MEDIA KIT 2013

Mutineer

THE LEADER IN MILLENNIAL BEVERAGE MEDIA

The Leader In Millennial Beverage Media

63%
of Mutineer subscribers are Millennials*

34
YEARS OLD
is the average age of Mutineer subscribers

The potential of the Millennial demographic as beverage consumers is undeniable, and Mutineer Magazine stands alone in beverage print media as having the attention of this elusive and important demographic.

MILLENNIAL READERSHIP COMPARISON

Decanter: 12% •
Wine Enthusiast: 23% ••
Wine Spectator: Less than 25% •••
Mutineer: 63% ••••

"[Mutineer] bought an RV and drove up and down the West Coast doing demographic research for the future millennial-mentoring, all-encompassing beverage rag that went national in 2009."

- **WINE & SPIRITS MAGAZINE** *on Mutineer's Millennial demographic research prior to launching Mutineer Magazine*

• *Source: Decanter Media Information, NOP 2009*
•• *Source: 2012 Wine Enthusiast Media Kit, 2009 MRI Fall, publisher's defined estimate*
••• *Source: Wine Spectator Readership at a Glance, MRI Spring 2011 Survey*
•••• *Source: 2009 Mutineer Subscriber Survey*
Millennials are defined as 35 years old and younger.

MILLENNIAL BEVERAGE LEADERSHIP

Mutineer is the beverage magazine for Millennials and by Millennials, with Mutineer's entire staff made up of game-changing Millennials bringing a fresh perspective to beverage media.

Alan Kropf, President
Alan Kropf became President of Mutineer following four years as Editor in Chief, and has won numerous beverage and publishing industry awards (see below). Prior to founding Mutineer in 2008, Alan worked as a Sommelier at some of the world's most prestigious properties, including the Beverly Hills Hotel & Gordon Ramsay's signature restaurant at the London Hotel. Alan is certified through the Court of Master Sommeliers, Wine & Spirits Education Trust, Cicerone & National Bartenders School, and is constantly traveling to speak at events, judge competitions and raise awareness about water relief in developing countries.

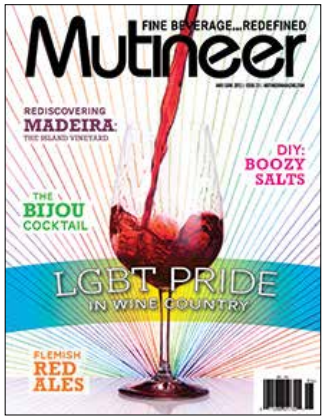
Forbes 30 UNDER 30
Wine&Spirits 30 UNDER 30
ZAGAT 30 UNDER 30
FOLIO: 13 UNDER 30
min 15 TO WATCH

Erin Jimcosky, Publisher
After capturing the attention of Mutineer editors through her blog, The Endive Chronicles, Erin came on staff at Mutineer as a columnist in September of 2009. Since then, she has served as the Food Editor and Team Coordinator, quickly becoming a driving force behind the company and ascending to Publisher in September of 2012.

Brian Kropf, Editor in Chief
Prior to becoming Editor in Chief in September of 2012, Brian served as Mutineer's Online Editor and then Managing Editor of the magazine. Brian has quickly become an influential voice in beverage culture and sought after competition judge, and he has only begun to bring to life his vision for the magazine.

Mutineer Magazine

MISSION:
It is the mission of Mutineer to share the modern fine beverage experience with the millennial generation while supporting and celebrating fine beverage culture in an artistically inspired way.



LAUNCH DATE:
July 2008

FREQUENCY:
4x Year

SUBSCRIPTION PRICE:
$14.99 / Year

EDITORIAL FOCUS:
Mutineer covers the culture of wine, beer, spirits, coffee, tea, soda, water and specialty beverages.

A GLIMPSE AT THE FEATURE STORIES IN THE JULY/AUGUST 2012 ISSUE OF MUTINEER MAGAZINE:

EXCLUSIVE: Mutineer Interview Fritz Maytag
We all know the story about how Fritz Maytag was a major catalyst of the craft brewing revolution when he purchased and revived a failing Anchor Brewing. But what about Anchor Distilling? We sit down with Fritz Maytag for a rare interview about Anchor Distilling, his impact on the U.S. craft distilling scene, and his legacy.

EXCLUSIVE: Windows On The World: The Great American Wine (Hi)Story
We witness the revolutionary restaurant that helped define our wine culture and landscape through the eyes of America's most celebrated wine writer and educator, Kevin Zraly.

Where Your Heart Lives: A Pisco Story
Campo de Enanto Pisco's Duggan McDonnell takes us to Peru with a group of bartenders for a behind the scenes look at his grand eau-de-vie.

Hungry Mutineer: St. George Terroir Gin
How to make a cucumber salad with herbal gin dressing, a lamb sandwich with fennel salad and blackberry gin sauce, and a gin and tonic slushy, all made with St. George Terroir Gin. Hungry Mutineer Erin Jimcosky shows you how it's done.

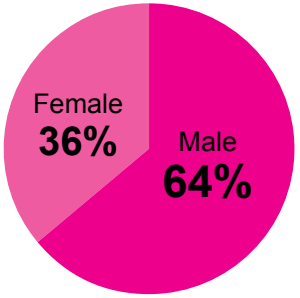
Audience & Circulation

TOTAL READERSHIP

60,000

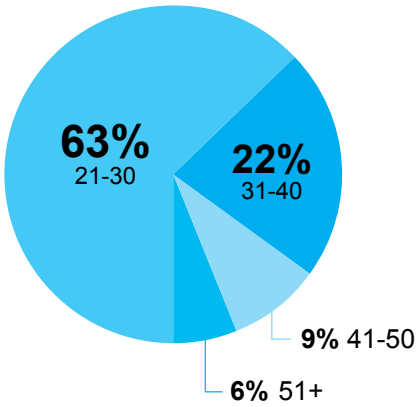
50% Industry / 50% Consumer

GENDER



AGE

Average Age: **34 Years Old**

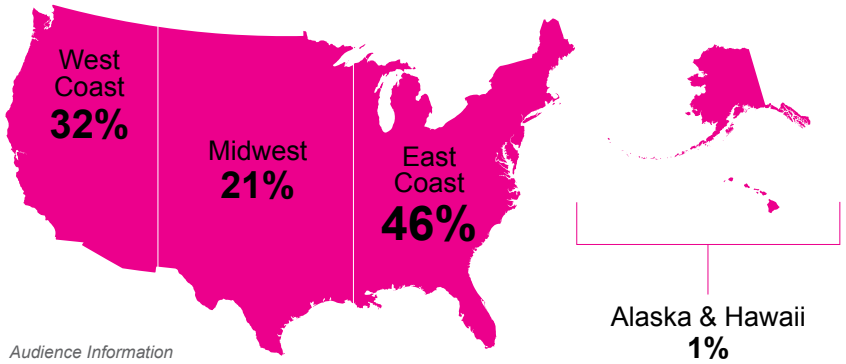


YEARLY INCOME

Median Household Income:

$84,000

LOCATION



Audience Information
Source: 2009 Mutineer Subscriber Survey

DISTRIBUTION

Mutineer Magazine is distributed through Curtis Circulation and is available through the following outlets:

Book World
College Campus Bookstores
Regional & Independent Bookstores
Tasting Rooms & Other Beverage Outlets

Available to purchase online at:
MutineerMagazine.com
Amazon.com
Magazines.com
MagazineLand.com
Magazinemaster.com
SpeedyMags.com

MUTINEER 2.0

Mutineer's online presence includes:

MutineerMagazine.com	Google+
Mutineer Daily Blog	Vimeo
Twitter	Instagram
Facebook	Untapped
Flickr	Tumblr
Pinterest	Forkly

Some of Our Advertisers

Here are just some of the forward-thinking beverage brands marketing in Mutineer Magazine, a reflection of Mutineer's diversely inspired vision of fine beverage culture.

SPIRITS

Grant's Whisky

No.3 Gin

Luxardo

Pink Pigeon Rum

Amarula Cream

Tito's Vodka

Don Roberto

Chinaco

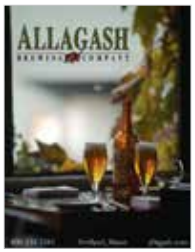
BEER

New Belgium

Sierra Nevada

Redhook

Artisanal Imports



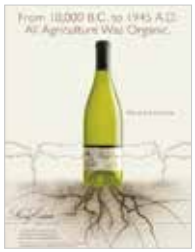
Allagash

Deschutes

Dogfish Head

Firestone Walker

WINE


King Estate

St. Supery

Wente

Six Sigma

Two Oceans

Jordan

Hahn

Carmen

Mutineer In Beverage Culture

Beverage culture is the foundation of the Mutineer vision, and Mutineer has aggressively supported, sponsored and partnered with projects, events and organizations throughout the culture to be an amplifier for others' ideas.

Here is a small sampling of Mutineer's beverage cultural work:

EVENT PARTNERSHIPS

Tales of the Cocktail
Great American Beer Festival
Wine Bloggers Conference
SF Cocktail Week
San Diego Beer Week
Second Glass
Hospice du Rhone
Beer Bloggers Conference
Yakima Fresh Hop Ale Festival
Portland Cocktail Week
Wine 2.0 Expo
LA Beer Week
Rose Avengers PinkOut
LA Wine Fest
St. Louis Microfest
Kitchen Door Beer Dinner Series
ZAP Festival
Radio Room at the Edison
Zano de Mayo
Canfest

CULTURAL PARTNERSHIPS

Wine Blog Awards
Small Screen Network
HarvestLive
The Young Winos
Women & Wine
Left Coast Libations
The Mixosoleum
Merlove
Napa Valley Film Festival
Twitter Taste Live
The Pharmacie Cocktail Club
Next Generation Napa Valley
World Wine Tour

BEVERAGE COMPETITIONS

New York International Spirits Comp.
Bacardi Legacy Competition
Tales of the Cocktail Official Comp.
New York International Wine Comp.
SIP Awards
New York International Beer Comp.

Mutineer Marketing Services

Mutineer has done extensive marketing work helping beverage companies reach the next generation of millennial beverage consumers. Mutineer's world-class creative team can help your company connect with millennial beverage culture through a range of mediums, including social media, video, graphic design, photography, writing and web design. As a result of the success of this marketing work, Mutineer is in the process of launching a separate marketing agency to meet the increasing demand for services.

MAINSTREAM MEDIA CLIENTS

Mutineer has collaborated with several major mainstream media companies on creative work, social media and contests.

INDUSTRY ORGANIZATION MARKETING PROJECTS

In 2010, Mutineer moved to Calaveras County, an emerging wine region in Northern California, for six months to work on marketing initiatives at the regional level in collaboration with local organizations. The project provided an opportunity to experiment with social media, creative work and digital media, as well as understand marketing possibilities and challenges at the regional level, which Mutineer has been able to apply to marketing initiatives with other wine region and industry organizations.

MUTINEER EVENTS & COMPETITIONS

Mutineer has produced turn-key event projects for clients including tastings, parties, national & local competitions, festivals and small-scale niche events.

THE LEADER IN MILLENNIAL BEVERAGE MARKETING

Mutineer has gained a strong understanding of millennial drink marketing through its diverse consumer platforms as well as industry initiatives, such as the Mutineer Magazine Marvelous Millennial Wine Marketing Circus. The circus was a free, week-long touring conference that brought seven top millennial wine marketing professionals to wine regions throughout California to further the millennial wine marketing conversation in a big way.

2013 Media Kit
sales@mutineermagazine.com

Press

MUTINEER HAS BEEN SEEN ON:

NBC
Forbes
ZAGAT
CNN
Wine&Spirits MAGAZINE
WINE BUSINESS MONTHLY
MarketWatch.com
WineBiz RADIO
WINES & VINES
Gayot.com (gah-yō)
THRILLIST
Napa Valley Register
FOLIO:
wine library tv CHANGING THE WINE WORLD

WHAT OTHERS ARE SAYING ABOUT MUTINEER:

Alan Kropf runs a magazine that actually lives up to its name, causing a mutiny in beverage culture. - FORBES

As publisher and editor-in-chief of Mutineer Magazine, Alan Kropf of Napa is leading nothing less than a beverage-based revolution. - NAPA VALLEY REGISTER

For those of you that haven't seen Mutineer, I have to tell you I haven't bought a magazine in really long time, and I haven't recommended one to anyone in a really long time, and Mutineer is on my nightstand. We have it in our store, I tell friends to read it, and we give it to our good customers. **- WOMEN AND WINE RADIO**

A New Mutiny...Let's hope they spread far and wide.
- TOM WARK'S FERMENTATION BLOG

Mutineer is doing great things for the industry and is one of the publications on the forefront of the beer 2.0 phenomenon.
- A BLOG ABOUT BEER

Kropf and his team of snarky scribes pen edgy editorial that encompasses the worlds of wine, beer, spirits, coffee, tea, soda and even water - and are attracting no shortage of intrepid beverage advertisers and readers along the way. **- WINECOUNTRY.COM**

I love it...I can see this publication going into the hands of a lot of different types of people. **- WINE BIZ RADIO**

My favorite under-30 mover and shaker in the American wine world, Alan Kropf, is the publisher of Mutineer Magazine...Alan's a smart, ambitious guy who's achieving a solid foothold in wine media...He's like the old-fashioned circuit preacher who travels from prairie town to prairie town, exhorting the masses to Come to Jesus. In this he has his finger on a certain pulse of the masses. **- STEVEHEIMOFF.COM**

I never thought I'd see the day the Napa Valley Opera House hosted a hipster red carpet event, but I'm glad I did. Mutineer's millenial-generation energy is introducing something new to Napa Valley, and helping local beverage innovators reach a broader audience at home and around the country. This I think is fantastic. **- HEDONISM INK**

Wine Mags that are Worth Reading...Most Promising Up & Comer.
- I WINE DUDE

Rates & Production Schedule

ADVERTISING RATES

Advertising Space & Specs	1x	2x	3x	4x
Full Page Trim size: 8.375" x 10.875"	$3,600	$3,420	$3,240	$3,060
Full Spread Trim size:16.75" x 10.875"	$4,800	$4,560	$4,320	$4,080
Inside Front Cover Spread Trim size: 16.75" x 10.875"	$5,400	$5,130	$4,860	$4,590
Inside Back Cover Trim size: 8.375" x 10.875"	$3,900	$3,705	$3,510	$3,315
Back Cover Trim size: 8.375" x 10.875"	$4,500	$4,275	$4,050	$3,825
Half Page 7.25" x 4.75"	$2,300	$2,185	$2,070	$1,955

- ***Accepted file formats:*** *PDF, TIFF, JPEG*
- ***Image resolution:*** *300 DPI*
- ***Bleeds on all artwork:*** *0.25" on all sides*
- ***Include crop marks***

2013 PRODUCTION SCHEDULE

Issue	Close Date	On-Sale Date	Off-Sale Date
Issue 27 (Summer)	03/26/13	04/30/13	07/29/13
Issue 28 (Fall)	06/25/13	07/30/13	10/28/13
Issue 29 (Winter)	09/24/13	10/29/13	01/27/14
Issue 30 (Spring)	12/24/13	01/28/14	04/28/14

Extended production schedule available upon request

2013 Media Kit
sales@mutineermagazine.com

Mutineer

CONTACT US:

SALES@MUTINEERMAGAZINE.COM