

**ULTIMATE BEVERAGE CHALLENGE**

# **2018 GUIDE**

TO THE

# **WORLD'S BEST WINES & SPIRITS**

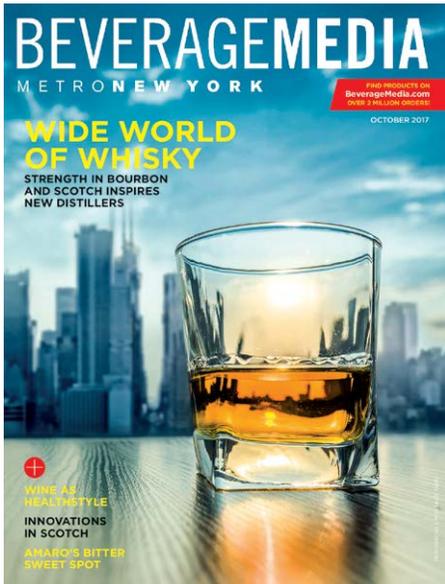


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BEVERAGE MEDIA GROUP AND  
ULTIMATE BEVERAGE CHALLENGE

**BEVERAGE  
MEDIA  
GROUP**



# OCTOBER 2018 ISSUE TO FEATURE ULTIMATE BEVERAGE CHALLENGE GUIDE TO THE WORLD'S BEST WINES & SPIRITS



**2018 ULTIMATE WINE CHALLENGE**

THE 2018 ULTIMATE BEVERAGE CHALLENGE GUIDE TO THE WORLD'S BEST WINES & SPIRITS

WINE	WINE	WINE	WINE	WINE	WINE
97 ELLIASH CRAIG 18-YEAR-OLD SINGLE BARREL KENTUCKY STRAIGHT BOURBON	94 PIKEVILLE 6 YEARS OLD STRAIGHT RYE WHISKEY	93 77 WHISKEY LOCAL RYE & CORN AMERICAN WHISKEY	92 HANSHAMTON 4 + 4 CORN WHISKEY	91 HANSHAMTON 4 + 4 CORN WHISKEY	90 HANSHAMTON 4 + 4 CORN WHISKEY

REACH OVER  
**73,225**  
WINE & SPIRIT BUYERS IN  
TOP U.S. MARKETS

## PROMOTE YOUR ULTIMATE BEVERAGE CHALLENGE RESULTS!

- REACHING WINE AND SPIRITS TOP BUYERS ACROSS THE COUNTRY
- COMPREHENSIVE LISTING BY CHALLENGE AND PRODUCT CATEGORIES
- BONUS CIRCULATION AT THE WSWA CONVENTION & NEW YORK CITY WINE & FOOD FESTIVAL
- INCLUDE YOUR AWARD-WINNING ICONS ON YOUR ADVERTISEMENT FOR STRONG BRAND IMPACT
- AVAILABLE ONLINE AS DOWNLOAD: [ULTIMATE-BEVERAGE.COM/GUIDE2018](http://ULTIMATE-BEVERAGE.COM/GUIDE2018)

- ### TOP MARKETS
- Arizona
  - California
  - Colorado
  - Connecticut
  - Delaware
  - Florida
  - Georgia
  - Illinois
  - Indiana
  - Kentucky
  - Maryland
  - Massachusetts
  - Missouri
  - Nebraska
  - Nevada
  - New Jersey
  - New Mexico
  - New York
  - North Carolina
  - Ohio
  - Pennsylvania
  - South Carolina
  - Tennessee
  - Texas
  - Virginia
  - Washington D.C.
  - West Virginia
  - Wisconsin

CIRCULATION: 73,225

Additional Reach on BeverageMedia.com & Ultimate-Beverage.com

# PROMOTE YOUR ULTIMATE BEVERAGE CHALLENGE RESULTS & SCORES



## RATES

### FULL PAGE



**\$9,895 net**

### 1/2 PAGE HORIZONTAL



**\$5,485 net**

### 1/3 PAGE VERTICAL



**\$3,895 net**

### RESULTS FEATURE POSITION



**\$995 net**

## ADVERTISING INQUIRIES?

INCLUDE  
YOUR  
WINNING  
AWARD  
ICON

**JODY SLONE**  
BEVERAGE MEDIA GROUP  
jslone@bevmedia.com  
212-571-3232 x7931

**DAVID TALBOT**  
ULTIMATE BEVERAGE CHALLENGE  
talbot@ultimate-beverage.com  
914-391-4890

**RESERVE BY: 8/13**  
**ARTWORK DEADLINE: 8/31**  
**PUBLICATION: 9/24**

Download your official Award Icons at: [Ultimate-Beverage.com/marketing-collateral](http://Ultimate-Beverage.com/marketing-collateral)

### MECHANICAL REQUIREMENTS:

**Full Page:**  
Trim Size: 8 1/4" x 10 7/8"  
Bleed size (full page): 8 3/4" x 11 3/8"

**1/2 Page Horizontal:**  
Trim Size (Island Ad): 7 1/4" x 4 7/8"  
Live Area (Bleed Ad): 7 3/4" x 4 3/4"  
Bleed size: 8 3/4" x 5 1/2"

**1/3 Page Vertical:**  
(Island Ad) Live Area: 2 1/8" x 10 3/8"

**\*Result Feature Position:**  
Trim size: 2 1/4" x 2 1/4". Live area: 2" x 2"

\*FOR RESULTS FEATURE: Please supply  
Hi-res bottle image (300 dpi) on white background.  
We will create Ad.

### ELECTRONIC FILE SPECIFICATIONS

Materials necessary for quality offset printing can be submitted Electronically. Macintosh-based application files preferred. Additional charges may be incurred for other platforms or files that require digital file manipulation. Electronic files can be accepted in the following formats: Hi-resolution Adobe Acrobat PDFx-1A, Adobe CS5 In-Design, Illustrator, Photoshop formats. Include all printer/screen fonts and linked artwork. All artwork should be saved as TIFF or EPS, with a minimum of 300 dpi resolution. Color artwork should be in CMYK mode. Digital color proofs or laser file printouts must accompany all files sent.

### ACCEPTED MEDIA

E-mail files are accepted, but no larger than 10MB. Files can also be sent via FTP, contact us for protocols.

### SEND ADS TO:

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FOR DEADLINE EXTENSIONS  
AND PRODUCTION QUESTIONS,  
PLEASE CONTACT:

**Lee Stringham**  
Print Services Manager  
(212) 324-5476  
e-mail: lstringham@bevmedia.com

# ABOUT ULTIMATE BEVERAGE CHALLENGE



**Ultimate Beverage Challenge** has taken spirits and wine evaluation to the highest level of excellence with the introduction of two cutting-edge competitions in 2010. Operated by award-winning journalist, author, educator and critic F. Paul Pacult, wine and spirits publishing industry veteran David Talbot, Spirit Journal managing editor Sue Woodley, Ultimate Beverage Challenge provides the industry and consumers with a clear and unassailable indication of beverage alcohol quality.

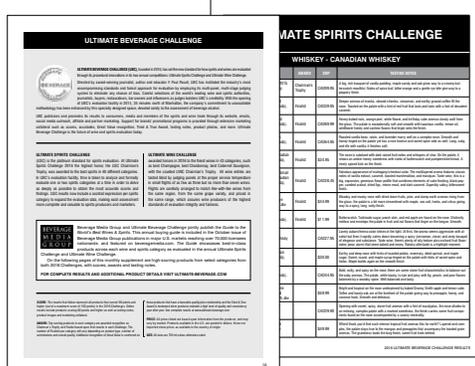
The Challenges include Ultimate Spirits Challenge and Ultimate Wine Challenge. Judges for the Challenges are a who's who of the top beverage alcohol authors, journalists, buyers and educators in the world. The judges base their evaluations on three interdependent principles that guide both of the Challenges: integrity, method and credibility. The Challenges are held under ideal judging conditions with small flights which are evaluated "blind". Ultimate Beverage Challenge is the future of beverage evaluation today.

# ABOUT BEVERAGE MEDIA GROUP



**Beverage Media Group, Inc.** is dedicated to being the dominant B2B communications system in the promotion, distribution and marketing of beverage alcohol products. While BMG continues to expand their national coverage both in print and online, their unique "local advantage" gives them the flexibility to allow suppliers and wholesalers to tailor their selling and marketing messages.

BMG's website, BeverageMedia.com, connects licensees to local distributor brand and price information online throughout the U.S. Here licensees have access to powerful tools for search as well as a shopping cart to order direct from distributors. Through their BevSites division, BMG also hosts 200 e-commerce websites for retailers, specifically designed to sell to consumers. And of course, since 1936, BMG has been the leading publisher to the wine & spirits industry, publishing a number of regional magazines around the country. Each monthly issue combines timely, in-depth national and local editorial coverage with brand and price listings from local distributors.



"The universe of spirits enthusiasts can appreciate and trust that Ultimate Spirits Challenge assembles a very qualified team of judges working within a rigorous tasting format to accurately judge the world's greatest spirits. Not only is it an honor to receive the accolades, but we find that the judges' comments and the reviews are highly valuable."

**- Ben Jones,  
Rhum Clement, Rhum J.M.**



"Ultimate Wine Challenge has an unparalleled level of professionalism and acumen in providing consumers and the trade with a reliable rating system. We were honored to have the Chairman's Trophy awarded...Such accolades have helped us to further promote the exceptional quality of our Sherries within the scope of the American market."

**-Julio C. Bager,  
President & CEO, New Age Imports**

