

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

MARKET WATCH EDITORIAL MISSION:

WHO WE ARE:

With over 40 years of experience, Market Watch is the leading trade publication catering exclusively to the on-premise and off-premise alcohol markets. Our audience includes America's top retailers, bars, and restaurants, all looking to Market Watch for crucial industry trends and insights.

WHAT WE COVER:

- Industry news for on- and off-premise markets
- Cutting-edge market trends
- Restaurant, bar, and retail expansions
- New product launches
- Wine, spirits, and beer market updates

OUR REACH:

Market Watch reaches over 50,000+ key decision-makers, with a pass-along readership of 125,000+. Our readers include presidents, owners, F&B directors, store managers, and GMs, all with direct purchasing power.

WHY ADVERTISE WITH US?

- Engage decision-makers responsible for spirits (88%), wine (96%), and beer (90%) purchases
- 97% of readers have bought or recommended products based on Market Watch content
- Reach a qualified, exclusive audience that spends an average of 37 minutes per issue
- 66% of our readers don't engage with other competitive trade publications
- Market Watch maintains a constant, active presence at industry functions (including New York Wine Experience, WSWA, NABCA, NBWA).

An ad in *Market Watch* connects your brand with top buyers and influencers across the country, helping grow your presence in both the on- and off-premise markets.

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2026 EDITORIAL CALENDAR

JANUARY/ FEBRUARY

- Spirits Feature: Craft Spirits Update
- Wine Feature: Appealing to Gen Z
- Wine Feature: Wine-Based RTDs
- Mixology: Brandy
- Cocktail Hour: José Medina Camacho

MARCH: Vodka

- Spirits Feature: Gin
- Spirits Feature : Vodka
- Wine Feature: California Wine Tourism In 2026
- Wine Feature: +Sustainability/Organic Wine Feature (Earth Day April 22nd)
- Mixology: Irish Whiskey

APRIL: Wine & Spirits Hot Brand Awards

- Wine & Spirits Hot Brands
- Spirits Feature: Flavored Whiskies
- Wine Feature: CA Start-Ups successful new launches of the past 10 years
- Mixology: Vermouth

MAY: CONTROL STATES

NABCA 5/18-5/21

- NABCA Annual Convention
- Spirits Feature: Rum
- Wine Feature: Napa and Sonoma's Accessibly Priced Standouts
- Control State Roundup
- Mixology: Agave Goes Bold

JUNE

- Spirits Feature: RTD Spirits
- Wine Feature: Non-Alc and Low Calorie
- Wine Feature: Rosé Report
- Mixology: Italian Bitters / Aperitifs

JULY-AUGUST: Tequila

- Spirits Feature: Tequila
- Trend Feature: RTS Spirits
- Wine Feature: Boxed Wine & Beyond
- Mixology: Rum

LEADERS ISSUE: Annual Retailer Awards

- Profiles of Six Leaders, Two Alumni 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, wholesaler and supplier executives.
- **Special Bonus Distribution: Fall 2026**

SEPTEMBER: Whisky

- Spirits Feature: Bourbon/American Whiskey
- Spirits Feature: Irish whiskey
- Feature: Aged Rum
- Wine Feature: Wine On Premise
- Mixology: Tequila + Mezcal
- Beer Hot Brands

OCTOBER: Wine & Spirits Hot Prospect Brand Awards

NBWA | Oct 12-15

New York Wine Experience - TBD | Marriott Marquis, New York

- Wine & Spirits Hot Prospects
- Spirits Feature: Single Malt Scotch
- Spirits Feature: Blended Scotch
- Wine Feature: California's Top 25 Super-Premium Wines
- Wine Feature: Italy
- Trend Feature: Cannabis Drinks Update
- Mixology: Smoky Cocktails

NOVEMBER: Holiday

- Feature: On-Premise Player of the Year
- Spirits Feature: Brandy
- Spirits Feature: Canadian Whisky
- Wine Feature: Sparkling Wine
- Trend Feature: The latest Holiday Products and Gift Packs
- Mixology: Bourbon

DECEMBER: Blue Chip Brand Awards

- Blue Chip Brands
- Spirits Feature: Cognac
- Wine Feature: How important is origin in California today?
- Wine Feature: Champagne
- Mixology: Sparkling Wine Cocktails

HOT THEMES FOR 2026...

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

SHOW 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 the 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 around the country

BRAND WATCH

An in depth look at the performance of notable brands in 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

All the news that's fit to print

EVENTS

Photographs and captions from the latest industry and celebrity events

WINE FEATURES

A look at the trends and innovation in the wine category

COCKTAIL HOUR

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

2026 CLOSING DATES

January/February

Space Closing: Feb 16
Materials Due: Feb 20

March

Space Closing: Feb 16
Materials Due: Feb 20

April

Space Closing: March 6
Materials Due: March 9

May

Space Closing: April 6
Materials Due: April 10

June

Space Closing: May 7
Materials Due: May 11

July/August

Space Closing: June 18
Materials Due: June 22

September

Space Close: Aug 3
Material Close: Aug 7

Leaders

Space Close Aug 17
Material Close: Aug 21

October

Space Closing: Sept 14
Materials Due: Sept 18

November

Space Closing: Oct 12
Materials Due: Oct 16

December

Space Closing: Nov 9
Materials Due: Nov 13

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.

PRODUCTION SPECIFICATIONS

Printing

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8.25" x 10.875"

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	8.25" x 10.875"
Bleed Size	8.5" x 11.125"
Safety	7.875" x 10.5"
Non-Bleed Size	7" x 10"

** All text safety must be .1875" from trim on all sides. Changes are effective as of Market Watch July/Aug.*

Spread:

Trim	16.5" x 10.875"
Bleed	16.75" x 11.125"
Safety	16.125" x 10.5"
Non-Bleed	14" x 10"

** .1875 gutter safety for spreads. Changes are effective as of Market Watch July/Aug.*

Fractionals:

$\frac{2}{8}$ Vertical Non-Bleed	4.25" x 9.75"
$\frac{2}{8}$ Vertical Bleed	5.125" x 11.125"
$\frac{1}{2}$ pg. Vertical Non-Bleed	3.375" x 9.75"
$\frac{1}{2}$ pg. Vertical Bleed	4" x 11.125"
$\frac{1}{2}$ pg. Horizontal Non-Bleed	7.25" x 5"
$\frac{1}{2}$ pg. Horizontal Bleed	8.5" x 5.75"
$\frac{1}{8}$ pg. Square Non-Bleed	4.5" x 4.5"
$\frac{1}{8}$ pg. Square Bleed	5.125" x 5.5"
$\frac{1}{8}$ pg. Vertical Non-Bleed	2.25" x 9.75"
$\frac{1}{8}$ pg. Vertical Bleed	3" x 11.125"

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

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2026 DEDICATED EMAIL

OVERVIEW

Market Watch holds a subscriber list of key trade influencers, wholesalers, buyers, on and off-premise, that have opted-in to receive news updates, event information, and special product launch information from our valued partners. Our Market Watch dedicated partner emails go out to 40,000 trade subscribers per blast.



HEADINGS

Subject Length: 35 characters
(for optimal mobile display).

Essential for capturing attention.

Preheader Length: 85 characters
maximum (including spaces).

Provides a sneak peek into the email
content.

DIMENSIONS

Width: 600-800 pixels.

Fits most email clients for optimal viewing.

Height: Flexible, best if <2000 pixels.

Reduces the need for excessive scrolling.

IMAGE FORMATS

JPEG or PNG for static images.

Ensures image clarity and quality.

IMAGE SPECS

Resolution: 72 DPI.

Optimal for screen displays.

Max Image Size: 200 KB.

Helps with email load times.

Alt Text: Mandatory for all images.

Provides context if images don't display.

TEXT

Font: Web-safe (Arial, Verdana, etc.).

Ensures consistency across email clients.

Font Size: 14-16px (body), 20-24px
(headers).

Clear hierarchy and readability.

CTA

Prominent & above the fold.

Encourages user interaction.

Min Size: 44x44 pixels.

Touch-friendly for mobile devices.

LINKS

Text Links: Underlined.

Differentiates from regular text.

Hover State: Distinct style/color.

Enhances user experience.

BACKGROUND

Web-safe colors or images.

Ensures compatibility and readability.

ADDITIONAL NOTES

Max File Size: 2MB. Avoid embedded
videos, audio, JavaScript and Google Fonts.

Ensures wider compatibility