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
MRI Doublebase 2020: 7.8MM
IPSOS Fall 2020: 6.6MM

DIGITAL UVS
10MM

SOCIAL MEDIA FOLLOWERS
13MM

CIRCULATION
945K

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: 45
Average HHI: $409,192
Male/Female: 56% / 44%

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

MRI Doublebase 2020, Ipsos Fall 2020, 2020 comScore
Multi-Platform © MRI-Simmons (June20/Fall19), comScore
May 2020, AAM June 2020, Social through April 2020

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

FOOD&WINE
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
<th>Issue Description</th>
</tr>
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<tbody>
<tr>
<td>JANUARY</td>
<td>REST &amp; RENEW</td>
<td>10.19.20</td>
<td>12.18.20</td>
<td>We’re welcoming the New Year with lessons in self-care through better cooking, drinking, living, and traveling.</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>HOME ISSUE</td>
<td>11.16.20</td>
<td>1.22.21</td>
<td>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.</td>
</tr>
<tr>
<td>MARCH</td>
<td>SPRING COOKING</td>
<td>12.21.20</td>
<td>2.19.21</td>
<td>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.</td>
</tr>
<tr>
<td>APRIL</td>
<td>SPRING WINE ISSUE</td>
<td>1.18.21</td>
<td>3.19.21</td>
<td>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.</td>
</tr>
<tr>
<td>MAY</td>
<td>ESCAPES (TRAVEL)</td>
<td>2.15.21</td>
<td>4.23.21</td>
<td>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.</td>
</tr>
<tr>
<td>JUNE</td>
<td>ELEMENTS OF SUMMER</td>
<td>3.15.21</td>
<td>5.21.21</td>
<td>Embrace the elements of summer, plus, celebrate with a Juneteenth picnic menu, and take a deep dive into the future of Chardonnay.</td>
</tr>
<tr>
<td>JUNE</td>
<td>INNOVATORS</td>
<td>4.12.21</td>
<td>6.18.21</td>
<td>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.</td>
</tr>
<tr>
<td>JULY</td>
<td>FALL WINE ISSUE</td>
<td>6.14.21</td>
<td>8.20.21</td>
<td>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.</td>
</tr>
<tr>
<td>AUGUST</td>
<td>PLANT ISSUE</td>
<td>5.17.21</td>
<td>7.23.21</td>
<td>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.</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>BEST NEW CHEFS + TRAVEL</td>
<td>7.12.21</td>
<td>9.17.21</td>
<td>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.</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>THANKSGIVING</td>
<td>8.09.21</td>
<td>10.15.21</td>
<td>The ultimate Thanksgiving guidebook delivers the greatest seasonal content to kick off the holiday festivities.</td>
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<tr>
<td>NOVEMBER</td>
<td>CELEBRATIONS</td>
<td>9.13.21</td>
<td>11.19.21</td>
<td>Our annual Food &amp; Wine editors’ gift-guide and how we holiday around the world—with food, drink, and cheer.</td>
</tr>
</tbody>
</table>
FOR ADVERTISING INFORMATION contact your Food & Wine sales representative, or Publisher, Tom Bair, Tom.Bair@meredith.com.

**NATIONAL RATES**

**4-COLOR RATES (GROSS)**

<table>
<thead>
<tr>
<th>Size</th>
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<tr>
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<tr>
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<td>$77,400</td>
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<td>n/a</td>
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<td>$174,100</td>
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**BLACK & WHITE RATES (GROSS)**

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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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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>
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<td>7 3/4” x 10 3/8”</td>
<td>8 1/2” x 11 1/8”</td>
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<td>3” x 11 1/8”</td>
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<td>5” x 10 3/8”</td>
<td>5 1/2” x 11 1/8”</td>
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<td>1/6 Page (Vertical)</td>
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<td>2 1/4” x 4 7/8”</td>
<td>NA</td>
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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 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
Erik Reinecke
630.730.8051
EDReinecke@quad.com
AGENCY COMMISSION AND PAYMENT
1. Publisher may require payment for advertising upon placing of an order for advertising.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placing 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 renders on or about the issue date of the Magazine. Payment are due within thirty (30) days after the issue closing date.
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 national, 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 to have been 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 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.
3. The Magazine is 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 and for regional advertisers by brand of product or service only and for all 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. The word “advertisement” will be placed above all advertising published as of the date thirty (30) days prior to the issue closing date.

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 by any agent, advertiser, or any other party.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted for publication in any issue of the Magazine and for all advertising placed by such third party in an issue of the Magazine in which advertising is placed by such third party in an issue of 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. No event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost 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, containing no copy, illustrations, photographs, text or other content or subject matter which 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) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims arising out of, or in connection with, the ad space published, including, but not limited to, (b) (i) “advertiser” means the entity placing the advertisement in the Magazine in connection with the advertisement described in subsection (a) above and any of its affiliates, parent or subsidiary companies.
2. Insertion orders for all advertising units must state if the advertisement carries a coupon.

ADDITIONAL COPY AND CONTRACT REGULATIONS
1. For advertising units less than full-page size, insertion orders must state if a copyright application is to be prepared.
2. 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 United States 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 SHORTRATES
Publisher shall rebate advertisers if advertiser achieves a higher spending level, resulting in the retroactive lowering of 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.
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