



Media Kit 2009

QRW is in its 33rd year!

Quarterly Review of Wines, one of the country's largest and most respected wine magazines, turned 32 years old this past fall. The magazine was started by publisher, Richard Elia. The same seven staffers who began with the magazine in 1977 are still with the publication.

For more information,
contact Harley Mackenzie
at 781-729-7132 or
at hmackenzie@qrw.com





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QRW Wins Gold Ink Awards

The *Quarterly Review of Wines*, considered one of the country's largest and most respected wine magazines, has again won awards at North America's most prestigious print competition, the annual **Gold Ink Awards**. Held each September in Chicago, the Gold Ink Awards are given to national magazines for their visual effectiveness, technical expertise, quality of printing, and quality of color separations.

The most recent competition attracted 2011 entries. The *Quarterly Review of Wines* won a Bronze Award for the Summer 2003 issue. This presently makes a total of five awards given by Gold Ink to the *Quarterly Review of Wines* in the last six years.

- Bronze Award for Summer 2003 issue
- Bronze Award for the Autumn 2002 issue
- Pewter Award for the Winter 2001 issue
- Bronze Award for the Spring 2000 California issue
- Pewter Award for the Winter/Holiday 1999–2000 issue

For further information, contact
Mark Hertzog, Publisher of *Publishing and Production*
at www.ppe-online.com or at 215-238-5300.

At *QRW*, contact Beth Hamilton at 781-729-7132.





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QRW Promotionals at Major Wine and Food Events

Each year the *Quarterly Review of Wines* is featured promotionally at these events.

WINE & FOOD SHOWS

American Cancer Wine Festival	Nantucket Wine Festival	San Antonio Wine Festival
American Heart Association Tasting	Napa Wine Auction	Society of Wine Educators Annual Meeting
American Institute of Wine & Food — Chicago	Naples Winter Wine Festival	Sonoma Wine Auction
American Wine Society	Nevada Museum of Art Wine Tasting	Stone Crab Festival — Colony Beach, Florida
Arizona Biltmore Food & Wine Show	New England Medical Society Annual Meeting	Tanglewood Wine Festival, MA
Atlanta Wine Festival	New Hampshire Public Television Auction	<i>Un Été du Vin</i> Rare Wine Auction — Nashville
Boston Harbor Food & Wine Festival	New York Art & Antique Show	Vero Beach Wine Festival
Boston Wine Expo	New York Institute Wine Show	Vin Expo — France
Detroit International Wine Auction	New York State Expo	Vin Italy
Eastern News Distributors Show — Washington, DC	Northeast Food Services Expo	Viognier Society
Easter Seals Wine Auction — Midwest	Palm Beach Food & Wine Show	Washington DC Wine Expo
Houston Food & Wine Festival	PBS/Channel 2 Public Television Rare Wine Auction	Washington State Vinifera Wine Conference — Seattle
Kapualala Wine Show — Hawaii	Phoenix Art Museum Wine Tasting	WCR — Women's Chefs
L.A. County Fair	Pinehurst Country Club and Hotel Wine Week — North Carolina	WGBH/PBS Wine Auction Boston
Las Vegas Odyssey	Professional Excellence Award	Wine America — New York
<i>Magazine Publishers Association</i> — New York	Providence PBS Wine Auction	Wine Brats
Marin Wine Festival	Providence Wine Festival	Wine Festival — Knoxville, Tennessee
Michigan Food Show	Public Television Wine Auction — Boston, Connecticut, Rhode Island	World of Wines Annual Event — The Ritz-Carlton, Laguna Niguel
Mid-West Wine Exposition — Chicago	Restaurant Food Show — Chicago	WSWA Convention
Mohegan Sun Wine Festival	Restaurant Leadership Conference	Zinfandel — ZAP Society
Morra Bay Harbor Festival	Santa Fe Wine Festival	





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For those who want to know wines, from those who do.

QRW Joins Relais & Châteaux

The *Quarterly Review of Wines* adds another posh hotel chain to its list of prime properties. The *QRW* is now found in the exclusive rooms of the Relais & Châteaux Inns and Hotels. The magazine is an amenity at this chain of small, private properties known throughout the world for its many amenities.

QRW can also be found in selected rooms and suites of the Four Seasons, Preferred Hotels and Resorts, The Ritz-Carlton, and more than 60 splendid independent hotel properties across the country. The magazine is also available aboard the Crystal Cruise ships, the most glamorous shipping line in the industry. Distribution to all hotels is 35,000.

Hugh Johnson Picks *QRW*

Hugh Johnson, the world's best known wine writer, has turned to the *Quarterly Review of Wines* for their years of experience and authoritative wine information. Hugh Johnson has asked *QRW* to contribute to his forthcoming publication, *The Hugh Johnson Wine Calendar*, by creating an updated "Wine Selection Guide." The highly selective Wine Guide was created by publisher, Richard Elia, and editor, Randy Sheahan, who have directed the fortunes of *QRW* for more than 30 years. Hugh Johnson's *Calendar* contains spectacular photos from the world's greatest wine photographers and is published by Rizzoli Books.

Library of Congress Selects *QRW*

The National Library Service for the Blind and Physically Handicapped, an affiliate of the Library of Congress in Washington, D.C. has selected the *Quarterly Review of Wines* as one of the "Talking Book Magazines," a selection made by the Library of Congress of books and magazines of interest to the blind and physically handicapped. The Library of Congress selected *QRW*'s Autumn issue. *QRW*'s edition of "Talking Book Magazines" is recorded on 8rpm records and is distributed free of charge to eligible blind and handicapped people.

As a follow-up to this, *QRW* will create wine tastings specifically for these people interested in wine. "They have been ignored," says publisher Richard Elia, "... blind people, especially those who have an interest in wine, must be extraordinarily talented tasters. No doubt, we can learn from them. In any case, the wine market can hardly afford to ignore these consumers... the world is awash with wine, and the industry is in a recession."





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QRW Circulation Data 2009 (Winter 2008/09 issue)

**Statement of Ownership, Management and Circulation
(Required PS Form 3526)**

Statement printed in Winter 2008/09 issue
 Quarterly Review of Wines, 24 Garfield Avenue, Winchester, MA 01890
 Publisher: Richard L. Elia
 Issue Date for Circulation Data: Winter 2008/09. Owned by QRW, Inc.

	Aver. copies 12 months	Aver. copies filing date
a. Total Number of Copies	736,000	185,000
b. Paid/Requested Circulation:		
Paid/requested mail subscriptions	330,000	87,950
Sales via dealers and carriers, counter sales (not mailed)	232,000	60,250
c. Total Paid and/or Requested	562,000	148,200
d. Free Distributed by Mail	20,500	4,000
e. Free Distributed by Outside Mail	150,000	30,000
f. Total Free Distribution	170,500	34,000
g. Total Distribution	732,500	182,200
h. Copies Not Distributed	3,500	2,800
TOTAL	736,000	185,000
% Paid and/or Requested Circulation	76%	80%

A handwritten signature in black ink, appearing to read 'R. Elia', is written over a horizontal line.

Signature of Publisher:





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Artwork/Mechanicals (only CD/DVD media accepted)

Standard Ad sizes

Ad size	Dimensions, w × l	Notes
2-page spread (non-bleed)	17" × 10 7/8"	Two-page spreads must be submitted as single pages.
2-page spread (bleed)	17 1/2" × 11 1/4"	Two-page spreads must be submitted as single pages.
1/2 2-page spread (non-bleed)	17" × 5 7/16"	Two-page spreads must be submitted as single pages.
1/2 2-page spread (bleed)	17 1/4" × 5 3/8"	Two-page spreads must be submitted as single pages.
Full page (non-bleed)	8 1/2" × 10 7/8" (trim size)	
Full page (bleed)	8 3/4" × 11 1/8"	
2/3 pg vertical	4 3/4" × 9 3/4"	
1/2 pg horizontal	7 1/4" × 4 3/4"	
1/3 pg vertical	2 1/4" × 9 3/4"	
1/3 pg horizontal	4 3/4" × 4 3/4"	
1/4 pg	4 3/4" × 3 3/4"	Black and white only.
1/8 pg	2 1/2" × 2 1/2"	Black and white only.

Live area safety is 3/16" from trim and 3/8" from gutter. Safety bleed for full page is 1/8".

All ads must be submitted on digital media or via FTP (see below).

Electronic Document File Types

We accept both Macintosh and Windows document files created in QuarkXPress, InDesign, Acrobat, Illustrator (EPS), and Photoshop. We also accept DCS (certain types), composite PDF or PostScript files, but any changes will require resubmission by the client.

Files should be supplied with all fonts and linked artwork necessary to produce the ad. PDF files must have all fonts and graphics embedded at high-resolution printing settings without any security settings.

Bitmap artwork must be at high resolution (at least 300 dpi for color/grayscale and 2400 dpi for b&w line art). Color images submitted as Pantone or RGB color space will be converted in RIP to CMYK. All QuarkXPress EPS files must include their native QuarkXPress files as well.

Accepted Media Types

Digital media formats: 100Mb Zip, 250Mb Zip, 1.2 Gb Jaz, 2 Gb Jaz, CD-ROM, DVD, and 1.44 Mb floppy disk, Macintosh or Windows formats.

Electronic Transfer Via FTP Site:

IP address: 63.160.97.39
 User name: qrwine
 Password: eUse76

Once you have placed your ad on the FTP site, please contact Donna Iovinelli at donna.iovinelli@quebecorworld.com. Please send an e-mail with a low res PDF and what the file name is. If you have any questions please call Donna at 978-840-5712.

Color Proofs

All ads need to be supplied with, at minimum, color inkjet or laser proofs at 100% size made directly from the submitted digital file, so we can check content and general color break.

If you wish to submit proofs to use for color then those proofs must be from a properly calibrated SWOP-approved color output device.

It is suggested that you submit a test file in advance of the live job so that potential pitfalls can be identified and rectified prior to the live job submission.

Ads and proofs will not be returned.

We are not responsible for unlocked files or files submitted without appropriate proofs.





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Request for Publication/Verification

To: Recipients of “Professional Courtesy” Copies

From: Beth Hamilton, Sales & Subscriptions

We have been sending you “professional courtesy” issues of *QRW*, and we are happy to continue to do so, but we need your assistance. To satisfy our Annual Audit, we need your written request stating that you wish to continue receiving free copies of the

magazine. Please fill out the form below and return this entire letter of request verification via FAX or mail immediately.

If we do not hear from you, then we cannot guarantee continued service.

To: *QRW* Subscription Department:

Please continue sending to me each quarter professional courtesy issues of *QRW, Quarterly Review of Wines* magazine.

Company _____

Signature _____

Print Name _____

Address _____

Date _____

THIS WILL BE YOUR ONLY NOTICE.





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Advertising Rate Information for: Spring, Summer, Autumn and Winter 2009

The *Quarterly Review of Wines* is in its 32nd year of publication. Our interests are wines, some selected spirits and beers, gourmet foods, and other wine related items. We are dedicated to intelligent wine and food reporting in an appreciative manner. Many of the wine world's most respected wine masters write for us, as well as many of the nation's best food and wine experts. The *Quarterly Review of Wines* is obtained largely by subscriptions; it is also distributed at fine wine shops, gourmet stores, and newsstands throughout the nation. QRW is nationally and internationally distributed by Comag Marketing Group, a Hearst-Condé Nast, LLC.

The *Quarterly Review of Wines* each year handles the Boston Channel 2/WGBH Public Television Wine Auctions. Richard L. Elia, Publisher of QRW, is the Chairman of the Channel 2 Wine Auctions and a Wine Auctioneer in Boston. QRW also underwrites "This Old House" on PBS television.

Issues and Dates for 2009

Issue:	Closing Date	On Sale
Mar (Spring 2009)	2/3	3/1
Jun (Summer 2009)	4/18	5/25
Sep (Autumn 2009)	7/31	8/27
Dec (Winter 2009)	10/29	11/25

Agency Commissions: 15% gross to all recognized agencies if paid within 30 days.

Who Advertises in the *Quarterly Review of Wines*?

Domestic Wineries	International Wineries
Wine Importers	Wine Merchants
Restaurants	Hotels
Fine Ports and Spirits	Fine Cigars
Food and Wine Festivals	Wine Expos

Advertising Rates (in U.S. Dollars)

Color Ads: (width × length)	Insertions:			
	1x	2x	3x	4x
Back page*	10,500	8500	8000	7500
Inside covers (front, back and 3rd pg)	10,000	8500	8000	7500
Full page (in text)	9400	8000	7800	7500
2/3 pg (4 3/4" × 9 3/4")	7000	6600	6200	5900
1/2 pg (7 1/4" × 4 3/4")	6700	6200	5800	5600
1/3 pg vertical (2 1/4" × 9 3/4")	6400	6000	5800	5400
1/3 pg horizontal (4 3/4" × 4 3/4")	6400	6000	5800	5400
2-pg color spread (17" × 10 7/8")	17,000	16,000	15,000	12,000
1/2 2-pg color spread (5 3/8" × 17 1/4")	8200	8100	7800	7500

Black & White: (width × length)

Full page (8 1/2" × 10 7/8")	7000	6500	6000	5500
2/3 pg (4 3/4" × 9 3/4")	6000	5500	5000	4500
1/2 pg (7 1/4" × 4 3/4")	5000	4500	4200	4000
1/3 pg vertical (2 1/4" × 9 3/4")	4500	4000	3800	3500
1/3 pg horizontal (4 3/4" × 4 3/4")	4500	4000	3800	3500
1/4 pg (4 3/4" × 3 3/4")	2500	2200	2000	1850
1/8 pg (2 1/2" × 2 1/2")	1500	1300	1100	850

*There is a charge for full and half page bleed; for 2-color/5-color or multiple/concurrent ads in same issue, consult with QRW.

QRW Rated Top Wine Magazine

QRW was recently rated one of the most influential wine magazines in the country. In a national survey conducted by the *Beverage Journals of America*, wine importers, distributors and retailers rated QRW one of the top three wine magazines. QRW is one of the country's largest audited wine magazines.





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Who Reads the *Quarterly Review of Wines*?

A Demographic Summary*

SUBSCRIBERS:	
Sex:	
Male	56%
Female	44%
Age:	
Under 35 years of age	26%
35-49 years of age	39%
25-55 years of age	55%
Median Age	40
Household Income:	
\$85,000 or more	40%
\$150,000 or more	60%
Median income	\$135,000
Occupation:	
Professional/Managerial	90%
Education:	
College Graduates	98%
Post-Graduates	37%
Geographical:	
QRW is distributed nationally and internationally by Comag Marketing Group, a Hearst-Condé Nast, LLC.	
Total Circulation per quarter: 163,000	
Distribution:	
Subscription	40%
Newsstand/wine shops	25%
Controlled circulation	30%
Sales and direct mail	5%

Renewal Rate:	68.5%
Pass On Rate:	4 to 1
QRW stays in homes and offices on the average of 2½ months.	
Cost:	\$17.95 for one year
	\$34.95 for two years
Canadian:	\$22.95 for one year
International:	\$39.95 for one year
	(U.S. currency from U.S. bank)

QRW is USPS-audited annually; in SRDS/notarized under "Epicure."

Reader Profile for Wine & Spirits Consumption

Wines: Red & White	
French	86%
California	81%
Other Imports	48%
Wines: Champagne / Sparkling	
French	75%
California	65%
Other Imports	51%
Spirits	
Bourbon	29%
Brandy	28%
Cognac	44%
Gin	48%
Blended Scotch	47%
Malt Scotch	42%

Circulation Note

QRW is found in rooms and suites at the Relais & Châteaux Inns and Hotels, selected rooms and suites of The Ritz-Carlton Hotels, The Preferred Hotels and Resorts, Mohegan Sun Hotel & Spa, and the Four Seasons Hotels. QRW is also located at 60 other smaller hotels, lodges, and resorts throughout the country. Per quarter, more than 40,000 magazines can be located at these properties.

Contacts

For information call:

Richard L. Elia, *Publisher*

Harley MacKenzie, *Managing Director*

J. Lynch, *Advertising Director*

Beth Hamilton, *Subscriptions*

Christopher Rule, *Sales*

Barbara McGonagle, *Sales*

Voice: (781) 729-7132

Fax: (781) 721-0572

Email: qrwinc@qrw.com

Web site: <http://www.qrw.com>

* Source: Names and addresses from QRW mailing/ subscribers cards of 3,100 readers.





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Audit Figures Geographic Analysis of Total Paid Circulation Per Quarter 2008

STATE	SUBSCRIP.	SINGLE COPY SALES	TOTAL	PERCENT OF CIRCULATION	STATE	SUBSCRIP.	SINGLE COPY SALES	TOTAL	PERCENT OF CIRCULATION
Maine	91	34	125		Florida	7,920	4,322	12,242	
New Hampshire	1,102	140	1,242		SOUTH ATLANTIC	22,245	9,413	31,658	18%
Vermont	93	51	144		Kentucky	53	40	93	
Massachusetts	2,649	1,993	4,642		Tennessee	100	50	150	
Rhode Island	3,004	1,330	4,334		Alabama	511	32	543	
Connecticut	3,612	1,002	4,614		Mississippi	50	10	60	
NEW ENGLAND	10,551	4,550	15,101	10%	EAST S. CENTRAL	714	132	846	1%
New York	13,642	4,724	18,366		Arkansas	20	10	30	
New Jersey	8,806	4,890	13,696		Louisiana	1,130	85	1,215	
Pennsylvania	3,309	3,261	6,570		Oklahoma	738	50	788	
MIDDLE ATLANTIC	25,757	12,875	38,632	21%	Texas	13,703	580	14,283	
Ohio	3,400	380	3,780		WEST S. CENTRAL	15,591	725	16,316	10%
Indiana	1,360	942	2,302		Montana	8	7	15	
Illinois	13,841	4,612	18,453		Idaho	5	14	19	
Michigan	1,931	426	2,357		Wyoming	7	11	18	
Wisconsin	1,817	405	2,222		Colorado	590	184	774	
EAST N. CENTRAL	22,349	6,765	29,114	18%	New Mexico	170	75	245	
Minnesota	109	63	172		Arizona	545	125	670	
Iowa	52	28	80		Utah	50	25	75	
Missouri	398	201	599		Nevada	20	60	80	
North Dakota	6	11	17		MOUNTAIN	1,395	501	1,896	2%
South Dakota	9	17	26		Alaska	580	19	599	
Nebraska	5	6	11		Washington	7,140	241	2,381	
Kansas	59	52	111		Oregon	7,189	281	2,470	
WEST N. CENTRAL	638	378	1,016	1%	California	13,890	8,389	22,279	
Delaware	73	18	91		Hawaii	72	54	126	
Maryland	1,528	172	1,700		PACIFIC	28,871	8,984	27,855	17%
District of Columbia	804	203	1,007		Canada	500	480	980	
Virginia	1,978	536	2,514		Europe	159	200	359	
West Virginia	69	30	99		CANADA/EUROPE	659	680	1,339	1%
North Carolina	1,178	143	1,321						
South Carolina	105	41	146						
Georgia	8,590	3,948	12,538		GRAND TOTAL	128,770	45,003	173,773	100%



QRW

The Wine Magazine

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QRW's Frequent Contributors

Contributing Writers:

Burton Anderson is one of the foremost authorities on Italian wines and the author of *Vino* and several other Italian wine and food books.

Gerald D. Boyd is a contributing wine writer to the *San Francisco Chronicle*, and has contributed to *QRW* for the last 15 years.

Michael Broadbent, Master of Wine is author of *Michael Broadbent's Wine Vintages*.

Clive Coates, Master of Wine has been a contributing editor to the *QRW* for the last two decades, and is the author of *the Encyclopaedia of the Wines and Domains of France*. He now resides in France.

Peter Cobb lives in Portugal and worked for decades in the Port industry. He is now retired and writes regularly for this magazine.

Richard L. Elia is the publisher of *QRW*. He created this magazine 32 years ago.

Jeff Frees is a Colorado-based writer whose European wine stories appear often in *QRW*.

Jacqueline Friedrich resides in France, writes about wine for many international publications, and is the author of several major books on wine.

Rosemary George, Master of Wine, writes from London, has authored several books on wine, and is an expert on French country wines.

Patrick Grubb, Master of Wine has contributed articles on port and madeira to *QRW* for two decades. He resides in Oxford, England.

Edward Guiliano is President of New York Institute of Technology and a writer for this and other international publications.

Mireille Guiliano began writing for *QRW* 20 years ago. She is the author of the bestselling books *French Women Don't Get Fat: The Secret of Eating for Pleasure* and *French Women for All Seasons: A Year of Secrets, Recipes, and Pleasure*.

Richard Carleton Hacker is the author of several cigar books. He appears in every issue of this magazine and writes about cigars for *Robb Report* and other publications.

Eleanor & Ray Heald, QRW Contributing Editors, are well-known international wine writers from Michigan. Their articles appear in every issue of this magazine.

Richard Paul Hinkle is a California wine writer who appears regularly in *QRW*. His eighth book is *Basic Wine*, now out from Silverback Books (San Francisco).

William R. Lavelle is a staff writer for the magazine.

Tom Maresca is a much published wine writer living in Manhattan, who is an expert on Italian wines.

Ed McCarthy is co-author, along with Mary Ewing-Mulligan M.W., of *Italian Wine for Dummies* and several other wine books in this series, including *Champagne for Dummies*.

David Peppercorn, Master of Wine, is the author of several books on Bordeaux, and resides in London.

Jan Read is an authority on Spanish wine and Ports. He resides in Scotland.

Randy Sheahan is a much published wine writer who has edited this magazine since its inception in 1977.

Alan Spencer resides in Bordeaux and covers its wine scene for *QRW*.

Serena Sutcliffe, Master of Wine is the head of Sotheby's International Wine Department in London, and the author of several wine books. Her articles appear often in *QRW*.

Larry Walker is a much published freelance wine, food, and travel writer based in northern California, who appears regularly in *QRW*.

Photographer:

Jim Scherer is one of the country's leading specialists in food photography and was Julia Child's favorite professional photographer, and creates arresting and complex studio compositions for our front covers.

Design, Layout and Production:

LMY Studio, Inc. specializes in design, layout and press-ready production for publications and marketing collaterals. The studio has been recognized by the *Gallery of Superb Printing Black Tie Awards* and the *Gold Ink Awards* for its design work. Principal Lily Yamamoto has guided the company for over twenty years.

