

Timing

The section will run within Saveur's October 2005 issue. From the front cover through every beautiful page, this second annual wine issue will be completely devoted to wine: the people who make it, the regions that produce it, the pairings that enhance it and the wonderful varietals that are now available.

Whether it's a 1945 Bordeaux or a recent Californian, wine collection is on the rise. Be a part of a section destined to be a treasured epicurean's guide.

Added Value:

To maximize impact of The Art of Wine Collecting, Saveur has developed a full spectrum marketing program that includes the following components:

Bonus Distribution: The issue will be mailed to 500 of the country's leading sommeliers. It will include a personalized cover letter from Saveur's publisher highlighting the special section on wine collecting.

Online: The Art of Wine Collecting will be showcased on Saveur.com from October – December – the wine industry's

major selling season - with direct links to participating advertisers' sites.

Reach & Benefits:

Saveur delivers 375,000 educated, affluent, investment-minded culinary enthusiasts who love wine. They represent an audience of remarkably devoted wine collectors.

- 85% personally consumed wine in the past 6 months (Index: 305)
- 1 out of 4 (24.6%) own a home wine cellar or storage system
- Average # of bottles in home wine cellar/storage system: 215!
- 31% collect wine as a hobby or attend wine tastings
- Graduated from 4 year college+: 71% (Index: 217)
- Average HHI: \$151,300 (Index: 240)
- 54% own mutual funds (Index: 503)
- 16% own investment collections (antiques, books, stamps, etc.) (Index: 1767)

The Art of Wine Collecting is the perfect marketing vehicle for wine, storage system, and financial advertisers.

Source: 2004 MRI Custom Subscriber Study

Issue Date: October 2005

Space Close: July 15

Material Close: July 22

On-sale Date: September 20

For more information, contact

Russ Cherami, Associate Publisher, at 212/219-4636

Advertise to today's most devoted wine connoisseurs, readers who invest in their passion for all things culinary.

SAVEUR MAGAZINE PRESENTS

THE ART OF COLLECTING WINE

Man's love affair with wine dates back centuries. The ability to collect wine at home, however, is a relatively new phenomenon. Thanks to new home storage systems, increased access to varietals and vintages, and easier buying venues, today's wine enthusiasts are becoming avid wine collectors.

In a special multi-page section written by [leading wine authority], Saveur will guide its readers on developing and maintaining a first-rate wine collection, including:

- Selection criteria
- Storage set-ups and considerations
- Inventory management
- Insurance
- Collection as investment
- Portfolio recommendations
- Information resources
- Auctions

Special Advertising Section
running within
SAVEUR's 2nd Annual Wine Issue
October 2005

The Art of Collecting Wine

Man's love affair with wine dates back centuries. The ability to collect wine at home, however is a relatively new phenomenon

The Heart and Soul of the Wine Collector

It all begins with the love of wine, the pure enjoyment of flavor, taste, and experience. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Inventory Management

When it comes to wine collecting, maintaining an inventory is part of the fun. Set up a system whereby you catalogue. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commel illum dolore eu feugiat nulla facilisis at vero eetur adipisci e feugait nulla facili odo conserci tation ullamcorper quat.

Equipment and Accessories

Thanks to today's new home storage systems, wine collecting is a much easier passion than it was in previous years. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commel illum dolore eu feugiat nulla facilisis at vero eetur adipisci e feugait nulla facili odo consequat.

Sharing the Passion

A number of associations worldwide offer a plethora of invaluable information on the best varietals and vintages available. Here's a few of our favorites: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commel illum dolore eu feugiat nulla facilisis at vero eetur adipisci e feugait nulla facili odo consequat.



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Ten Truths About Wine Collecting

KEY CONSIDERATIONS in developing a first-rate wine collection:

1. Establish your criteria: Wine was never made to be seen and not tasted. Set realistic goals for selecting ..
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