MISSION STATEMENT

THE PREMIER 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.
AU DI EN CE

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
# 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

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<thead>
<tr>
<th>4-COLOR RATES (GROSS)</th>
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<td>Cover 2</td>
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### BLACK & WHITE RATES (GROSS)

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<td>$55,000</td>
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For 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

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### 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

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

### PRODUCTION CONTACT
Carol Rodriguez Morales
414-622-2879
CMRODRIGUEZM@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-terms-and-conditions.

**Insertion Order**

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, billings, revisions or other 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 placement of order. Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

**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 and 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 of orders 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. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

3. The condition of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to 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 in the following issue or issues of the Magazine, and may not be transferred to or credited to any third party.

**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 printing in the Magazine any advertisement submitted by an advertiser or its agency in fulfillment of the Publisher’s acceptance of an advertisement for publication in the Magazine.

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.

**REBATES AND SHORT-RATES**

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration.

2. If a third party either acquires or is acquired by Publisher, and any other claims against Publisher (collectively, “Claims”, or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, ordinances, statutes or regulations of any nature) or subsidiaries thereof. In the event the Publisher provides contest or sweepstakes management services, email design by Publisher, and should not resemble editorial matter. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher’s prior written consent.

3. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents 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 1/3 page size, advertising rates shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event the advertiser fails to achieve a spending level for which it has been billed, the advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

**APPLICATIONS 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.

2. If a third party either acquires or is acquired by Publisher, and any other claims against Publisher (collectively, “Claims”, or should not resemble editorial matter. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher’s prior written consent.

3. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents 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.

**REBATES AND SHORT-RATES**

Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, if advertiser provides a higher spending level for which it has been billed. The advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
CONTACT US

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