

## **MARKET WATCH EDITORIAL MISSION:**

Market Watch serves the information needs of the on-premise and off-premise markets for spirits, wine and beer. Our readers are America's most successful on-premise operators and retail stores who look to MARKET WATCH for unique industry trends and information.

MARKET WATCH with 30-plus years experience stands alone as the authoritative source of trends and usable information for our readers and your customers.

MARKET WATCH is the only trade magazine focusing solely on the interests and needs of on-premise operators and off-premise retailers ten times each year. MARKET WATCH offers a balance of editorial that covers every aspect of the business including:

- Detailed industry news coverage of the on-premise and off-premise markets
- Cutting edge market trends to inform on-premise operators and retailers
- The latest and hottest restaurant openings coast to coast
- Nightclub and bar openings
- Covering retail stores and their expansion
- New product introductions
- On-premise and off-premise business profiles
- The new buzz at the bar
- Profiles on cities around the country and their alcohol beverage market
- What's happening in the wine market today
- Beer market coverage

## **WHAT DOES MARKET WATCH OFFER ME?**

### CONSIDER...

- MARKET WATCH is the voice of the industry, providing crucial trend and market information to your customers (on-premise and off-premise) so they can aggressively promote and sell alcoholic beverages.
- MARKET WATCH maintains a constant, active presence at all industry functions (including WSWA, NABCA, NRA, ABL, Nightclub & Bar, NBWA and the Wine & Spirits Guild).
- MARKET WATCH gives you 53,000+ buyers (135,000+ with pass along readership, Harvey Research Study) 11 times a year who request and read each issue!
- MARKET WATCH readers offer enormous purchasing power: on-premise beverage sales average \$1.6 million per outlet annually; off-premise average is \$1.8 million!
- MARKET WATCH is the industry's number one source for business information!

## WHY MARKET WATCH?

An advertising investment in MARKET WATCH enhances your brand image, introduces your product to decision makers, covers both the on-premise and off-premise markets, and delivers a huge return! Here's how...

### MARKET WATCH READERS:

- 100% qualified circulation (BPA)
- 96% purchased or recommended products they've seen in MARKET WATCH (Harvey Research Study)
- 96% are involved in purchasing decisions for wine, 88% for spirits and 90% for beer (Harvey Research Study)
- 86% develop and influence items for drink menus

### MARKET WATCH CIRCULATION:

- MARKET WATCH reaches 53,000 off-premise retailers and on-premise operators, presidents/owners, general manager/directors, F&B directors and store managers (BPA).
- MARKET WATCH is the only trade magazine reaching both off-premise retailers and on-premise operators.

### MARKET WATCH EDITORIAL:

- MARKET WATCH is the only one stop information source for off-premise retailers and on-premise operators.
- MARKET WATCH delivers useful market trends and analysis for everyday use by retailers.

### MARKET WATCH HARVEY RESEARCH:

In response to the question, "If you could receive only one publication which would you choose?" the overwhelming majority of 89% answered: MARKET WATCH.

## Not to be missed...

### January/February: On Premise Player of the Year

- Spirits Feature: American Brandy
- Mixology: Winter Cocktails
- On-Premise Player of the Year: Kimpton Hotels Group
- Crystal Ball: Top trends for 2017
- Minneapolis Craft Spirits & Beer Scene
- Cocktail Hour: Nico de Soto of Mace, New York City
- Craft Profile: Koval Distillery
- Retailer Profile: Knightly Spirits, Orlando, Florida
- Independent Wholesalers on the Rise
- Wine Feature: Austria
- Wine Sense: Franciacorta
- Beer Feature: Brooklyn Brewery
- Beer Buzz: The Hops Renaissance
- Bar Talk: Squid Ink Syrup in Cocktails

### March: Vodka

- Vodka Category Feature
- Mixology: Cocktail and Food Pairings
- The Cuervo IPO
- Craft Spirits Profile: Few Spirits
- On-Premise Profile: Thompson Hotels/Two Roads Hospitality
- Retailer Profile: Bottle Bargains, Long Island, NY
- Retailer Feature: The Colorado Market
- Barrel Programs for Retailers
- Wine Feature: California Pinot Noir
- Wine Feature: English Wine
- Wine Sense: Mexican Wine
- Beer Feature:
- Beer Buzz: Unusual Beer Venues
- Bar Talk: Session Cocktails
- **Special Bonus Distribution: Impact Marketing Seminar**

### April: Spirit & Wine Hot Brand Awards

- Spirits and Wine Hot Brands
- Liqueurs Category Feature
- Mixology: Tequila Cocktails
- Retailer Feature: The California Market
- Craft Brewer Profile: Allagash
- On-Premise Profile: Standard Hotels
- Craft Spirits Profile: Westland
- Supplier Profile: Frederick Wildman
- Market Watch Interview: Larry Ruvo On Las Vegas
- Wine Feature: Champagne
- Wine Sense: Reverse Wine Pairing
- Beer Feature: European Beers
- Bar Talk: Wood Flavored Infusions in Cocktails
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

### May: Control States/NABCA

- Rum Category Feature
- Japanese Whisky Category Feature
- Mixology: Vodka
- State of the Craft Spirits Market
- Control State Review
- Smaller Control State Profiles-Feature
- Retailer Feature: The Missouri Market
- Profile: Plumpjack Wine Co.
- Wine Feature: California Whites
- Wine Feature: Portugal's Dry Wines
- Beer Feature: Craft's Old Guard: Boston Beer, Sierra Nevada, New Belgium
- Bar Talk: Oil In Cocktails
- **Special Bonus Distribution: National Alcohol Beverage Control Association & National Restaurant Association**

### June

- Gin Category Feature
- Mixology: Hottest Summer Cocktails
- Top U.S. Retailers Survey
- On-Premise Profile: Cohn Restaurant Group
- Retailer Feature: The Alaska Market
- State Of The On-Premise (Roundtable)
- Craft Spirits Profile: House Spirits
- Retailer Profile: Total Wine & More
- Wine Feature: French Rosé
- Wine Feature: Other Rosés Besides French
- Wine Supplier Profile:
- Beer Feature:
- Beer Buzz: Bronx Brewery
- Wine Sense: Tuscany Crus
- Bar Talk: Alternative Ices

### July/August

- Tequila Category Feature
- Sake Category Feature
- Mixology: Farm to Bar, Cocktails using locally ingredients (including spirits)
- Direct To Consumer Wine Sales
- On-Premise Profile: One-Off Hospitality Group
- Retailer Feature: The Minnesota Market
- Retailer Profile: Brooklyn Wine Exchange
- Supplier Profile: DfV Wines
- Wine Feature: California's Central Coast
- Wine Feature: Washington
- Wine Sense: Verdejo
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Tales of the Cocktail**

### September: Whiskey

- Spirits Category Feature: Irish Whiskey
- Spirits Category Feature: Bourbon
- Mixology: Beer- And Cider-Based Cocktails
- State of the Craft Beer Industry
- Beer "Hot Brands"
- Anheuser-Busch's Craft role
- Beer Wholesaler of the Year
- On-Premise Profile: Barteca Restaurant Group
- Retailer Feature: The Connecticut Market
- Wine Feature: Spain Fights For Market Share
- Wine Supplier Profile: Palm Bay
- Bar Talk:
- **Special Bonus Distribution: National Beer Wholesalers Association**

### Leaders: Annual Retail Awards

- Profiles of Six Leaders, Four Alumni Award Winners and The Retailer of the Year. The Publication honors the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retail, wholesale and supplier executives.

### October: Hot Prospect Brand Awards

- Spirits & Wine Hot Prospects
- Blended Scotch Whisky Category Feature
- Single Malt Scotch Whisky Category Feature
- Mixology: Asian Spirits
- Craft Spirits Feature:
- Importer Feature: Wilson Daniels
- Retailer Feature: The Texas Market
- Leaders Roundup
- Retailer Profile: Ryan's Wine & Spirits, Canandaigua NY
- Wine Feature: Port
- Wine Feature: Beaujolais
- Bar Talk: Sale In Cocktails
- **Special Bonus Distribution: Wine Spectator Wine Experience**

### November

- Canadian Whisky Category Feature
- Mixology: Session Cocktails
- On-Premise Profile: Niche Food Group
- Retailer Feature: The Florida Market
- NBWA Roundup
- Importer Feature: Vintus
- Wine Feature: Oregon
- Wine Feature: Cava
- Wine Sense: Natural Wine

### December: Blue Chip Brand Awards

- Cognac Category Feature
- Imported Vodka Category Feature
- Southern Glazer's: Two Years Later (And Fallout So Far)
- On-Premise Profile: Fifth Group
- Blue Chip Brands
- Pairing Whiskies and Food
- Retailer Profile: Wine & Spirits Retail Marketing Inc. (20 stores in Rhode Island and Massachusetts, including Douglas Wine & Spirits)
- Wine Feature: California Sparkling Wine
- Bar Talk: Aged Whiskies In Cocktails

# Hot Themes for 2017...

## On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made the company a success.

## Leaders

Recognition of the best industry retailers in the country both in store and online.

## Hot Brand Awards, Blue Chip Brands & Hot Prospects

These are the industry's most exciting and valued brands, quantified each year by Impact and published in Market Watch.

## On-Premise & Off-Premise Profiles

A look at what your customers are doing with their stores and operations to maintain and enhance the customers' experience.

# Appearing in every issue...

### MRS Editorial

Letter from Marvin R. Shanken, the Chairman of M. Shanken Communications

### Shop Window

News on expansion and innovative marketing from retail stores nationwide

### Beer Buzz

What's new and happening in the beer category

### Through the Glass

News about retailers, on- and off-premise operators, supplier brands and more...

### New Products

Information on new products and how to get them

### Sommelier Spotlight

A profile of a notable Sommelier and details about his or her wine program.

### Nightclub & Bar Openings

The hottest openings of clubs and bars from around the country

### First Birthdays

A look at brands after their first year on the market

### Mixology

The latest cocktail trends

### Restaurant Openings

The latest culinary openings, and what their beverage offerings look like

### Bar Talk

The latest bar trends, promotion, technology and more

### News Watch

All the news that's fit to print

### Events

Photographs and captions from the latest industry and celebrity events

### Wine Features

A look at trends and innovation in the wine category

### Cocktail Hour

A bar/bartender profile and the venue's signature drinks

# 2017 CLOSING DATES

## January/February

Space Closing: Jan 9  
Materials Due: Jan 12

## March

Space Closing: Feb 2  
Materials Due: Feb 6

## April

Space Closing: March 6  
Materials Due: March 9

## May

Space Closing: April 3  
Materials Due: April 6

## June

Space Closing: May 2  
Materials Due: May 8

## July/August

Space Closing: June 14  
Materials Due: June 20

## September

Space Close: Aug 1  
Material Close: Aug 4

## Leaders

Space Close Aug 11  
Material Close: Aug 17

## October

Space Closing: Sept 7  
Materials Due: Sept 11

## November

Space Closing: Oct 5  
Materials Due: Oct 10

## December

Space Closing: Nov 1  
Materials Due: Nov 6

## PRODUCTION SPECIFICATIONS

### Printing

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" x 11"

### Digital File Specifications

#### PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

### Delivery of Material

Digital files uploaded to our ad portal  
<http://mshanken.SendMyAd.com>  
(uploading information available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

### Mechanical Specifications

#### Full Page:

Trim	8 1/4" x 11"
Bleed Size	8 1/2" x 11 1/4"
Safety	8" x 10 3/4"
Non-Bleed Size	7" x 10"

*\*All live matter must be 1/8" from trim on all sides*

#### Spread:

Trim	16 1/2" x 11"
Bleed	17" x 11 1/4"
Safety	16" x 10 3/4"
Non-Bleed	14" x 10"

*\*1/4" gutter safety for spreads*

#### Fractionals:

2/3 Vertical Non-Bleed	4 1/4" x 9 3/4"
2/3 Vertical Bleed	5 1/8" x 11 1/4"
1/2 pg. Vertical Non-Bleed	3 3/8" x 9 3/4"
1/2 pg. Vertical Bleed	4" x 11 1/4"
1/2 pg. Horizontal Non-Bleed	7 1/4" x 5"
1/2 pg. Horizontal Bleed	8 1/2" x 5 3/4"
1/3 pg. Square Non-Bleed	4 1/2" x 4 1/2"
1/3 pg. Square Bleed	5 1/8" x 5 1/2"
1/3 pg. Vertical Non-Bleed	2 1/4" x 9 3/4"
1/3 pg. Vertical Bleed	3" x 11 1/4"

*Any ad less than a full page size that is not bordered may be enclosed with a hairline or 1 point rule at the discretion of the Production Department.*

### For Further Information

Go to [mshanken.com](http://mshanken.com), or contact:

Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
TEL: 212-481-8610 x344

Jennifer Arcella  
[jarcella@mshanken.com](mailto:jarcella@mshanken.com)  
TEL: 212-481-8610 x315

# MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

## DIGITAL EDITION

### 2017 CALENDAR DATES

ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	ISSUE LIVE DATE
Jan/Feb	January 9	January 16	February 6
March	February 2	February 9	March 2
April	March 6	March 16	April 6
May	April 3	April 12	May 3
June	May 2	May 15	June 5
July/Aug	June 14	June 27	July 18
September	August 1	August 8	August 28
Leaders	August 11	August 25	September 15
October	September 7	September 14	October 5
November	October 5	October 13	November 3
December	November 1	November 10	December 1

### DIGITAL MEDIA RATES\*

Front Cover Video	\$6,000 net
Run a Book Video	\$3,100 net
Pop-Up Text	\$900 net

\*Digital Media needs to run in conjunction with print advertising

### For Further Information

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Connie McGilvray  
[cmcgilvray@mshanken.com](mailto:cmcgilvray@mshanken.com)  
TEL: 212-481-8610 x344

Jennifer Arcella  
[jarcella@mshanken.com](mailto:jarcella@mshanken.com)  
TEL: 212-481-8610 x315

## **RICH MEDIA FOR MARKET WATCH**

### **Available formats**

#### **Animated GIF**

Maximum file size: 250KB

#### **Flash Animation**

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

#### **Audio Files**

Format: MP3 64-128kbps only – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 1 MB

#### **Video Files**

Format: MPEG (MPG) only encoded using H264 compression mp4 codec at 640 x 380. No streaming.

Other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 3MB

### **Pop-Up Text Requirements**

#### **Flash Animation**

Format: Flash v5 – other file formats will incur a file conversion fee of \$100 per file.

Maximum file size: 2MB

### **Submission**

#### **When submitting your files, please specify the following:**

- Media type.
- Play option (auto-play or on-click).
- Dimension (H x W).
- Description of where media should be positioned.

For further information of file specifications, please consult <http://www.zinio.com/specs>



### **M. SHANKEN COMMUNICATIONS, INC. SECURE FTP INSTRUCTIONS**

1. Download the FileZilla 3.3.3 setup file from here: <http://filezilla-project.org/download.php>
2. Choose Windows, Mac, or Linux. Run the install, leave the default settings and click 'next' until you get to 'finish'. Then click 'finish' to launch FileZilla.
3. Click on 'File' then select 'Site Manager'.
4. Click on 'New Site' and name the site 'MShanken FTP', then fill out the following:  
Host - ftp.mshanken.com  
Port - 990  
Server Type - FTPS - FTP over implicit TLS / SSL  
Logon Type - Normal  
User - 'ftpuser'  
Password - 'mshanken123!'  
Then click on 'Connect'  
A certificate window will appear, check the box at the bottom that states 'always trust certificate in future sessions' then click on 'ok'
5. The FTP directories assigned to you will be located on the right and your desktop will be highlighted on the left.  
To download a file do the following:  
Right click the file on the right hand side, then choose 'Download'. This will download the file to your desktop, if you are not sure where the file is you can double check by clicking on the 'Successful Transfers' tab at the bottom. You can also simply drag an item from the right hand side and drop it on the left hand side.  
To upload a file do the following:  
Right click the file on the left hand side, then choose 'Upload'. This will upload the file to the directory you are in on the right hand side. You can also upload a file by dragging it from the left hand side and drop it on the right hand side.

You can select multiple files to upload or download by choosing 'Add files to queue'

## COPY AND CONTRACT REQUIREMENTS

1. The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
4. All rates and units of space are subject to change on 30 days' notice.
5. Orders for specific units of space and dates of insertions are necessary.
6. Orders specifying positions are accepted on request basis only.
7. The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
9. Conditional orders are not accepted by the Publisher.
10. Cancellation or changes in orders not accepted after closing date.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
12. Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
15. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
16. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
17. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
18. As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.