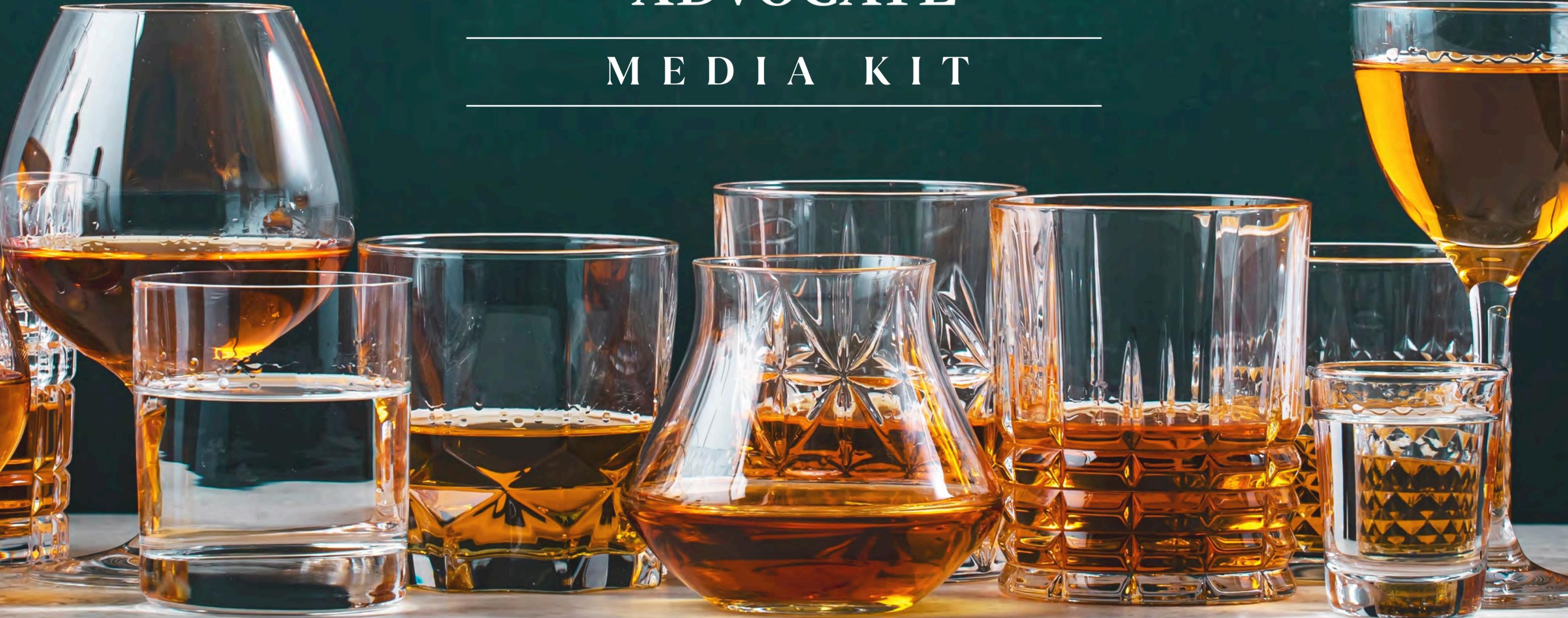


Whisky

ADVOCATE

MEDIA KIT



Learn more. Drink better.

Explore the world of bourbon, scotch, tequila, and beyond with Whisky Advocate's in-depth articles, informative videos, and thousands of reviews.

85% of Whisky Advocate readers
purchase a rated whisky



Our Values

Whisky Advocate is the informative voice that speaks to its passionate consumer audience about the intelligent, responsible and joyful consumption of the world's finest whiskies and tequilas.

Trust

Our brand is first and foremost known for the integrity of its industry-leading ratings and reviews for whiskies and tequilas.

Rich Content

Expert editorial features educate and inspire our readers by delivering top-sourced information and entertainment.

Spirit Expertise, Everywhere

Across print, digital, social media and events, we offer a unified and cross-platform experience for our audience as the most authoritative source of whisky & spirits information anywhere.



Reaching 1.8 Million

Print 1,065,000

Digital 400,000

Social 170,000

Newsletters 140,000

Video 300,000

Apps 180,000

Events 8,000

Total Brand
Footprint

Our Audience

Whisky Advocate readers aren't just whisky drinkers - they're connoisseurs, collectors, and curators of culture. Passionate, affluent and influential, they live large and drink smart.

\$192K

Average
HHI

62

Average
Age

\$1.2MM

Net
Worth

63%

Millionaires

84%

College
Grads

92%

Homeowners

WA Readers...

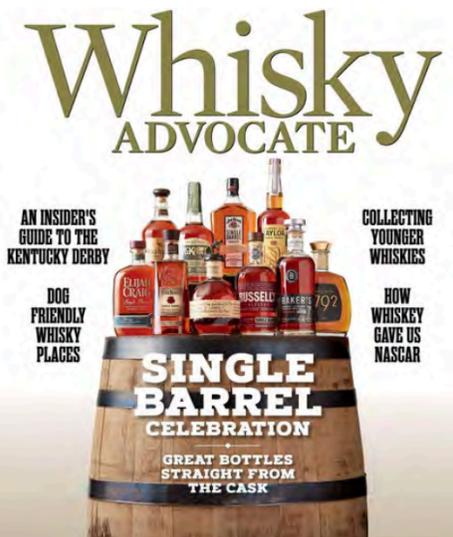
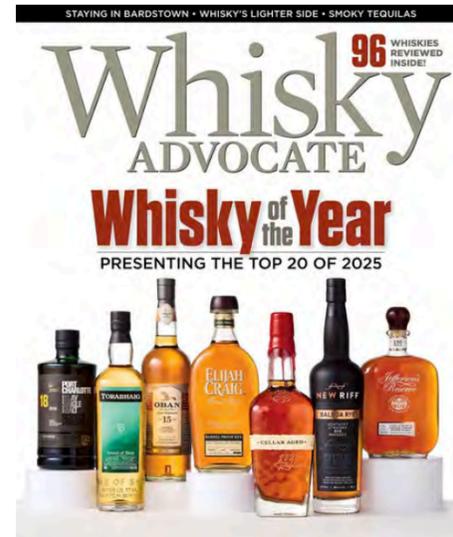
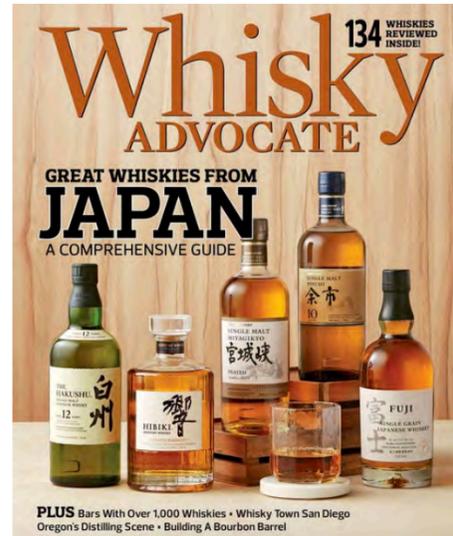
Monthly consumption
of spirits by the glass **10.6 Million**

Yearly spend on
spirits **\$1.8 Billion**

More likely to buy
premium spirits **14x**

Take domestic trips **93%**

More likely to smoke
cigars **5x**



Average time reading each issue

62 minutes

Save an issue

76%

Visited a retailer after reading

60%

Tried an advertised product

52%

Share an article

51%

The Power of Print

A Life Well Lived

More than whisky – it's a lifestyle

From ski trips to cigar lounges, our readers embrace every aspect of luxury living.

83%

Stay at luxury hotels

70%

Travel internationally

66%

Attend live cultural events

66%

Play golf

60%

Plan home renovations

65%

Attend WhiskyFest



Edit Calendar

Spring (March)

Features

- Aged Bourbons
- Low Entry Proof and the Distillers Who Use It
- Vintage-Dated Whiskies
- Indian Whisky
- Blended Scotch Update
- Affordable Ultra-Aged Scotch
- 12 year-old Bourbon

Spring Tequila

- High Proof Tequila
- Port Finished Tequila
- Tequila Food Pairing
- Brunch cocktails
- Food Pairing: Traditional Mexican Dishes

Distillations/FOB

- 48 Hours: Houston
- Cocktails: Honey
- Friends: Licor 43
- Tasting Lesson: Tobacco
- Bars: Dive Bars with Great Whisky Lists
- Matching Flavors: Salmon
- Fruit Wood Finished Whiskies
- Stave Finished Whiskies
- Types of honey for cocktails
- Peat Preservation
- Boilermakers
- Top tier/well-aged Canadian

Summer (June)

Features

- Cover: Whisky Travel
- Whisky Hotels: 10 Best Hotels for Whisky Lovers
- Five Great American Whiskey Road Trips
- Great Whisky Bars
- Irish whiskey: The current state of Irish whiskey making, and what are the best (top scoring) recent expressions
- Discovering the Whiskies of New Zealand
- Distillery Destinations: Italy

Summer Tequila

- Warehouses
- Flights
- Wine-Finished

Distillations/FOB

- 48 Hours: Boston
- Cocktails: Peach
- Friends: PX Sherry
- Tasting Lesson: Chinquapin Oak's Effect on Taste
- Bars: Far Flung Bars (Exotic Places)
- Icon: Sam Heughan
- Informer: Who Owns the American Whiskey Business? (Impact Databank)
- Collecting: Focus on Willett
- FOB: Distillery Exclusives

Fall (September)

Features

- What To Expect Next: A Look at Whisky's Future
- Single Malt Scotch: The Latest Trends and Updates
- Bourbon's Influence on Whisky Around the World
- Rye Innovations/Overview
- Scotland's Independent Bottlers
- Distillery Destinations: Japan

Fall Tequila

- Brandy Finish
- Oyster Shooters

Distillations/FOB

- 48 Hours: Portsmouth, NH
- Cocktails: Pumpkin
- Friends: Applejack
- Tasting Lesson: Marmalade
- Bars: Jazz Clubs and Whisky
- Icon: Jose Andres
- Informer: Where Does Scotland Get Its Barley?
- Distillery Destinations: Hebrides
- Collecting: Old Fitzgerald's Pedigree, History, Prices
- FOB: Bourbon-Rye Blends

Winter (December)

Features

- Top 20 Whiskies of 2026
- Collecting & World Auction Market Overview
- Single Grain Whiskies
- Whisky in the Year Ahead: 52 whiskeys for 2027

Distillations/FOB

- 48 Hours: Santa Fe, New Mexico
- Cocktails: Dessert Cocktails (that emulate desserts)
- Friends: Grand Marnier
- Tasting Lesson: Christmas Spice
- Bars: Sports Bars for Whisky Lovers
- Icon: Actor Brian Cox
- Informer: Heat Cycling in the Warehouse
- Collecting: Pre-Prohibition Bottles
- FOB: Famous Whisky roles in Current Streaming Shows

2026 Issue Dates

Spring (March)

Space Close: 2/3/26

Material Due: 2/5/26

Mail Date: 2/26/26

Newsstand: 3/17/26

Summer (June)

Space Close: 4/13/26

Material Due: 4/15/26

Mail Date: 5/7/26

Newsstand: 5/26/26

Fall (September)

Space Close: 8/17/26

Material Due: 8/19/26

Mail Date: 9/10/26

Newsstand: 9/29/26

Winter (December)

Space Close: 11/2/26

Material Due: 11/4/26

Mail Date: 11/26/26

Newsstand: 12/15/26



Custom Content

Through custom and digital advertorials, leverage *Whisky Advocate's* authority to inspire readers and deepen engagement with your brand. Our marketing and design team creates custom campaigns across print, mobile, social, and video to deliver your brand message.

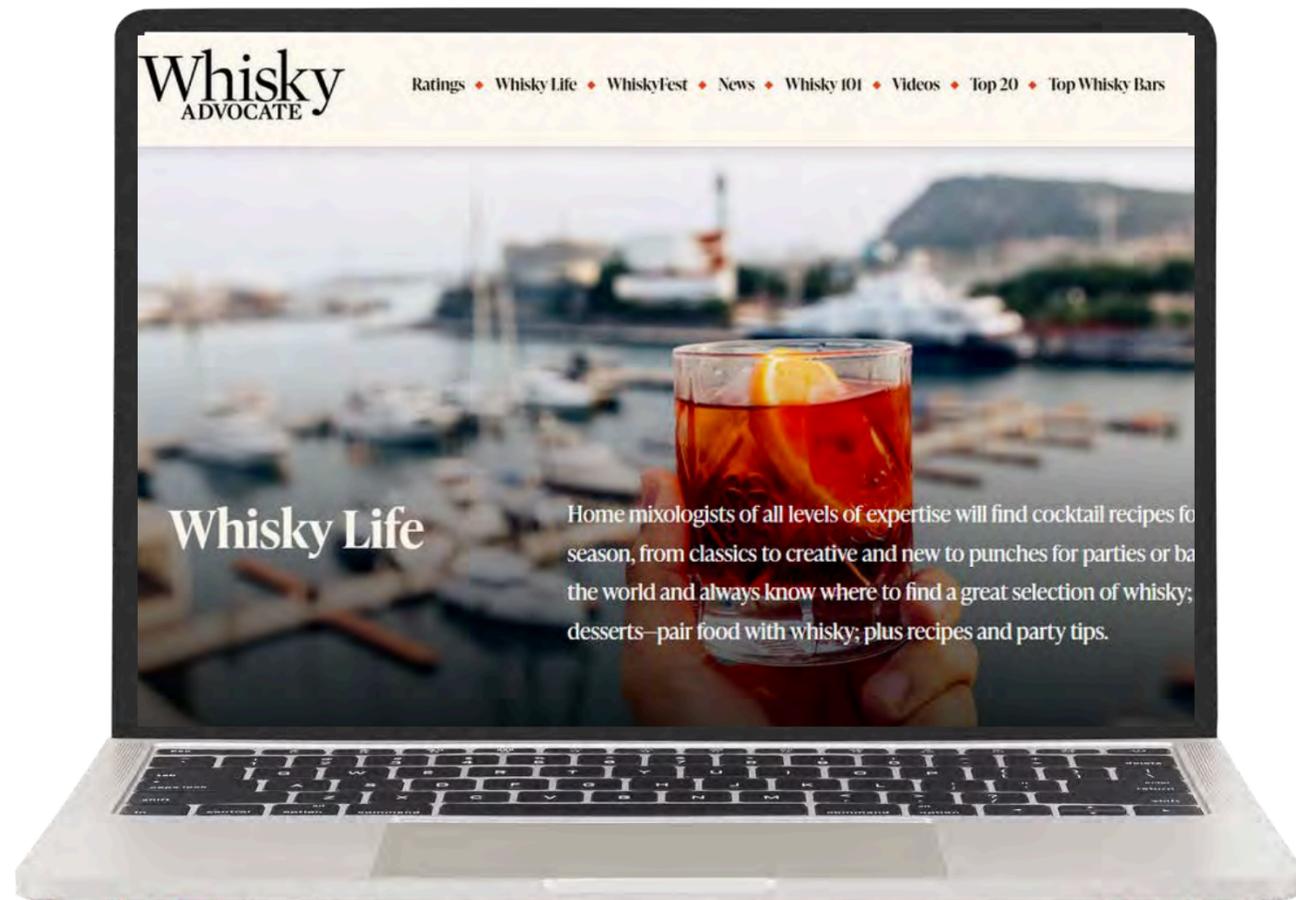


Tell Your Story Through:

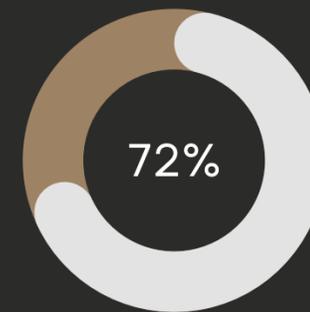
- Custom content programs
- Digital media design marketing
- Social media design marketing
- Custom video production
- Category co-ops



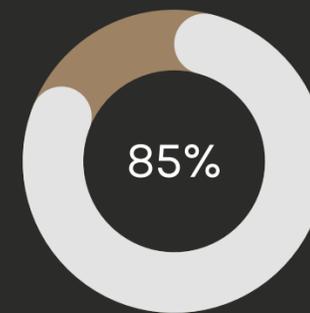
Digital Footprint



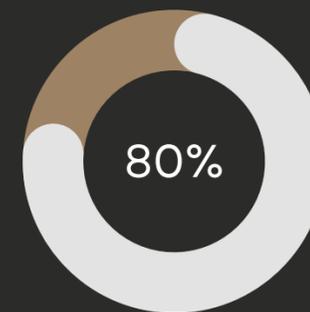
Whisky Advocate Readers:



Visit
WhiskyAdvocate.com
monthly



Looked up a
whisky rating



Read an online
article

Digital Capabilities

Whisky Advocate has a strong digital presence across our website, social media pages (Facebook, X and Instagram) and WhiskyNotes & Cocktail Club Newsletters. Our website is the preeminent source of whisky information on the web, with its ratings and expert editorial content. Across all of these digital channels, advertisers can extend brand awareness and engagement with our highly affluent audience.

Engaged Audience

800,000

Monthly page views

500,000

Monthly visits

400,000

Unique Monthly Visits

Available Opportunities

- High-impact IAB display units
- Standard display ads
- Video pre-roll
- Exclusive programmatic advertising
- Email marketing
- Social media
- Content marketing
- Connected TV
- Custom video
- Influencer campaigns
- Custom development



WhiskyFest/Tequila

Whisky
ADVOCATE

For over 25 years, WhiskyFest/Tequila has set the standard as North America's premier whisky event by bringing together the most iconic names across the spirits world.



WhiskyFest/Tequila

Event Information

Date: November 20, 2026

Time: 6:30 - 9:30pm

Venue: New York Marriott Marquis

Expected Attendance: 1,000+ spirit lovers and members of the trade (spirit industry and local restaurant professionals)



Attendees

- Age: 15% (25-34) | 30% (35-44) | 55% (45+)
- Gender: 70% Male, 30% Female (and growing)
- HHI: 88% earn more than \$100,000 annually
- Location: WhiskyFest/Tequila attendees join us from 30+ different states with strong representation from NY, NJ, PA, CT, FL, MD, TX, OH, VA, MA, CA.
- ROI: 94% of attendees report purchases influenced by their WhiskyFest/Tequila experience.
- Loyalty & Fresh Faces: 55% of our attendees are first time attendees, and 45% are returning.

PRINT PRODUCTION SPECIFICATIONS

PRINTING

Web Offset (SWOP)
 Binding: Perfect Bound Publication
 Trim Size: 9.875" x 11.5"

DIGITAL FILE SPECIFICATIONS

- PDF/X-1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment -- image resolution is 300 dpi (minimum 260 dpi)
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal
mshanken.SendMyAd.com
 (uploading tutorial 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

Ad Size:	Width	Depth
Full Page Trim	9.875"	11.5"
Full Page Bleed	10.125"	11.75"
Full Page Safety	9.375"	11.00"
Full Page Non-Bleed	8.625"	10.375"
Spread Trim	19.75"	11.50"
Spread Bleed	20.00"	11.75"
Spread Non-Bleed	18.25"	10.25"
Spread Safety	19.25"	11.00"
2/3 Page (2 columns) Non-Bleed	5.625"	10.375"
1/2 Page Non- Bleed	8.625"	5.1875"
1/3 Page (1 column) Bleed	3.6875"	11.75"
1/3 Page (1 column) Non- Bleed	2.875"	10.375"
1/6 Page (1/2 column)	2.875"	5.0625"

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

Competitor logos/ratings are subject to publisher approval.

For Further Information

Go to M.Shanken.com or contact:

Jennifer Arcella
jarcella@mshanken.com

Advertising Costs and Information



Advertising Rates (Gross)

Frequency	1x	6x	12x
Four Color			
Full Page	\$23,000	\$21,820	\$20,600
2/3 Page	\$17,440	\$16,520	\$15,700
1/2 Page	\$15,400	\$14,580	\$13,780
1/3 Page	\$12,140	\$11,520	\$10,920
1/6 Page	\$8,880	\$8,460	\$7,950

Special Positioning Premiums

Cover 2 Gatefold.....	On Request
Spread Prior to Table of Contents.....	10%
3rd Cover.....	10%
4th Cover.....	25%
Opposite Masthead.....	10%

Contact Information:

NEW YORK:

Whisky Advocate
 825 Eighth Ave, 33rd Floor
 New York, NY 10019
 Fax: 212-481-1540

Advertising contact:

Stephen Senatore
 SVP, Spirits
 212-684-4847
 e-mail: ssenatore@mshanken.com

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 for 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.

Media Contacts

Whisky
ADVOCATE

NEW YORK:

825 Eighth Avenue, 33rd Floor
New York, NY 10019
Phone: 212-684-4224

.....
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SVP, Spirits
212-684-4847 - email: ssenatore@mshanken.com
.....

Alyssa Weiss - Luxury & Spirits, Account Director
917-363-4930 - email: aweiss@mshanken.com

Michael DiChiara - Luxury & Spirits, Account Director
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Jake Cohen - Tobacco, Account Executive
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Miriam Morgenstern - Corporate Advertising
email: mmorgenstern@mshanken.com

Jennifer Arcella - Advertising Services Director
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Hilary Chalson - Senior Manager, Digital Strategy
email: hchalson@mshanken.com

