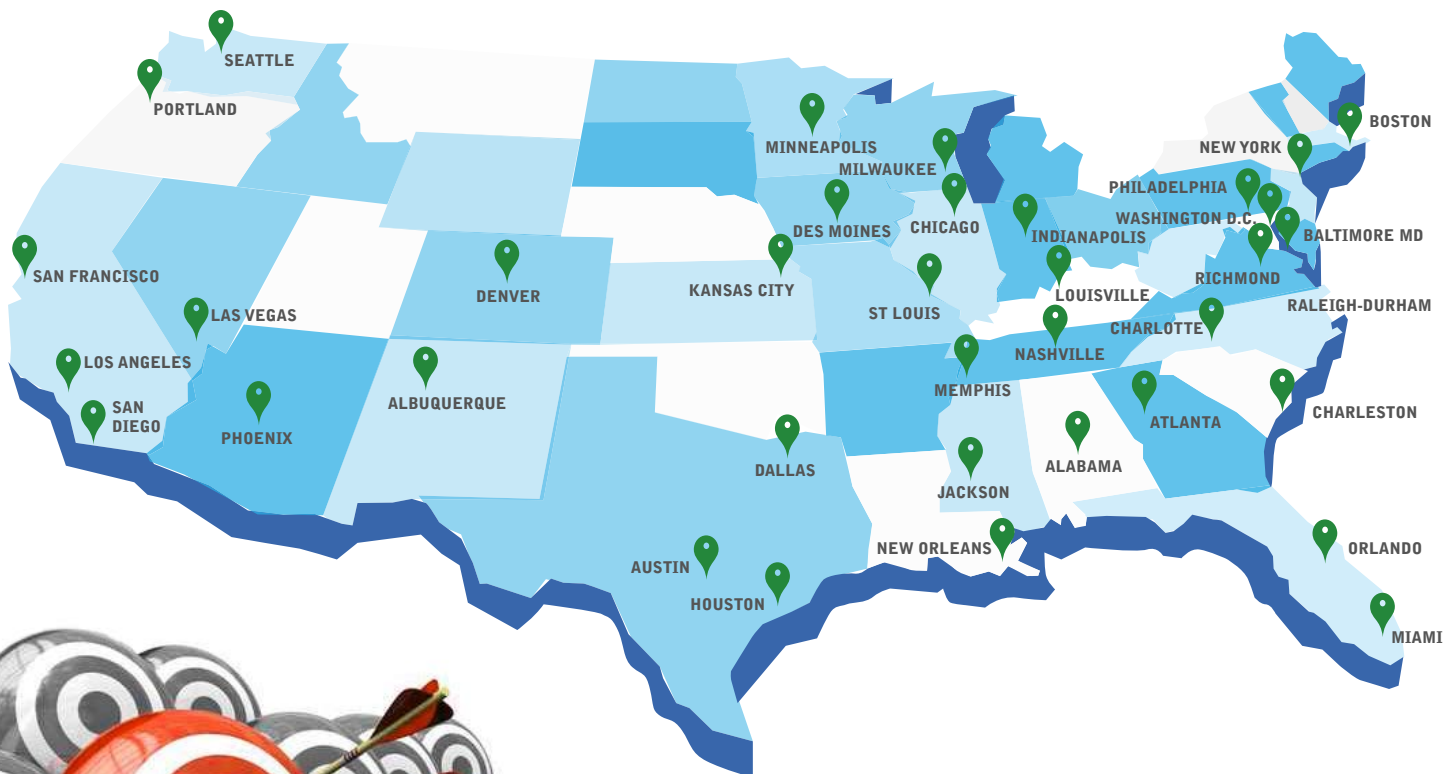
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2026 READERSHIP

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.**



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2026 EDITORIAL CALENDAR

WINTER ISSUE: JANUARY/ FEBRUARY/MARCH

- What's Trending/Innovations & Better for You
- Rock Stars of Retail



MAY/JUNE ISSUE

- The Annual Agave Report
- Global Whisky Category Report
- Women Who Raise the Bar in Wine & Spirits

JULY/AUGUST ISSUE

- World of Flavors: Liqueurs, Spirits, RTDs
- Aromatic Whites & Rosés
- Sustainability Report

SEPTEMBER/OCTOBER ISSUE

- Holiday Sales: Key Points to Entice buyers during OND
- Bold, Balanced Reds



NOVEMBER/DECEMBER ISSUE

- What's New for 2027
- Winter Whites: Wines of Distinction to Sell in Cold Months

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THE **tastingpanel** MAGAZINE

2026 PRINT SCHEDULE

ISSUE	SPACE DEADLINE	ARTWORK DUE	MAILS
Winter Issue '26 (Jan/Feb/March)	1/15/26	1/27/26	2/10/26
May/June 2026	3/26/26	4/14/26	5/1/26
July/August 2026	5/27/26	6/12/26	7/1/26
September/Oct 2026	7/24/26	8/14/26	9/2/26
November/December 2026	9/25/26	10/14/26	11/5/26



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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.

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

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THE SOMM JOURNAL

ADVERTISING SPECIFICATIONS

16.75 in
8.375 in
10.875 in

TWO PAGE SPREAD
(BLEED)

Trim Size 16.75 in x 10.875 in
include .25 in for bleed.
(final size 17.25 x 11.375 in)

Please avoid copy across bind

The diagram shows a rectangular frame representing a two-page spread. On the left side, there are two vertical dimension lines: the top one is labeled '16.75 in' and the bottom one is labeled '10.875 in'. On the top side, there are two horizontal dimension lines: the left one is labeled '8.375 in' and the right one is labeled '16.75 in'. The text 'TWO PAGE SPREAD (BLEED)' is centered in the frame. Below it, the text 'Trim Size 16.75 in x 10.875 in include .25 in for bleed. (final size 17.25 x 11.375 in)' is centered. At the bottom, the text 'Please avoid copy across bind' is centered and italicized.

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