Tasters Guild Journal Readership Research

Nearly three hundred Tasters Guild members were asked to answer a questionnaire after sampling various products advertised in the Tasters Guild Journal Magazine. The random responses resulted in the following readership profile:

- 76.9% of the respondents drink wine at least four times a week.
- 30.7% drink wine everyday.
- 66.7% of the respondents were not familiar with the product sampled prior to seeing it the *Tasters Guild Journal*.

DEMOGRAPHICS:

- 92.3% of the respondents own their home.
- 64.1% have incomes of over $50,000.
- 48.7% of the respondents have incomes of over $100,000.
- 38.5% of the respondents were between the ages of 50 and 60.
- 56.5% of the respondents were under the age of 50.

TASTERS GUILD JOURNAL READERSHIP AND DISTRIBUTION:

- Over 20,000 plus pass-along readers with a readership life on average of three months (longer for issues containing wine judging results).
- Over 200 affiliated retailers, gourmet shops, wineries and restaurants in the Tasters Guild national network.
- *The Journal* is mailed directly to each member two times a year (June/July and October/November).

EDITORIAL CONTENT:

Articles and features of the magazine adhere to the Tasters Guild dedicated philosophy of "Education, Appreciation and the Responsible use of Wine & Food."

Regular columnists include:

Dan Berger, past wine columnist for the Los Angeles Times.
Dr. Richard Vine, Purdue University Professor of Enology Emeritus
Joe Borrello, Author of "Ask the Wine Guy" and "Recipes from Gold Medal Wineries"
Dr. David Ethridge, freelance researcher and wine writer.
Ron Kapon, New York freelance Wine and Travel Writer.
Natalie MacLean, named "World's Best Drink Writer" at the World Food Media Awards
A. Brian Cain, wine retailer, distributor and educator.
Accomplished Chefs, from member restaurants and culinary schools.

For More Information On Advertising In The Tasters Guild Journal, Contact:

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