

# THE SOMM JOURNAL



# 2021 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 Meredith 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.

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.

# Geographical DIGEST

A PARTNER PROJECT WITH SOTHEBY'S WINE ENCYCLOPEDIA  
AND NATIONAL GEOGRAPHIC



The *SOMM Journal* is continuing our world-wide series of enologically informative geographical digests. Our experienced editors will taste and review wine within the parameters of each chosen area (along with its appellations and sub-appellations) formatted into an educational summary. Areas outlined can be as large as the Southern Hemisphere or as focused as the Central Coast of California.

The digests will offer maps from *National Geographic*, as well as climate summaries, soil profiles, cultural reviews, appellation history, and more, while featuring submitted wines as examples of these aspects. Reviews will also be included.

## UPCOMING IN THE SERIES:

### Oct/Nov 2020

- Wines from South America

### Dec 2020/Jan 2021

- Unique Wine Regions of the World
- Domestic Bliss: USA's West Coast Wines (Washington, Oregon and California)

### Feb/March 2021

- The Southern Hemisphere: From Down Under to the Top of the Andes
- Burgundy vs Bordeaux: Choose Your Passion

### April/May 2021

- An Exploration of Renowned Single Vineyards
- Technique & Terroir: Is it Production or Nature that Make These Wines Great?

### June/July 2021

- Italy: North to South

### Aug/Sept 2021

- Luxury Wines from Remarkable Sites

If you would like to be included in our report, submit samples, along with tech sheets, to *The SOMM Journal's* offices by the deadline date next to each issue or you can reach out to Bill Brandel at [Bill@sommjournal.com](mailto:Bill@sommjournal.com) for delivery requirements. If your wine is selected for spotlight or review, we will contact you for more information.

**Send to: The Somm Journal c/o Geographical Digest  
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# DEPARTMENTS



**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.



## [ 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

## 2020 ISSUES

Issue	Space Deadline	Artwork Due	Mails
Feb/March 2020	January 4	January 18	February 1
April/May 2020	March 5	March 18	April 3
June/July 2020	May 3	May 20	June 4
Aug/Sept 2020	July 8	July 19	August 6
Oct/Nov 2020	September 6	September 15	October 8
Dec/Jan '20 '21	November 6	November 18	December 8

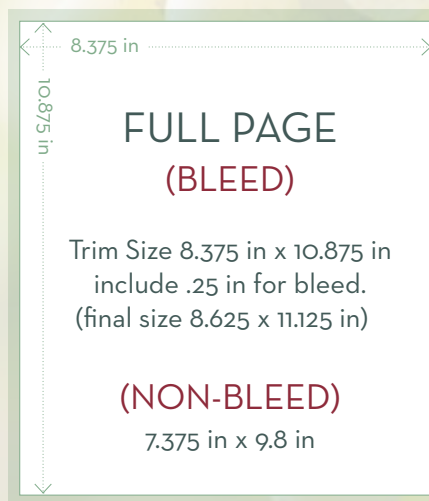
## 2020 NET RATES

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

### Premium Positions

Cover two (inside front).....\$6,500  
 Cover two spread.....\$8,500  
 Cover three (inside back).....\$5,500  
 Cover four (back cover).....\$6,500

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



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