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.
**AUDIENCE**

**PRINT READERS**  
8.0MM

**DIGITAL UVs**  
9.1MM

**SOCIAL MEDIA FOLLOWERS**  
12.3MM

**CIRCULATION**  
957K

**EDITORIAL TENTPOLES**  
Best New Chefs  
Best New Restaurants  
World’s Best Restaurants  
F&W Cooks  
F&W Pro

**EVENTS**  
F&W Classic in Aspen  
F&W Best New Chefs  
Pebble Beach Food & Wine  
Austin Food & Wine  
Newport Mansions Wine & Food Festival  
Charleston Wine + Food  
Chicago Gourmet

**MRI AUDIENCE:**  
Average Age: 47  
Average HHI: $120,301  
Male/Female: 36% / 64%

**IPSOs AUDIENCE:**  
Average Age: 46  
Average HHI: $299,329  
Male/Female: 48% / 53%

**F&W.COM AUDIENCE:**  
Average Age: 51  
Average HHI: $98,223  
Male/Female: 29% / 71%

Sources: comScore Multiplatform/GfK MRI Media Fusion, January 2019/Fall 2018; MRI Doublebase 2019, Ipsos Fall 2019; AAM Fall 2019, MRI Fall 2019
EDITORIAL CALENDAR

JANUARY
MIND & BODY
AD CLOSE 10/21/2019
ON SALE 12/20/2019
Focusing on wellness, this is our complete guide to tuning in, slowing down, and living, eating, and traveling better. Includes annual cruise package.

FEBRUARY
INNOVATORS
AD CLOSE 11/18/2019
ON SALE 1/17/2020
What’s new and next in food, drink, travel, and more.

MARCH
HOME & STYLE
AD CLOSE 12/20/2019
ON SALE 2/21/2020
The latest and greatest in kitchen design, tabletop, décor, tech, and cookbooks.

APRIL
WINE ISSUE: CALIFORNIA
AD CLOSE 1/20/2020
ON SALE 3/20/2020
A wine obsessive’s handbook to what to drink and where to go in the golden state.

MAY
TRAVEL ISSUE: WHERE TO GO NEXT
AD CLOSE 2/18/2020
ON SALE 4/17/2020
Our spring travel issue explores bucket list destinations, Japan’s best sake brewers, Italy’s greatest wine regions, where to go in Africa, and much more.

JUNE
WE LOVE SUMMER
AD CLOSE 3/9/2020
ON SALE 5.22.20
The ultimate celebration of everything we love about summer food, grilling, wine, and travel.

JULY
RESTAURANT ISSUE: BEST NEW CHEFS & RESTAURANTS
AD CLOSE 4/13/2020
ON SALE 6/19/2020
The 2020 class of Best New Chefs, the Best New Restaurants in the nation, and Best Restaurants to Work For.
EDITORIAL CALENDAR

AUGUST

ENTERTAINING
AD CLOSE 5/11/2020
ON SALE 7/17/2020
Cover-to-cover dinner parties, cocktails, snacks, wine for a crowd—everything you need to take your parties to the next level.

SEPTEMBER

TRAVEL ISSUE: WORLD’S BEST RESTAURANTS
AD CLOSE 6/15/2020
ON SALE 8/21/2020
Our international restaurant critic picks the 30 best restaurants on the planet, plus our global recipe handbook.

OCTOBER

WINE ISSUE: HARVEST
AD close 7/13/2020
ON SALE 9/18/2020
Ring in the fall with the best fall wines—and great recipes to drink them with—from around the world.

NOVEMBER

THANKSGIVING
AD close 8/10/2020
ON SALE 10/16/2020
A mix of holiday recipes, travel, and entertaining tips for an elevated, elegant holiday.

DECEMBER

HOW WE HOLIDAY
AD close 9/14/2020
ON SALE 11/20/2020
Our holiday issue brings our readers to a chef’s Christmas table, spotlights must-try trends in cocktails and entertaining, and features the annual F&W Gift Guide.
### NATIONAL RATES

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<thead>
<tr>
<th>4-COLOR RATES (GROSS)</th>
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<tbody>
<tr>
<td>Full Page</td>
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<td>2/3 Page</td>
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<tr>
<td>1/2 Page</td>
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<tr>
<td>1/3 Page</td>
</tr>
<tr>
<td>1/5 Page</td>
</tr>
<tr>
<td>Cover 2</td>
</tr>
<tr>
<td>Cover 3</td>
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<tr>
<td>Cover 4</td>
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<table>
<thead>
<tr>
<th>BLACK &amp; WHITE RATES (GROSS)</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>1/2 Page</td>
</tr>
<tr>
<td>1/3 Page</td>
</tr>
<tr>
<td>1/5 Page</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>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8 1/4” x 10 7/8”</td>
<td>7 3/4” x 10 3/8”</td>
<td>8 1/2” x 11 1/8”</td>
</tr>
<tr>
<td>Spread</td>
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<td>16” x 10 3/8”</td>
<td>16 3/4” x 11 1/8”</td>
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<tr>
<td>1/2 Page (Vertical)</td>
<td>4” x 10 7/8”</td>
<td>3 3/4” x 10 3/8”</td>
<td>4 1/4” x 11 1/8”</td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>2 3/4” x 10 7/8”</td>
<td>2 3/8” x 10 3/8”</td>
<td>3” x 11 1/8”</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>5 1/4” x 10 7/8”</td>
<td>5” x 10 3/8”</td>
<td>5 1/2” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>8 1/4” x 5 3/8”</td>
<td>7 3/4” x 5</td>
<td>8 1/2” x 5 5/8”</td>
</tr>
<tr>
<td>1/3 Page (Square)</td>
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<td>5” x 5”</td>
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<td>Digest</td>
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<td>5 1/2” x 7 1/2”</td>
</tr>
<tr>
<td>1/6 Page (Vertical)</td>
<td>NA</td>
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<td>NA</td>
</tr>
</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 https://meredith.sendmyad.com

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

### PRODUCTION CONTACT
Ali Felsenthal
515.284.2503
Ali.Felsenthal@meredith.com

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For advertising information, contact your Food & Wine sales representative or Publisher, Tom Bair at Tom.Bair@meredith.com

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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 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.theadvertiser.com/sftp/terms-conditions.php. Submission of 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, 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 placement of orders. 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 to which the account may be entitled 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.

7. All advertising placed by such third party in an issue of the Magazine is subject to the terms of these rules and at the rate base at time of publication and the AAM audited six-month average.

CANCELLATION AND CHANGES
1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order without liability, even if previously acknowledged or 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. The event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation in no way subject to additional charges at Publisher’s discretion.

3. The conditions 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
1. The Magazine is a member of the Alliance for Audited Media (AAM). The rates and the 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 six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to local and regional advertisers. Any non- fulfillment of any advertisement.

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 where 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 to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not 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 objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

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, loss income or profits.

MISCELLANEOUS
1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any liability, damages and related expenses (including attorneys’ fees) (“Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims or actions related to such claims or actions under any “Claims”, or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against the Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for such use.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter.

5. 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.

6. 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 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 the advertisement carries a sweepstakes.

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

3. Requested schedule of ads insertion size and 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 re-designated to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P&c rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising for 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 advertiser if advertiser achieves higher spending level, resulting in lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In 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.

For advertising information, contact your Food & Wine sales representative or Publisher, Tom Bair at Tom.Bair@meredith.com
EVENTS

FOOD & WINE events showcase some of the world’s best culinary talent. To find out about event partnerships contact your FOOD & WINE sales representative.
CONTACT US

HEADQUARTERS
225 Liberty Street, New York, NY 10281

NEW YORK
TOM BAIR, Publisher
tom.bair@meredith.com
VINCE KOOCH, Executive Director, Global Sales
vincent.kooch@meredith.com
CAROLINE DONOHUE, Account Director
caroline.donahue@meredith.com
MARIA ELIASON, Account Director
maria.eliason@meredith.com
RW HORTON, Account Director
rw.horton@meredith.com
JILL MELTZ, Account Director
jill.meltz@meredith.com
PRIYA NAT, Account Director
priya.nat@meredith.com
OWEN WALSH, Account Director
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BOSTON
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jennifer@wnpmedia.com

CHICAGO
HILLARY PAVIA, Account Director
hillary.pavia@meredith.com

HAWAII
Laurie Doerschien, Account Director, Media Links
mdlinks@aol.com

LOS ANGELES
LEWIS NEWMARK, Account Director
lewis.newmark@meredith.com

MIAMI
JILL STONE, Account Director, Blue Group Media
jstone@bluegroupmedia.com
ERIC DAVIS, Account Director, Blue Group Media
edavis@bluegroupmedia.com
MICHAEL FENKELL, Account Director, Blue Group Media
mkenkell@bluegroupmedia.com
RACHEL SANDERS, Account Director, Blue Group Media
rsanders@bluegroupmedia.com

NORTHWEST
STEVE DVERIS, Account Director, SD Media
sdveris@sdmedia.com

SOUTHWEST
JEN FAN, Account Director
jennifer.fan@meredith.com

For advertising information, contact your Food & Wine sales representative or Publisher, Tom Bair at Tom.Bair@meredith.com
### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

<table>
<thead>
<tr>
<th></th>
<th>Total Paid &amp; Verified Subscriptions</th>
<th>Single Copy Sales</th>
<th>Total Circulation</th>
<th>Rate Base</th>
<th>Variance to Rate Base</th>
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<tr>
<td>Total</td>
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<td>18,527</td>
<td>956,538</td>
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### TOTAL CIRCULATION BY ISSUE

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<td>886,894</td>
<td>48,784</td>
<td>48,784</td>
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<td>Nov</td>
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### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

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<tr>
<th>Paid Subscriptions</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total</th>
<th>% of Circulation</th>
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<td>Individual Subscriptions</td>
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<td>39,127</td>
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<table>
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<tr>
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<td>48,076</td>
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<td>98.1</td>
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### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

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<th>Rate Base</th>
<th>Audit Report</th>
<th>Publisher's Statements</th>
<th>Difference</th>
<th>Percentage of Difference</th>
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Visit auditedmedia.com Media Intelligence Center for audit reports
### PRICES

<table>
<thead>
<tr>
<th></th>
<th>Suggested Retail Prices (1)</th>
<th>Average Price(2)</th>
<th>Net</th>
<th>Gross (Optional)</th>
</tr>
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<tbody>
<tr>
<td>Average Single Copy</td>
<td>$5.99</td>
<td></td>
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</tr>
<tr>
<td>Subscription</td>
<td>$37.00</td>
<td>$17.28</td>
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<td>$1.44</td>
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<tr>
<td>Average Subscription Price Annualized (3)</td>
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</tr>
</tbody>
</table>

(1) For statement period  
(2) Represents subscriptions for the 12 month period ended June 30, 2019  
(3) Based on the following issue per year frequency: 12

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### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

- **Circulation by Regional, Metro & Demographic Editions**
- **Geographic Data**
- **Analysis of New & Renewal Paid Individual Subscriptions**
- **Trend Analysis**

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### ADDITIONAL ANALYSIS OF VERIFIED

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Place</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctor/Health Care Providers</td>
<td>40,293</td>
<td></td>
<td>40,293</td>
</tr>
<tr>
<td>Total Public Place Copies</td>
<td>40,293</td>
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<td>40,293</td>
</tr>
<tr>
<td>Individual Use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individually Requested</td>
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<td></td>
<td>782</td>
</tr>
<tr>
<td>Ordered/Payment Not Received</td>
<td>987</td>
<td></td>
<td>987</td>
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<tr>
<td>Total Individual Use Copies</td>
<td>1,769</td>
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<td>1,769</td>
</tr>
</tbody>
</table>

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### RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

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### NOTES

- **Rounding %:** Due to rounding, percentages may not always add up to 100%.
- **Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 348,894
- **Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,895
- **Multi-Title Digital Programs:** Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

<table>
<thead>
<tr>
<th>Program</th>
<th>Reported Multi-Title Digital Program</th>
<th>Unique Opens by Reader</th>
<th>Opens by Issue</th>
<th>Total Opens by Reader</th>
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</thead>
<tbody>
<tr>
<td>Apple News</td>
<td>8,708</td>
<td>8,708</td>
<td>2.4</td>
<td>20,986</td>
</tr>
</tbody>
</table>

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We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Meredith Corporation  
FOOD & WINE, published by Meredith Corporation * 225 Liberty Street * New York, NY 10281

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