

2026

Wine Spectator

MEDIA KIT



Learn more. Drink better.

Wine Spectator is renowned for its trusted blind tastings, expert reviews, and authoritative voice in wine and luxury living. Through striking visuals and refined storytelling, it delivers an elevated and unified experience for discerning readers.

87% of Wine Spectator readers
purchase a rated wine

Source: MRI Reader Survey 2025

Wine Spectator



Reaching 6+ Million

Print 2,220,000

Digital 1,400,000

Social 1,355,000

Newsletters 499,000

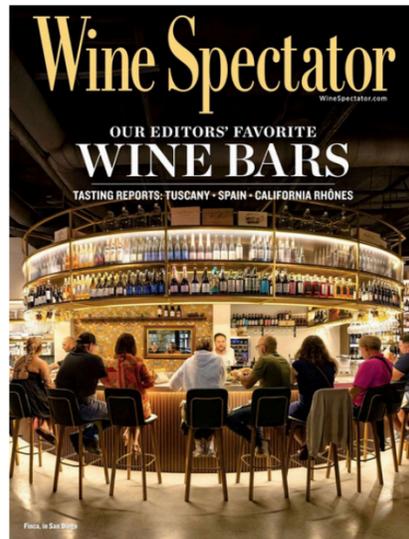
Video 300,000

Apps 180,000

Events 46,000

Total Brand
Footprint





Wine Spectator

Audience Footprint

2.22 Million

Paid Circulation

386,000

Issues Published

13x

Annual Subscription

\$69.95

Readers per copy

7

Print Presence

Our Audience

Wine Spectator reaches affluent consumers, top influencers, and key industry leaders. Our readers are decision-makers in both their social and professional circles - serving as ambassadors for the fine wines, spirits and premium brands they choose to invest in.

\$377K

Average
HHI

47

Average
Age

\$2.4MM

Net
Worth

98%

College
Grad

63%

Millionaires

74%

Save an
Issue

Total Yearly Luxury Expenditures
\$231 Billion

Home and Garden **\$31 Billion**

Auto **\$23 Billion**

Financial Services **\$23 Billion**

Travel **\$18 Billion**

Apparel + Jewelry **\$18 Billion**

Dining, Wine & Spirits **\$12 Billion**

Travel & Lifestyle

Wine Spectator readers invest in quality, travel often, and choose premium experiences—at home and around the world.



Source: MRI Reader Survey 2025, MRI-Simmons 2025

95%
Willing to pay more for quality wine

92%
Take domestic trips

89%
Serve the best food & beverages when entertaining

89%
Went to a wine tasting

69%
Stay in luxury hotels

67%
Take foreign trips

Custom Content

Through category co-ops and custom advertorials, leverage *Wine Spectator's* authority to inspire readers and deepen engagement with your brand. Our marketing and design teams develop integrated campaigns across print, digital, social, and video to deliver your brand's message.

Tell Your Story Through:

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

SPONSORED CONTENT BY BAM

Bordeaux Wines: A Smart Buy for All Reasons and Seasons



Château Moya
SPRING

The season of renewal is the perfect time for a change of pace in your wine routine. Swap out your usual springtime sipper for the earth-friendly, all-natural red wine that has won enophiles over with its pure and vibrant personality. Grown on a certified organic estate and hand-harvested with care, the grapes for Moya are a delicious, bright expression of their terroir. This fruit-driven wine is open and round, and tastes as fresh as the new season.

WWW.CHATEAUMOYA.COM



Château Auguste
SUMMER

Can't decide between red and rosé? You can afford to have both! Auguste resonates with August, our favorite summer month, and offers both ends of the fresh-fruit spectrum in these Merlot-focused wines. Start with the fresh tangerine brightness of the rosé and move into the tart fruits of the red for a full experience of this price-accessible wine that will quickly become your summer love. Both styles are made with love from certified organic grapes.

WWW.CHATEAUAUGUSTE.COM



Château Du Parc
AUTUMN

Château Du Parc Grand Cru from St. Émilion is a perfect companion when fall arrives. Elegant and earthy, this opulent red wine boasts rich and ripe red and black fruit flavors, layered with spice accents from aging in fine French oak barrels. Tastemakers look to Du Parc as an ideal accompaniment with hard cheeses and roasted meats, and will also enjoy it as a postprandial pairing with a fine cigar.

WWW.CHATEAU-DUPARC.COM



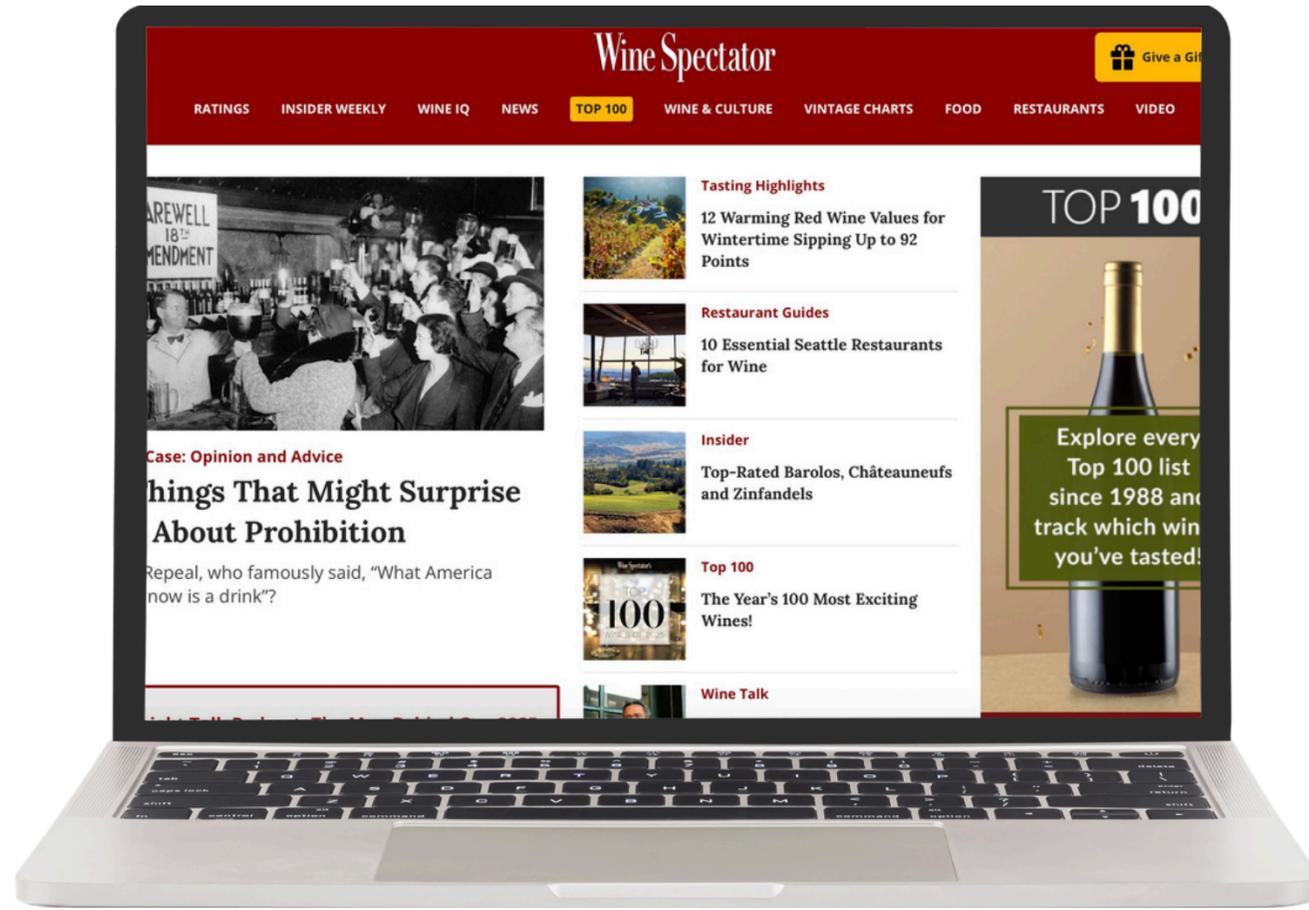
Château Gaby
WINTER

From Canon-Fronsac, a satellite of the famed St. Émilion district, Gaby is the culmination of all that Bordeaux offers: prestige, quality, sophistication and a concentration of fruit picked from the best estate vineyards. This small-production Grand Vin de Bordeaux is a true insider's secret—approachable in drinkability and price. It's the gift you give to the most discerning person on your list, or to yourself.

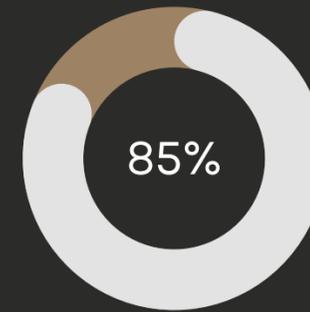
WWW.CHATEAUGABY.COM

IMPORTED BY: VIGNOBLES SULLIVAN | SULLIVAN.COM | TS@SULLIVAN.COM

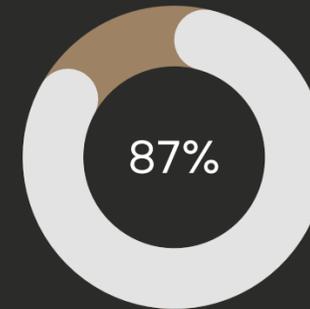
Digital Footprint



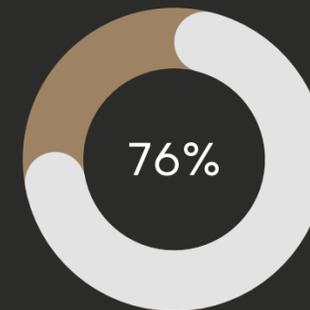
Wine Spectator Readers:



Visit WineSpectator.com monthly



Looked up a wine rating



Read an online article

Digital Capabilities

Wine Spectator maintains a robust digital presence across our website, social media pages (Facebook, X, and Instagram), seven targeted e-newsletters and three mobile apps.

WineSpectator.com is the preeminent source of wine information on the web, with its industry leading wine 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

2.5 M

Monthly page views

1.25 M

Social media followers

1.4 M

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



Wine Spectator Events

Wine Spectator celebrates the world of wine by hosting premier events and sponsoring select wine-focused gatherings in key markets. We create custom event marketing strategies to maximize your brand's exposure through opportunities such as takeaways and on-site brand representation.



Wine Spectator

Sponsorship Events

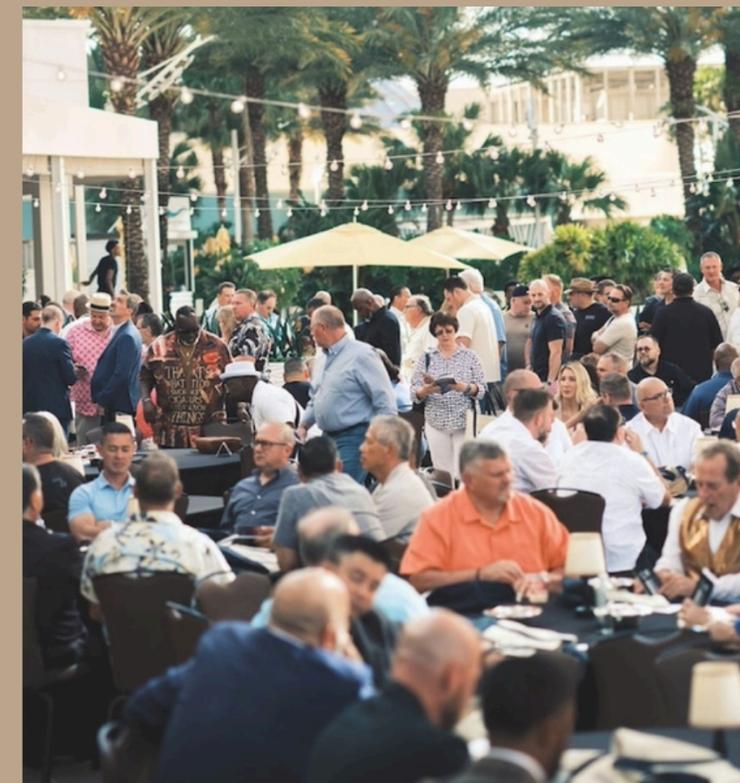
- South Beach Wine & Food Festival
- Wine & Design
- New York Wine & Food Festival
- Feast

Wine Spectator Events

- Grand Tours
- NY Wine Experience

Opportunities

- Walk around tastings
- Curated dinners
- Educational seminars



Draft Editorial Calendar 2026

*Drafted as of 11/10/2025



JAN/FEBRUARY 2026

Editor's Annual Awards for Best Buys & SMART BUYS
"Extraordinary Wines for Everyday"
Portugal & Port tasting report
Bonus distribution at WINE PARIS, plus in Miami, FL
Material Due: 12/16

MARCH 2026

Women's Celebration Month

Global Wine Edition, Rhone, France & Pacific Northwest Wine Reports
Bonus distribution at ProWein; Miami, Florida
Material Due: 1/13

APRIL 2026

ITALY & the Future
Sustainable month
ITALY tasting report (multi-region)
Bonus distribution at Vinitaly
Material Due: 2/4

MAY 2026

Spring Menus for Entertaining, Wine + Food
Chile, Bordeaux and Oregon Wine Reports
Bonus distribution at Wine & Design Chicago and at Wine Spectator Grand Tours in 3 markets: California, Colorado, Florida
Material Due: 3/4

JUNE 2026

Travel to California Wine Country
Global Sparkling Wines + Champagnes for Spring Entertaining
Wine Reports: ARGENTINA, Brunello, Global Bubbly
Material due: 4/15

JULY 2026

Summer wines
Tequila
ITALY & Chardonnay Wine Reports
Material Due: 5/13

AUGUST ANNUAL RESTAURANT AWARDS EDITION 2026

Annual Restaurant Awards Issue honoring the best restaurant wine lists, their sommeliers, and wine directors
Bonus distribution to the on-premise
Wine Report: ROSE, New Zealand
Material Due: 6/3

SEPTEMBER 2026

Autumn Wine & Dine
Pinot Noir Wine Report
Material Due: 7/1

OCTOBER 15-31 DOUBLE ISSUE

Trends in Wine Report
Holiday menu
Wine Reports: Italy & Spain
Bonus Distribution at NYC Wine & Food Festival
Material Due: 7/29

NOVEMBER 15, 2026

Bonus distribution at New York Wine Experience (NYWE)
Wine Reports: **Annual Cabernet report**
Global Best Buys
Material Due: 9/2

NOVEMBER 30, 2026

Special Anniversary Edition
Bonus distribution at New York Wine Experience (NYWE)
Wine Report: ARGENTINA
Material Due: 9/12

DECEMBER 15, 2026

Holiday Gift Giving
Champagne for holidays
Wine Report: Italy region
Bonus distribution at WhiskyFest New York, FEAST Epicurean Gala in NYC
Material Due: 10/4

DECEMBER 31* cover date

The Top 100 Awards Issue of the Year, plus
U.S. Sparkling wines
Australia
Bonus distribution at Palm Beach Food & Wine Festival
*This issue is in the hands of all subscribers before major holidays
Material Due: 10/25

To reach Wine Spectator's audience of millions (from consumer and trade sectors) and to ask us about our digital media opportunities, contact: Jody Spitalnik, jspitalnikemshanken.com

For art material extensions, contact: Jennifer Arcella, Production Manager • jarcellaemshanken.com

*Editors reserve the right to make changes

2026 Issue Dates

January/February

Space Close: 12/16/25
Material Due: 12/18/25

March

Space Close: 1/6/26
Material Due: 1/8/26

April

Space Close: 1/27/26
Material Due: 1/29/26

May

Space Close: 2/24/26
Material Due: 2/26/26

June

Space Close: 4/7/26
Material Due: 4/9/26

July

Space Close: 5/5/26
Material Due: 5/7/26

August

Space Close: 6/2/26
Material Due: 6/4/26

September

Space Close: 6/30/26
Material Due: 7/2/26

October

Space Close: 8/4/26
Material Due: 8/6/26

November 15th

Space Close: 8/25/26
Material Due: 8/27/26

November 30th

Space Close: 9/8/26
Material Due: 9/10/26

December 15th

Space Close: 9/22/26
Material Due: 9/24/26

December 31st

Space Close: 10/20/26
Material Due: 10/22/26



PRINT PRODUCTION SPECIFICATIONS

Web Offset (SWOP)
 Binding: Perfect Bound Publication
 Trim Size: 9.875" x 13"

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.

For Further Information

Go to M.Shanken.com or contact:

Jennifer Arcella
 jarcella@mshanken.com

MECHANICAL SPECIFICATIONS

Ad Size:	Width	Depth
Full Page Trim	9.875"	13"
Full Page Bleed	10.125"	13.25"
Full Page Safety	8.875"	12.5"
Full Page Non-Bleed	8.875"	12"
Spread Trim	19.75"	13"
Spread Bleed	20"	13.25"
Spread Safety*	19.25"	12.5"
2/3 Page Vertical	6"	11.25"
1/2 Page Junior	6"	7.5"
1/2 Page Horizontal	9"	5.625"
1/3 Page Vertical	3"	11.25"
1/3 Page Horizontal	6"	5.625"
1/6 Page Vertical	3"	5.625"
1/6 Page Horizontal	6"	3.75"

*For spreads, allow .5" safety on each side of the gutter
 Competitor logos/ratings are subject to publisher approval.

Insert Specs	Width	Depth
Tipped Inserts		
Mailable Minimum Size	3.5"	5"
Non-Mailable Minimum Size	3.5"	3.5"
Maximum Size	9"	12"
Blow-In Inserts		
Minimum Size	3.5"	4.25"
Maximum Size	5.5"	6.25"
Minimum Paper Stock	60#	
Bind-In Inserts		
Minimum Size	4" x 6"	
Maximum Size	10.125" x 13.375"	
Jogs To Foot	.1875" Trim	
Scuff Perf	.375"	
	.625" (Scuff + .25" To Perf)	

Note: All inserts must be delivered cartoned and identified with name of advertiser, publication and issue date. 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

Advertising Costs and Information

Frequency..... 13X
 Single Copy Price \$7.99 U.S./\$8.99 CAN
 Annual Subscription Price \$69.95

Advertising Rates (Gross)

Frequency	1x	6x	12x	24x
Four Color				
Full Page	\$47,600	\$46,700	\$43,020	\$41,260
2/3 Page	\$38,080	\$37,300	\$34,380	\$33,700
1/2 Page	\$31,420	\$30,740	\$29,600	\$27,660
1/3 Page	\$21,880	\$21,580	\$19,840	\$19,300
1/6 Page	\$12,900	\$12,620	\$11,920	\$11,340
Black & White				
Full Page	\$35,500	\$34,240	\$31,640	\$31,500
2/3 Page	\$28,820	\$28,280	\$25,960	\$25,560
1/2 Page	\$24,080	\$23,560	\$21,720	\$21,620
1/3 Page	\$16,260	\$15,900	\$14,740	\$14,240
1/6 Page	\$7,920	\$7,780	\$7,260	\$6,740

Special Positioning Premiums

Cover 2 Spread.....	20%
Spread Prior to Table of Contents.....	10%
3rd Cover.....	10%
4th Cover.....	25%
Opposite Masthead.....	10%
Guaranteed Position within Edit.....	10%

Notes

- Agency Commission: 15% discount
- Bleed: 15% premium
- 2 Color: 20% premium above earned black and white rate
- 5th Color: 20% premium
- 2% cash discount not available
- Copy split: \$3,500 net per split

Discounts

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes: Advertisers using any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

Issuance and Closing Dates

Published 13 times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. Material due approximately 45 days prior to cover date.

Contact Information:

NEW YORK:

Advertising Department
 Wine Spectator
 825 Eighth Avenue, 33rd Floor
 New York, NY 10019.
 Fax: 212-481-1540

Advertising Contact:

Miriam Morgenstern
 SVP, Associate Publisher
 212-684-4224
 e-mail: mmorgenstern@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

NEW YORK:

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Jody Slone Spitalnik
Supplier Partnerships
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Michael DiChiara - Luxury & Spirits, Account Director
203-609-1599 - email: mdichiara@mshanken.com

Jake Cohen - Tobacco, Account Executive
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DIGITAL ADVERTISING

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