

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 28 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

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

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.

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

THE MARKET WATCH READER

MARKET WATCH reaches over 53,000 presidents and owners, F&B directors, store managers, general managers and directors of retail stores and on-premise outlets across the nation. MARKET WATCH is uniquely positioned to reach independent retailers, chain retailers, independent on-premise operators, and on-premise chain operations.

Despite their diverse demographics, MARKET WATCH readers share some “typical” traits which are anything but typical:

- **Power in Purchasing Decisions.** 88% of MARKET WATCH readers are responsible for their establishment’s spirits purchasing decisions, 96% in wine, and 90% in beer (Harvey Research Study).
- **Power in Menu Decisions.** 86% are responsible for developing or influencing the addition of new items to their establishment’s drink menu (Harvey Research Study).
- **Qualified Readers.** MARKET WATCH circulation is 100% qualified readership (BPA). With 53,000+ readers and a passalong of 135,000+.
- **Preference for MARKET WATCH over other industry publications.** 100% of our readers have read the last 3 of our 4 issues and they spend an average of 37 minutes with each issue (Harvey Research Study).

Not to be missed...

January/February: On Premise Player of the Year

- Sake Category Feature
- Winter Cocktails Feature
- Manhattan Beer Distributors Profile
- Retailer Profile: Charles Street Liquors, Boston
- On-Premise Profile: Buffalo Wild Wings
- On-Premise Player Of The Year
- 2009 In Review
- Crystal Ball: A Look Ahead at 2010
- CityScope
- Mixology: Latest Trends for Wine in Cocktails
- Wine Files: California
- Beer Watch Column

March: Vodka Issue

- Vodka Category Feature
- On-Premise Profile: City Center Las Vegas
- Retailer Profile: The Wine Thief, New Haven CT
- Beer and Glassware
- CityScope
- Mixology: Latest Cocktail Trends for Fusions
- Wine Files: France
- Beer Watch Column
- **Special Bonus Distribution: Nightclub & Bar Show and Impact Marketing Seminar**

April: Hot Brand Awards

- Gin Category Feature
- On-Premise Profile: Chili's/On the Border (Brinker)
- Retailer Profile: Modern Liquors, Washington DC
- Hot Brand Awards: Spirits and Wine
- CityScope: New Orleans
- Mixology: Latest Cocktail Trends for Latin Spirits
- Wine Files: Australia
- Beer Watch Column
- **Special Bonus Distribution: Wine & Spirits Wholesalers of America**

May: Control State Roundup/NABCA

- Rum Category Feature
- On-Premise Profile: Ruby Tuesday's
- Retailer Profile: Chicago Lake Liquors, Minneapolis
- Control State Roundup
- Impact Seminar Roundup
- The New Mainstream for Beer
- CityScope: Orlando
- Mixology: Latest Cocktail Trends for Tequila
- Wine Files: Germany
- Beer Watch Column
- **Special Bonus Distribution: National Restaurant Association and National Alcohol Beverage Control Association**

June: Beer Season

- Latin Spirits Category Feature
- Liqueurs Category Feature
- On-Premise Profile: Dave & Busters
- Retailer Profile: Everett's, Illinois
- Top Beer Brands Rankings
- Best Beer Menus: Restaurants with the top beer selections in terms of breadth and matching with food
- Draft Beer
- CityScope
- Mixology: Latest Cocktail Trends for Vodka
- Wine Files: California Part 2
- Beer Watch Column
- **Special Bonus Distribution: American Beverages Licensees**

July/August: Summer Cocktails

- Tequila Category Feature
- Sangria Category Feature
- Summer Cocktails Feature
- On-Premise Profile: Lime Fresh Mexican Grill
- Retailer Profile: The Beverage House, Sierra Vista, AZ
- Texas Retail Scene: A Roundup

- WSWA Hot Brand Awards Roundup
- Beer in Sports Stadiums
- CityScope: Dallas
- Mixology: Latest Cocktail Trends for Gin
- Wine Files: New Zealand
- Beer Watch Column
- **Special Advertorial Section: Summer Cocktails**
- **Special Bonus Distribution: Texas Package Store Association and Tales of the Cocktail**

September: Beer Hot Brand Awards

- Bourbon Category Feature
- Irish Whiskey Category Feature
- On-Premise Profile: W Hotels
- Retailer Profile: Sherry-Lehmann
- Distributor Profile: Beer Wholesaler of the Year
- Hot Brand Awards: Beer
- QSR turns to beer, wine
- Ultra Lights: A-B's Select 55, MGD 64, others in light and ultra light category
- CityScope
- Mixology: Latest Cocktail Trends for Rum
- Wine Files: Spain
- Beer Watch Column
- **Special Bonus Distribution: National Beer Wholesalers Association**

Leaders: Annual Retail Awards Publication

Leaders Banquet

Profiles of Six Leaders, Four Alumni Award Winners and The Retailer of the Year

Publication honoring the best industry retailers in the country. Leaders awards are presented at the annual Leaders Dinner event attended by retailers, wholesale and supplier executives.

October: Holiday Preview/Hot Prospect Brand Awards

- Scotch Whisky Category Feature
- On-Premise Profile: California Pizza Kitchen
- Retailer Profile: 20-20 Wine Merchants, Los Angeles
- Hot Prospect Brand Awards
- Heritage beers, old is new again
- CityScope
- Mixology: Latest Cocktail Trends for Beer
- Wine Files: Italy
- Beer Watch Column
- **Special Advertising Section: Holiday Gift Giving & Gift Packs**
- **Special Bonus Distribution: Wine Spectator Wine Experience**

November: Holiday Cocktails

- Canadian Whisky Category Feature
- Holiday Cocktails Feature
- Sparkling Wine Feature Story (Inc. Prosecco)
- On-Premise Profile: Lone Star
- Retailer Profile: Berbiglia, Kansas City
- Leaders Banquet Roundup
- Beer packaging innovations
- CityScope: Indianapolis
- Mixology: Latest Cocktail Trends for Absinthe
- Wine Files: Portugal
- Beer Watch Column

December: Blue Chip Brand Awards

- Cognac Category Feature
- On-Premise Profile: Bonefish Grill
- On-Premise: Big Clubs In Small Markets
- Retailer Profile: Pantheon Wine Society, Illinois
- Luxury Spirits
- Blue Chip Brand Awards
- CityScope
- Mixology: Latest Cocktail Trends for Whisk(e)y
- Wine Files: Chile and Argentina
- Beer Watch Column

Hot Themes for 2010...

On-Premise Player of the Year

The best restaurateur or bar owner is showcased in a feature story. Learn what has made them 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 Watch

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 Product Watch

Information on new products and how to get them

Second Tier

Keeping up with the changing distributor landscape

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 Buzz

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 Sense

A look at trends and innovation in the wine category

Cocktail Hour

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

2010 CLOSING DATES

January/February

Space Closing: Jan 7
Materials Due: Jan 11

March

Space Closing: Jan 28
Materials Due: Feb 1

April

Space Closing: Feb 26
Materials Due: Mar 1

May

Space Closing: Apr 2
Materials Due: Apr 6

June

Space Closing: Apr 28
Materials Due: May 3

July/August

Space Closing: Jun 3
Materials Due: Jun 7

September

Space Closing: Aug 2
Materials Due: Aug 5

Leaders

Space Closing: Aug 19
Materials Due: Aug 24

October

Space Closing: Aug 27
Materials Due: Sep 1

November

Space Closing: Sep 29
Materials Due: Oct 1

December

Space Closing: Oct 28
Materials Due: Nov 1

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ADVERTISING INFORMATION 2010

General Information

Frequency: 11x
Annual Subscription Price: \$60.00
Average Circulation: 53,754
BPA International: 6/30/09

Advertising Rates

Frequency **1X** **4X** **7X** **21X**

Four Color

| | | | | |
|-----------|----------|----------|----------|----------|
| Full Page | \$15,595 | \$15,275 | \$14,805 | \$14,020 |
| 1/2 Page | \$9,355 | \$9,165 | \$8,885 | \$8,410 |
| 1/3 Page | \$6,235 | \$6,110 | \$5,920 | \$5,605 |

Two Color

| | | | | |
|-----------|----------|----------|----------|----------|
| Full Page | \$14,260 | \$13,965 | \$13,555 | \$12,835 |
| 1/2 Page | \$8,555 | \$8,380 | \$8,130 | \$7,700 |
| 1/3 Page | \$5,705 | \$5,585 | \$5,420 | \$5,135 |

Black & White

| | | | | |
|-----------|----------|----------|----------|----------|
| Full Page | \$13,495 | \$13,230 | \$12,810 | \$12,130 |
| 1/2 Page | \$8,095 | \$7,940 | \$7,685 | \$7,275 |
| 1/3 Page | \$5,395 | \$5,290 | \$5,125 | \$4,850 |

On- or Off-Premise Ad: \$8,085 Net

Leaders Ad: \$15,750 Net

- Rates for inserts, outserts and belly-bands available upon request.
- Agency commission: 15%

Special Positioning Premiums:

| | |
|--------------------------------|-----|
| Bleed | 15% |
| 2nd Cover/Page 1 (Spread Only) | 20% |
| 3rd Cover | 10% |
| 4th Cover | 25% |

Notes:

- An advertiser may change copy within a single issue. Net production charge: \$1,500
- Regional advertising information available upon request.

Discounts

Discounts apply to space run within one year of first insertion. Advertising from various divisions of the same company may be combined for discount purposes.

Advertisers appearing in *Market Watch*, *Wine Spectator*, *Food Arts*, and *Cigar Aficionado* will earn a frequency discount based upon the total combination of insertions in all publications.

Issuance and Closing Dates

Published 11 times a year, in January/February, March, April, May, June, July/August, September, October, November, December, and our annual Leaders edition.

Closing for insertion orders is approximately 6 weeks prior to cover date. Material is due approximately 5 weeks prior to cover date.

Send space reservations to:

Advertising Department
Market Watch
387 Park Avenue South
New York, NY 10016
Fax: (212) 779-3334

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

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, or contact:

Connie McGilvray
cmcgilvray@mshanken.com
TEL: 212-481-8610 x344

Carolyn Plouffé
cplouffe@mshanken.com
TEL: 212-481-8610 x365

INSERTION ORDER

Fax To: 212-779-3334

Date: _____ Sales Rep: _____

Advertiser: _____

Brand Name: _____

AdTitle: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

AD MATERIALS:

New Pick-up _____

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

AD SIZE/ SPACE:

Spread Full Page 1/2 Page 1/3 Page Vertical 1/3 Page Square

COLOR:

4 Color 2 Color B&W

ISSUE DATE(S):

Jan./Feb. 2010 March 2010 April 2010 May 2010 June 2010
 July/Aug. 2010 Sept. 2010 Leaders 2010 Oct. 2010 Nov. 2010 Dec. 2010

AD POSITION: _____

BILL TO:

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Cost: Gross _____ Net: _____

Signature: _____

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.