

# WHISKY

LE MAGAZINE DES PALAIS ET DES ESPRITS FINS & *fine spirits*



TRIMESTRIEL  
NOUVELLE FORMULE



## THE ONLY MAGAZINE DEVOTED TO FINE SPIRITS AND WHISKY !

Whisky Magazine & Fine Spirits is the only French magazine devoted to fine spirits in general and whisky in particular. Created in February 2004, on the initiative of La Maison du Whisky, Whisky Magazine & Fine Spirits targets enthusiastic amateurs and professionals, but also more simply all demanding consumers, wine-lovers and gourmets.

Whisky Magazine & Fine Spirits covers all aspects of the world of fine spirits: their history, producer countries, their distilleries, economic factors, their brands, their

distillation techniques, their personalities and culture. As well as a wealth of tasting notes. Whisky Magazine & Fine Spirits also plays the lifestyle card by offering insight on tourist and gastronomic destinations.

Whisky Magazine & Fine Spirits is the definitive source of information, education and entertainment for all those who are passionate about Fine Spirits & Whisky.

Whisky Magazine & Fine Spirits is a luxury magazine, in line with current trends that give priority to quality over quantity.





THE READERS OF WHISKY MAGAZINE & FINE SPIRITS ARE VERY ATTACHED TO THE MAGAZINE, GIVING IT CONSIDERABLE POWER AND INFLUENCE. MANY OF OUR READERS ARE ALSO AVID CONSUMERS OF THE -DE-VIVRE/GASTRONOMY (SOME 80%), AND TRAVEL (63%) SECTORS OF THE PRESS. THEY ARE PASSIONATE EPICUREANS AND UNCONSCIOUS PRESCRIBERS TO TRENDS AND OPINIONS. WHISKY MAGAZINE & FINE SPIRITS ALSO BENEFITS FROM THE VISIBILITY OF LA MAISON DU WHISKY.

## THE MAGAZINE

Whisky Magazine & Fine Spirits works with the very best specialist writers to ensure that our articles are the most authoritative on the subject. Moreover, each issue of Whisky Magazine & Fine Spirits brings together a number of different articles under the umbrella of a specific, thematic dossier.

Whisky Magazine & Fine Spirits is made up of three different parts: The first, WHISKY, is devoted to whisky. This is where you will find all the standard articles from Whisky Magazine, international edition.

- Distillery Focus
- Production
- Visitor's Guide
- Unsung Heroes

The second, FINE SPIRITS, is open to all other spirits. Each issue includes at least one article devoted to Rum and Cognac. This is also where you can find a presentation of at least one other eau-de-vie.

Lastly, the third part, GOURMET MIND & FINE SPIRITS, is where we will be publishing all our articles on the subject of art-de-vivre.

- Cocktails
- Gastronomy
- Cigars
- Travel

This section will be complemented by three columns written by personalities from the world of whisky and spirits:

- "Extreme Tasting" by the Scottish journalist, Dave Broom
- "Tendance" (Current Trends) by the whisky maker, John Glaser
- "Esprit Fun" (Spirit of Fun) by the French blogger, Serge Valentin

Whisky Magazine & Fine Spirits also offers the following:

- current news from the worlds of spirits, cigars and gastronomy
- games with a different "mystery bottle" to discover in each issue
- a list of recommended addresses (shops, bars, hotels, restaurants, delicatessens)
- a list of our Top 5 addresses and new bottlings
- a list of all new whiskies, rums, cognacs, other spirits and liqueurs on the market

Plus, of course, many tasting notes

- thematic whisky tastings
- one or two different tastings by category for other spirits
- the main new releases

## WHERE-TO-VISIT ANNUAL GUIDE



Every year since 2005, Whisky Magazine & Fine Spirits publishes a where-to-buy or to-drink fine spirits & whisky in France guide with more than 2 000 contacts (cellarmen, drink specialist retailers, bars, hotels, restaurants, and more).

Le Guide des Bonnes Adresses 2012 (7<sup>th</sup> edition) will be given free with issue 45 (Winter 2011) to be released November 25<sup>th</sup>.

## WHISKY LIVE FRANCE

Whisky Magazine & Fine Spirits is the official organizer of Whisky Live, the leading whisky event in France in late September.

- In 2010, over 6, 500 visitors participated in the event.
- 4, 500 private customers and 2, 300 professionals.
- There were 125 exhibitors and more than 800 fine spirits on tasting.

**Whisky Live 2011:**  
**Whisky Live Paris from September 24<sup>th</sup> to 26<sup>th</sup>**

**For more information visit:**  
[www.whiskylive.fr](http://www.whiskylive.fr)

### Characteristics of the Magazine

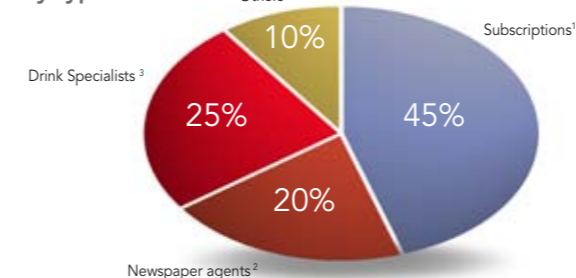
Circulation: 20,000 copies  
Frequency: 4 issues per year  
Pages: 116 pages  
Format: 285x215mm  
Paper: shiny 100g inside, 250g cover  
Printing: four colours  
Forwarding: adhesive square back  
Price: 6 euros (Ireland: 8 euros – UK: £5.50 – USA: \$10)

## ABOUT THE MAGAZINE

### About the circulation

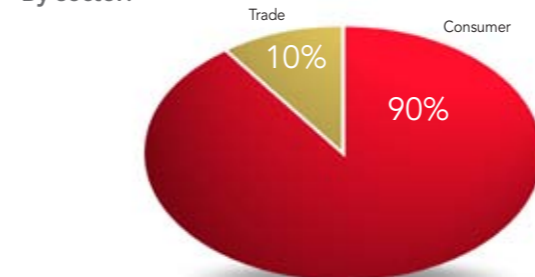
Paid circulation in France: 10,000 copies  
2,000 copies are also sold in Belgium and Switzerland by subscription (1,000 copies), at newsagents (500 copies) and via a network of wine merchants (500 copies).

### By type:



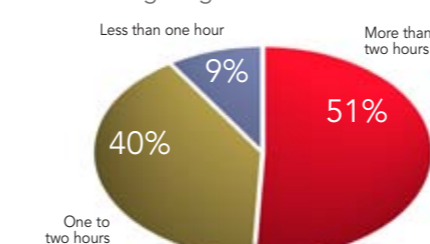
<sup>1</sup>The +: 30% are subscribed for two years  
<sup>2</sup>1,500 points of sale – from 3 to 30 copies per newspaper agent  
<sup>3</sup>Specialist drink retailers: 3,500 copies - 150 points of sale – from 5 to 50 copies per shop. The +: contract signed for twelve months

### By sector:

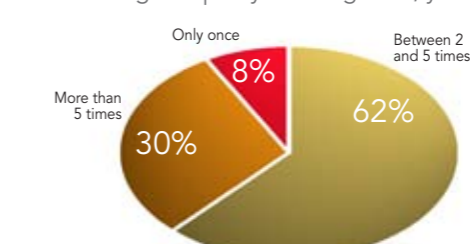


### About the reading habits

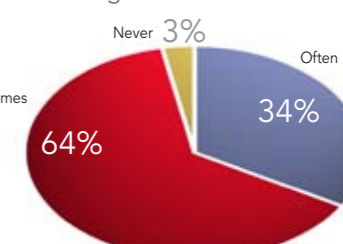
Time reading Magazine:



For reading completely the magazine, you need:

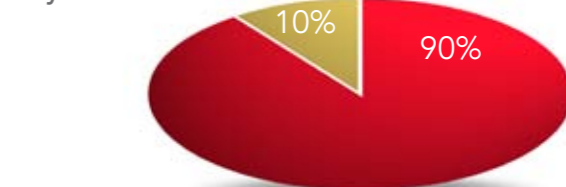


Reading back issues:

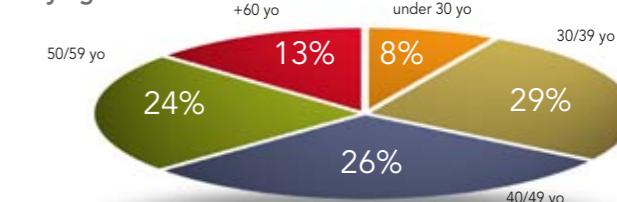


### About the readers

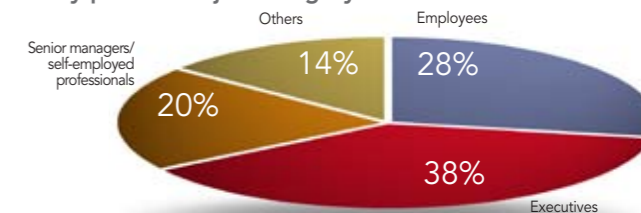
#### By sex:



#### By age:



#### By profession job category:



## ADVERTISING RATES\*

	WM&FS	GBA / WL
INSIDE FRONT COVER & OUTSIDE BACK COVER	6 500	3 000
INSIDE BACK COVER	5 500	2 750
DOUBLE PAGE	8 000	—
FULL PAGE	4 200	2 500
HALF PAGE	2 250	1 500
THIRD PAGE	1 500	—
QUARTER PAGE	1 200	—

WM&FS:  
Whisky Magazine  
& Fine Spirits

WL: Whisky Live Paris  
official program

GBA: Where-to-visit  
Guide

Guaranteed ROP position: +10%

\*Prices ex-VAT, excluding technical expenses

## FORMATS (WxH)

	TRIM	BLEED	TYPE AREA
FULL PAGE	215 x 285	220 x 290	—
DOUBLE PAGE	430 x 285	431 x 290	—
HALF PAGE VERTICAL	—	—	100 x 275
HALF HORIZONTAL	—	—	205 x 138,5
THIRD VERTICAL	—	—	67 x 275
QUARTER PAGE VERTICAL	—	—	100 x 132,5

## PUBLICATION DATES 2011

ISSUE	DEAD LINE	PUBLICATION
N°. 42	February 18 <sup>th</sup>	March 4 <sup>th</sup>
N°. 43	May 14 <sup>th</sup>	May 27 <sup>th</sup>
N°. 44	August 19 <sup>th</sup>	September 2 <sup>nd</sup>
N°. 45	November 10 <sup>th</sup>	November 25 <sup>th</sup>

### Ad copy specifications

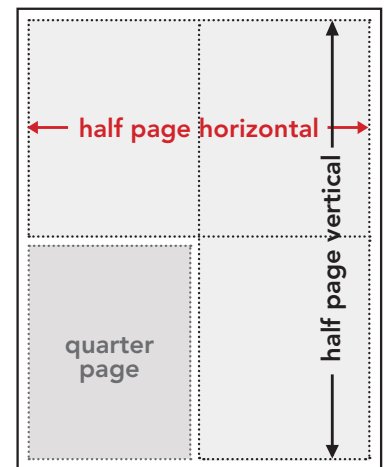
EPS + chromalin approved by the advertiser or secure high-definition 300 dpi PDF

on CD-ROM to be sent to the magazine or by e-mail to [pub@whiskymag.fr](mailto:pub@whiskymag.fr)

## SLIDING SCALE

NEW ADVERTISER: -10%  
FEATURE DISCOUNT: -10%  
QUANTITY DISCOUNT:  
2 & 3 PUBLICATIONS: -5%  
4 PUBLICATIONS: -10%

MULTIPLE MANDATE: -3%  
LOYALTY: -5%  
TRADE DISCOUNT: -15%



## TERMS & CONDITIONS OF SALE

1 – Any subscription for an advertisement order implies acceptance of our conditions of sale and payment.

2 – Cancellation of an advertisement order shall be accepted only if received at least 45 days before publication.

3 – The publisher reserves the right to change the conditions of the current price list, even for orders pending, provided three months' notice is given.

4 – Advertisements published are the responsibility of the advertiser. The publisher reserves the right to refuse at any time an insertion that would be contrary to its interest or to the spirit of the publication, its readers or third parties. All technical expenses related to the publication of an advertisement are the advertiser's responsibility.

5 – All claims shall, at the risk of becoming forfeit, be made within the week following publication, in writing. In the case of

a dispute, the Commercial Court of Nanterre shall be the sole competent jurisdiction.

6 – All agents shall, on request from Figures de Still, produce an agent's contract with the advertiser to purchase advertising space in the media, for the period relating to the mandate. In this case, the original invoice shall be communicated to the advertiser, and the duplicata sent to the agent. These invoices shall include a trade discount of 15%, calculated on the net figure after other discounts.

7 – The advertiser is, in all cases, liable for payment of the advertisement order, in the conditions defined in the present document. However, an agent who sends an order in its name is also jointly liable for payment of the order.

8 – All current or future taxes are the responsibility of the advertiser.

9 – Invoices shall be paid at the latest 60 days after the invoicing date.

10 – In the case of late payment, execution of orders may be suspended and penalties shall be calculated and invoiced on the basis of one and a half times the current legal interest rate (French law 92.1442).

11 – The discount for multiple mandates shall apply from the moment a del credere agent centralises orders from at least two advertisers or brands.

12 – If advertising spaces remain unsold in the days preceding closing of an issue, Figures de Still shall then apply so-called closing prices, valid for that issue only. In compliance with article 18-1 of French law no. 93-122 of January 1993, Figures de Still shall communicate these prices to all advertisers.