

THE SOMM JOURNAL



2019 MEDIA KIT



# OVERVIEW

## THE **SOMM** JOURNAL

**THE SOMMELIER'S BEST FRIEND.** The importer's inside scoop. The hospitality professional's handbook. Since its rebranding in 2014, *The SOMM Journal* has become an indispensable tool for on- and off-premise beverage and hospitality professionals looking to keep their finger on the pulse of industry trends and take their understanding of the world of wine and spirits to the next level.

With editorial ranging from detailed looks at international and domestic wine regions to profiles of the people and places leading the trends and techniques of the future, *The SOMM Journal* is the wine geek's deep dive into academic-worthy content, delivered in a meaningful and entertaining way. This bi-monthly publication's coverage is focused 70% on wine and 30% on spirits, and gives buyers and key decision-makers an inside and in-depth look at products and places of importance.

Led by Meridith May, Publisher and Editorial Director for *The Tasting Panel*, the nation's most-read beverage industry publication, *The SOMM Journal's* talented team of editors and contributors includes internationally renowned wine writers, sommeliers, educators and authorities. Contributors include James Beard Award-winner Anthony Dias Blue as Editor-in-Chief, Randy Caparoso, MS, as Editor-at-Large, a London Correspondent, Steven Spurrier, Master Sommelier Fred Dame and industry legend Karen MacNeil.

With its peer-to-peer approach, *The SOMM Journal* meets the exacting standards of excellence to which today's somms hold themselves accountable, while also giving up-and-comers in the hospitality industry the tools they need to further their education. Additionally, ongoing partnerships with prestigious organizations such as SommFoundation, The Culinary Institute of America and the Society of Wine Educators offer *SOMM Journal* readers unique access to exclusive content and events around the globe.



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



**SOMM Camps:** Led by some of the most notable names in the wine industry, SOMM Camps are the *SOMM Journal's* signature event series. Buyers from across the world take a deep dive into a growing region or producer, experiencing terroir firsthand with the winemakers and enologists of importance.

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

**Somm Journal Verticals:** Comparisons with an all-star cast of tasters.

**SommFoundation Letter:** Our partnership series with Master Sommeliers.

**Good Somm/Bad Somm:** Angelic and devilish responses from letters to the editors.

**Scents & Accountability:** A look into aromatics and the science of wine faults.

**Wheying In:** What wine buyers should know about pairing with cheese.

**Beer'd Science:** Understanding the nature of the brew and its place on the menu.

# 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

## 2019 ISSUES

Issue	Space Deadline	Artwork Due	Mails
Feb/March 2019	4-Jan	18-Jan	1-Feb
April/May	5-Mar	18-Mar	3-Apr
June/July	3-May	20-May	4-Jun
August/Sept	8-Jul	19-Jul	6-Aug
October/November	6-Sep	20-Sep	4-Oct
December '19/Jan '20	6-Nov	18-Nov	6-Dec

## 2019 NET RATES

Full page .....	1-3x	\$6,250
	4-6x	\$5,000
Premium Positions		
Cover two (inside front) .....		\$6,000
Cover two spread .....		\$8,000
Cover three (inside back) .....		\$5,500
Cover four (back cover) .....		\$7,500



Preferred format is high rez PDF XIA. 300 dpi minimum resolution.  
Other acceptable formats are Adobe Indesign, .JPG, .PSD, .AI.

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