MISSION STATEMENT

THE EPICUREAN EXPERIENCE

For more than 40 years, from classic to cutting-edge, Food & Wine has defined the American epicurean experience. With the confidence of undisputed global authority among consumers and the culinary trade, we inspire and empower our wine and food obsessed community to discover, create, and devour the best in food, drink, travel, and home.
PRINT READERS
MRI Doublebase 2020: 7.8MM
IPSOS Spring 2021: 8.3MM

DIGITAL UVS
11.4MM

SOCIAL MEDIA FOLLOWERS
13.1MM

CIRCULATION
960K

EDITORIAL TENTPOLES
Best New Chefs
Innovators
F&W Cooks
F&W Pro
Bottle Service
Food & Wine Classic

MRI AUDIENCE:
Average Age: 47
Average HHI: $120,544
Male/Female: 38% / 62%

IPSOS AUDIENCE:
Average Age: 44
Average HHI: $414,748
Male/Female: 60% / 40%

F&W.COM AUDIENCE:
Average Age: 48
Average HHI: $133,799
Male/Female: 32% / 68%

MRI Doublebase 2020, Ipsos Spring 2021, 2020 comScore Multi-Platform © MRI-Simmons (June20/Fall19), comScore March 2021, AAM December 2020, Social through March 2021

For Advertising Information contact your Food & Wine sales representative, or Publisher Tom Bair, Tom.Bair@meredith.com

Food & Wine Media Kit 2021
EDITORIAL CALENDAR

JANUARY
REST & RENEW
AD CLOSE 10.19.20 ON SALE 12.18.20
We’re welcoming the New Year with lessons in self-care through better cooking, drinking, living, and traveling.

FEBRUARY
HOME ISSUE
AD CLOSE 11.16.20 ON SALE 1.22.21
We’ll cover the latest and greatest cookware, as well as little kitchen upgrades that will make a big difference in our signature annual issue for home inspiration.

MARCH
SPRING COOKING
AD CLOSE 12.21.20 ON SALE 2.19.21
We celebrate the new season using new ingredients and revisiting old ones to keep your repertoire fresh. Plus, we take a look at the appliances, drinks, wines, and trips you should be thinking about now.

APRIL
SPRING WINE ISSUE
AD CLOSE 1.18.21 ON SALE 3.19.21
Our annual Spring wine issue highlights 50 new wine classics from around the world and features seasonal inspiration to shape your spring eating and drinking.

MAY
ESCAPES (TRAVEL)
AD CLOSE 2.15.21 ON SALE 4.23.21
Explore different ways to escape with resource guides, stories and recipes that will transport our readers to destinations across the globe. Plus, we deliver inspirational new itineraries for where to stay, drink, and eat in our own backyard.

JUNE
ELEMENTS OF SUMMER
AD CLOSE 3.15.21 ON SALE 5.21.21
Embrace the elements of summer, plus, celebrate with a Juneteenth picnic menu, and take a deep dive into the future of Chardonnay.

JULY
INNOVATORS
AD CLOSE 4.12.21 ON SALE 6.18.21
A focus on 25 Game Changers in Food and Drink. In this issue we honor those who are willing to push against existing boundaries showing us what a better world can look and taste like.

AUGUST
PLANT ISSUE
AD CLOSE 5.17.21 ON SALE 7.23.21
We’ll showcase the abundance of vibrant produce and vegetables in late summer, plus the flavors, techniques, and wisdom of plant-forward cooks and chefs from across the country.

SEPTEMBER
FALL WINE ISSUE
AD CLOSE 6.14.21 ON SALE 8.20.21
We celebrate the Fall harvest with wines and recipes you need to have on your radar now, plus inspiration for this season’s tabletop, entertaining, travel and more. We’ll also spotlight the Drinks Visionaries of the Year.

OCTOBER
BEST NEW CHEFS + TRAVEL
AD CLOSE 7.12.21 ON SALE 9.17.21
In this issue—and at our signature event in Aspen—we’ll introduce our 2021 Class of Best New Chefs along with their local town favorites and the cities they love most. Plus a roundup of under-the-radar bars, markets, cafes, mercantile, and more.

NOVEMBER
THANKSGIVING
AD CLOSE 8.09.21 ON SALE 10.15.21
The ultimate Thanksgiving guidebook delivers the greatest seasonal content to kick off the holiday festivities.

DECEMBER
CELEBRATIONS
AD CLOSE 9.13.21 ON SALE 11.19.21
Our annual Food & Wine editors’ gift-guide and how we holiday around the world—with food, drink, and cheer.
NATIONAL RATES

4-COLOR RATES (GROSS)

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
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<tbody>
<tr>
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<tr>
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<tr>
<td>Cover 3</td>
<td>$174,100</td>
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<tr>
<td>Cover 4</td>
<td>$215,600</td>
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BLACK & WHITE RATES (GROSS)

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<td>$215,600</td>
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<tr>
<td>Cover 3</td>
<td>$174,100</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$215,600</td>
</tr>
</tbody>
</table>

For information on additional fractional units, please contact your FOOD & WINE sales representative.

RATE BASE: 925,000

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisement will run in both editions.

See Magazine Advertising Terms and Conditions for additional information including opt-out and upgrade options.
# AD SPECIFICATIONS

<table>
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<tr>
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<th>TRIM</th>
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<th>BLEED</th>
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<tbody>
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<td>8 1/2” x 11 1/8”</td>
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<tr>
<td>Spread</td>
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<td>16” x 10 3/8”</td>
<td>16 3/4” x 11 1/8”</td>
</tr>
<tr>
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<td>2 3/8” x 10 3/8”</td>
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</tr>
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<td>5” x 10 3/8”</td>
<td>5 1/2” x 11 1/8”</td>
</tr>
<tr>
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</tbody>
</table>

| MAGAZINE TRIM SIZE       | 8 1/4” x 10 7/8” |
| BINDING METHOD           | Perfect bound   |
| PRINTING PROCESS         | Web offset, SWOP/MPA standards |
|                          | 4/C Line Screen: 133 |
|                          | B/W Line Screen: 120 |
| MATERIALS PREFERRED      | Digital files (PDF-X-1A, 4-color composite) |
|                          | Quark or InDesign files will not be accepted. For digital specifications, go to meredith.com/ad-specs. |

**FILE TRANSMISSION**

Please send all PDF/X-1A ads to *Food & Wine* by uploading your files to our ad portal [www.adshuttle.com/Meredith](http://www.adshuttle.com/Meredith).

*Food & Wine* is presently using virtual proofing at its printing plants and is no longer accepting hard proofs from advertisers.

**PRODUCTION CONTACT**

Erik Reinecke  
630.730.8051  
EDReinecke@quad.com
TERMS AND CONDITIONS

Meredith Corporation Print Advertising Terms and Conditions

The following terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Food & Wine magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.foodandwine.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to https://www.meredith.com/digital-editions/advertising. All insertion orders for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents, that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon demand by Publisher or Publisher’s recognized agent. All orders shall be made upon account. The rate base for all advertising is the currently audited circulation as determined and complied with by the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service, In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within the rate card year, or the following year, in which advertising was placed. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are subject to change without notice. Publisher will treat all position orders as requests. Publisher will not consider any objection to the placing of advertising in the Magazine and for all advertising after the issue closing date. All payments must be in United States currency. All invoices are rendered on or about the on-sale date of publication and the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service, In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within the rate card year, or the following year, in which advertising was placed. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are subject to change without notice. Publisher will treat all position orders as requests. Publisher will not consider any objection to the placing of advertising in the Magazine and for all advertising after the issue closing date. All payments must be in United States currency. All invoices are rendered on or about the on-sale date of publication and the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

PUBLISHER’S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted by an advertising agency or an advertiser. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

4. The word “advertisement” will be placed above all advertisements and the word “advertisement carries a coupon.”

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged as accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Changes of size of ad space must accompany all insertion orders. Publishers and advertisers shall not be liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objection to the laying of venue of any such civil action or proceeding arising out of or related to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert linen contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertisers if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates below the billed advertising rates. Rebate shall be in the form of a media credit to be applied against new and/or future page media invoices. The event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
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