

# THE SOMM JOURNAL



# 2017 MEDIA KIT



# OVERVIEW

## THE **SOMM** JOURNAL

**BY INDUSTRY PROFESSIONALS**, for industry professionals, the new **SOMM Journal** serves as an educational tool for on- and off-premise hospitality professionals as well as those looking to further their understanding of wine and spirits. Under the guidance of Meridith May, Publisher and Editorial Director for the nation's most-read beverage industry publication, **The Tasting Panel Magazine**, **SOMM Journal's** team of top-shelf contributors includes internationally renowned wine writers, sommeliers and authorities, with James Beard Award-winner Anthony Dias Blue as Editor-in-Chief, industry veteran David Gadd as VP/Managing Editor, Jonathan Cristaldi/Deputy Editor, Rachel Burkons/Sr Spirits Editor and Randy Caparoso, MS/Editor-at-Large.

With coverage focused 70% on wine and 30% on spirits, the bi-monthly **SOMM Journal** offers content that sommeliers can geek out on - detailed profiles of international wine regions, wine and mixology programs at top restaurants, and industry trends and technology - without reading like a dry textbook.

In this industry, professionals are aware of the growing influence of the sommelier trade. It seems everyone wants to be a sommelier, whether or not they work in the on-premise industry, because somms represent exacting standards of excellence pertinent to all facets of wine sales, production and education. With its peer-to-peer approach, **SOMM Journal** meets that high standard with enough detailed coverage to satisfy even the most meticulous and demanding sommeliers in the industry.



**First Press:** The story behind new vintages, releases, new winemaker stars, and what's new in the world of wine.

**Wine Science:** Dr. Jamie Goode provides the lowdown on everything from brettanomyces to high alcohol, minerality, TCA, and beyond.

**Wine 101:** A column contributed by The North American Sommelier Association for future somms.

**Appellation Series:** A global wine diary from Master Somms, Masters of Wine and other high-profile experts.

**The Tasting Panel of Experts:** Vertical comparisons with an all-star panel of tasters.



**SOMM Camps:** Randy Caparoso and other high-profile certified sommeliers are joined by wine buyers across the world's winegrowing regions for terroir experiences with winemakers and enologists.

**Wine Thief:** Themed reviews by Anthony Dias Blue.

**Soul of a Somm:** column written by Ted Glennon, Advanced Sommelier and wine/restaurant consultant.

**Planet Grape:** A monthly trends and information column written by America's premiere female Master Sommelier, Catherine Fallis.

**One Woman's View:** written by respected wine author and educator, Karen MacNeil.

# DEPARTMENTS



# READERSHIP



## [ Target Audience ]

*The SOMM Journal* targets on- and off-premise hospitality professionals, academics and oenophiles looking to deepen and enhance their understanding of wine and spirits.

## [ Distribution ]

Our 67,000 distribution is most concentrated in the following cities: Los Angeles, San Francisco, New York, Chicago, Miami, Denver, Washington, D.C., Boston, Seattle, Phoenix, Las Vegas, Dallas/Austin, Houston, Minneapolis, Portland, Atlanta, San Diego, New Orleans, Louisville, Raleigh-Durham, Charlotte, and Kansas City.

## [ SOMM Camps ]

Sponsored by *The SOMM Journal*, **SOMM Camps** offer high-profile wine buyers and sommeliers intensive, multi-day opportunities to get up-close and personal with producers alongside top experts in their field.



# PUBLISHING DATES, ADVERTISING RATES,

## 2017 ISSUES

February	space close: December 15	materials due January 1
April	space close: February 15	materials due: March 1
June	space close: April 15	materials due: May 1
August	space close: June 15	materials due: July 1
October	space close: August 15	materials due: Sept 1
December	space close: October 15	materials due: Nov 1

## 2017 NET RATES

Full page .....	1-3x	\$6,250
	4-6x	\$5,000
1/3 vertical.....		\$2,500

### Premium Positions

Cover two (inside front).....	\$5,500
Cover two spread.....	\$7,000
Cover three (inside back).....	\$5,000
Cover four (back cover).....	\$6,500

*For more information, contact:*

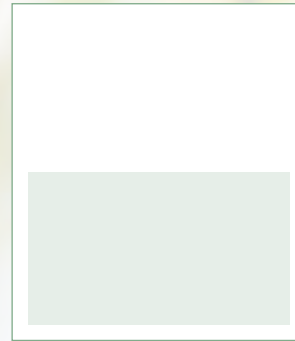
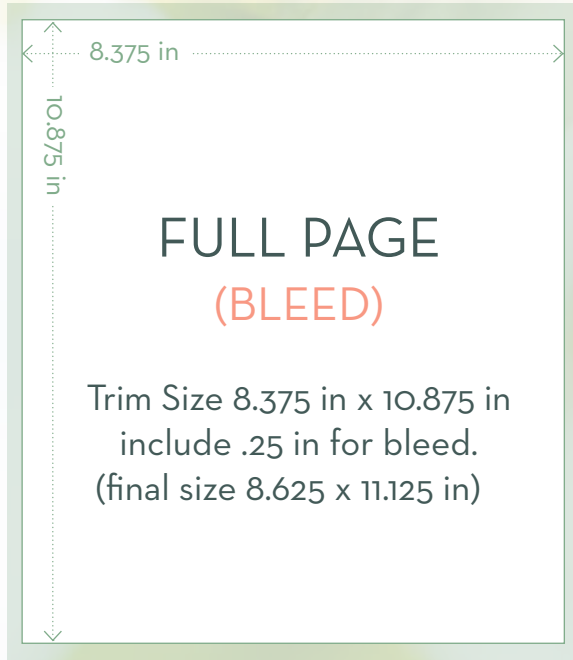
**MERIDITH MAY**, Publisher/Editorial Director • 818-990-0350  
MMay@SommJournal.com

**BILL BRANDEL**, VP/Marketing & Sales • 818-322-5050 mobile • 818-784-2122 office  
Bill@SommJournal.com

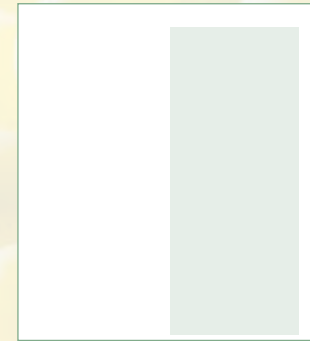
The Somm Journal, 17203 Ventura Blvd; Ste 5, Encino, CA 91316  
www.SommJournal.com

# THE **SOMM** JOURNAL

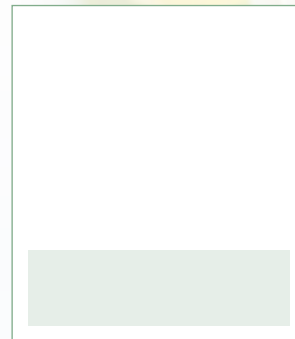
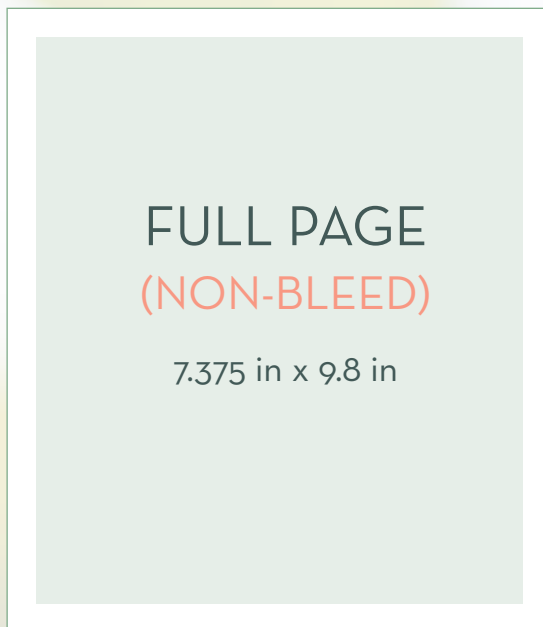
## ADVERTISING SPECIFICATIONS



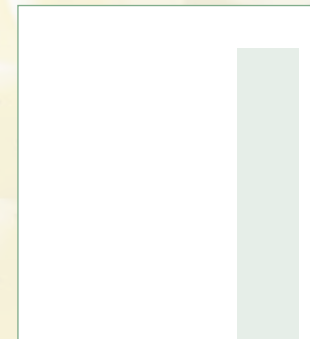
**HALF PAGE**  
**HORIZONTAL**  
7.375 in x 4.82 in



**HALF PAGE**  
**VERTICAL**  
3.5 in x 9.8 in



**THIRD PAGE**  
**HORIZONTAL**  
7.375 in x 2.35 in



**THIRD PAGE**  
**VERTICAL**  
2.3 in x 9.8 in

Preferred format is high rez PDF XIA. Other acceptable formats are Adobe Indesign, .JPG, .PSD, .AI.

Files can be e-mailed (under 5 mb) or uploaded to our FTP  
the login info is:  
ftp://tastingpanelmag.exavault.com  
**username:** tastingpanelmag  
**password:** tastingpanel88  
Put files in the folder "Ads"

**Meridith May, Publisher/Editorial Director • 818-990-0350 • [MMay@SommJournal.com](mailto:MMay@SommJournal.com)**

**Bill Brandel, VP/Marketing & Sales • 818-322-5050 mobile • 818-784-2122 office**

**[Bill@SommJournal.com](mailto:Bill@SommJournal.com)**