

TASTED



Switzerland



International



New-York

TASTED MAGAZINE

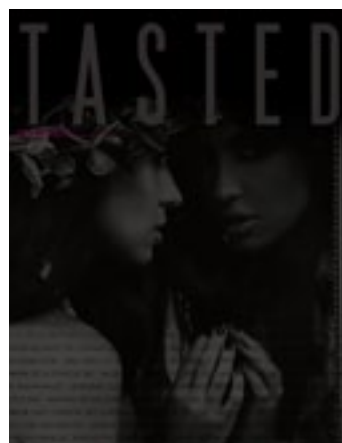
Presentation

TASTED is a biannual wine & food, luxury lifestyle magazine.

Besides our traditional features on wine and spirits, TASTED offers a new approach to luxury lifestyle and gastronomy.

We focus on sumptuous food with recipes of the world's best chefs accompanied with wine pairings by Andreas Larsson, Best Sommelier of the World. Each issue the wine personality interview stars a new celebrity from the world of business, cinematography, music or art who has a strong tie to the world of wine.

And last but not least, our luxury lifestyle section features topics on TASTED's unique Wine & Perfume Experience, luxurious hotels and travel. With its rich content, unpretentious journalism, and contemporary graphics, TASTED is unrivalled in its class.



TASTED MAGAZINE

*Contributing writers,
columnists & wine
specialists*

**Anthony
Chicheportiche**

Publisher

Katharina Woitczyk

Editor in chief

Isabel Mijares

*Enologist, wine writer, Spain,
Portugal & South America
consultant*

John U. Salvi

*Master of Wine, œnologist, wine
writer*

Petronella Salvi

Wine taster and writer

Andreas Larsson

*Best Sommelier of the
World 2007*

Elena Patino

Journalist and wine writer

Nora Favelukes

*Wine consultant, QW Wine
Experts - NY, USA*

Jeff Leve

Wine collector and wine writer

Hervé Pennequin

*3rd Best Sommelier of the World
2004*

Nick Sweet

Journalist

Roger Dagorn

*Master Sommelier, James Beard
Outstanding Wine Service
Award*



OFFERS PARTNERSHIP

You are looking for an unusual and sumptuous way to communicate on your luxury brand or company...

be it a hotel, a luxury car dealership, jewellery, or a fashion brand this magazine is the right medium to validate the luxurious image of your product.

TASTED, frequently nicknamed, “the Vogue of the Wine world”, illustrates in a yet unedited manner various aspects of the luxury world and lifestyle. TASTED magazine evolves in a universe of opulence and decadence characteristic of great wines and spirits. Through a variety of stylish features and articles the magazine offers a unique approach to uniting the world of luxury, wine and gastronomy.

Your clients, whose high demands and refinement is synonymous with your establishments, count amongst our readers and advertisers.

In order to honor and reward your most loyal customers we invite you to introduce them to the world of TASTED.

Whichever formula of participation in partnership with us you may wish to choose, your contact details will be featured in the “distribution partners” section of our website. After publication of the hardcopy your article will also be published on our website in both the on-line magazine and the article section.

MAGAZINE-BUYING-OFFER

100 magazines bought: *½ page offered.*

200 magazines bought: *1 page offered.*

300 magazines bought: *a double page offered.*

The price per unit is 24 €.

ADVERTISEMENT OFFER

One page of advertising bought: *product placement of your brand in one of our features*

From acquisition of a double page advertisement or more: *possibility of editorial coverage offered.*



Have faith in your own taste !

ART DIRECTOR GRAPHIC DESIGN : MARIE ROLLAND

STYLE

1 TASTING COMMENT

1 PAGE : presentation models, designers, products

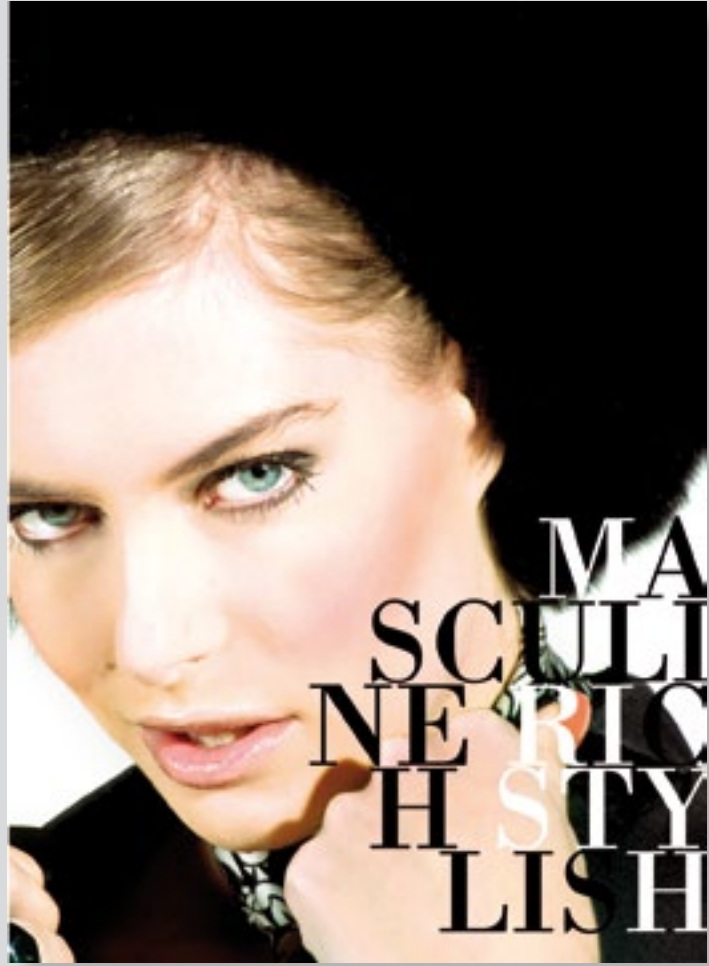
2 PAGES PHOTOS

We will create a glamorous universe around your wine, a 4-pages photo story. It will star one double page with a close-up shot of your bottle. This is a way to talk about you and your wine through fashion metaphor. To communicate differently.

1 comment by Andreas Larsson on your wine, will be our source of inspiration. The comment underlines the double page close-up of your bottle.

4 PAGES **10.000 €**

To communicate... differently.



Have faith in your own taste !

WINE BY ANDREAS LARSSON CULTURE

Your product seen through the eyes of Andreas Larsson, a graphic and artistic association between Andreas Larsson's favourite culture references and your wine.

Andreas Larsson will taste your product and write a culturally inspired comment which will be graphically illustrated by our team of graphic design artists.



Please provide us with 300 dpi photos of you, your wine, your domaine, logos and any other relevant illustrations.

Have faith in your own taste !

WINE

OUR 10 FAVORITE CHEFS & **ANDREAS LARSSON**

WHAT ELSE

Your product associated to the recipe of one of the world's greatest chefs, a pairing imagined by Andreas Larsson, Best Sommelier of the World.

1 PAGE **6000 €**



JUAN MARI & ELENA ARZAK

MENHIR OF OYSTERS

THE CRYSTALLIZED POTATOES & THE FILLING
 • 1 kg potato • 1 dl cream (30% fat) • 10 g butter • 10 g oil • 10 g salt
 Peel the potatoes, cut into 1.5 cm cubes, boil in salted water for 10 minutes and then drain. Toss with oil and salt. Fry in a hot pan until golden and crisp. Season with salt and pepper.

THE MENHIR OF BEETROOT
 • 200 g beetroot (without roots) • 100 g oil • 10 g salt
 Peel the beetroot, cut into 1.5 cm cubes, boil in salted water for 10 minutes and then drain. Toss with oil and salt. Fry in a hot pan until golden and crisp. Season with salt and pepper.

THE GREEN BEAN PRIMAIRE
 • 100 g green beans • 10 g oil • 10 g salt
 Wash the beans, trim the ends, boil in salted water for 10 minutes and then drain. Toss with oil and salt. Fry in a hot pan until golden and crisp. Season with salt and pepper.

FOR THE OYSTERS
 Clean the oysters and separate the flesh from the shell. Set aside.

FOR THE BEED AND OYSTER SAUCE
 Gently sauté (and) the seed and grind together with the oyster and the oyster juice. Adjust salt content.

FOR THE CRYSTALLIZED POTATOES AND THE STUFFING
 Peel the potatoes and cut into 1.5 cm cubes. Fry in a hot pan until golden and crisp. Season with salt and pepper. Combine with the oyster and oyster juice. Adjust salt content.

FOR THE BEETROOT MENHIR
 Mix the beetroot flour and the beetroot juice.

WINE PAIRING
 By Andreas Larsson

CHAMPAGNE DOM PÉRIGNON 2002



This is undoubtedly a great and famous champagne, however, it is not any great wine, it will often overcook with a great meal and especially with a shell (as this wine was encouraged mainly because of the oysters together with both quality and convenience from the traditions and practices). The 2002 Dom Pérignon is still young when it comes to the food with Paris, already and just now, the palate is growing rich and accustomed, and shows a beautiful texture. Interesting how these mineral, lemon and almond notes are found both, in the dish and the Champagne – a luxurious and elegant combination.



VERTICAL BY ANDREAS LARSSON TASTING

A vertical tasting of ten of your products by Andreas Larsson,
Best Sommelier of the World

A one page analysis and presentation article on your property and
products by Katharina Woitzyk, our editor in chief.

All in all that means a total of three pages dedicated to your
company.

3 PAGES **10.000 €**



BEYOND WINE

A photo and appealing description of your product by our team of journalists, one page entirely dedicated to your product and company inside a feature of other products of the same category.



DOM PERIGNON | Rose Champagne

As a champagne lover, I understand the joy of the wine. Something with finesse, strong flavor and subtle, elegant touch. The beauty of champagne is not just in its taste, but in its history and the craftsmanship that goes into every bottle. Dom Perignon is a true masterpiece of the art of champagne.

Dom Perignon roses are known for their beauty and quality. They have a unique character that sets them apart from other champagnes. The roses are not just a color, but a statement of elegance and refinement. They are a true reflection of the terroir and the expertise of the winemakers.

Dom Perignon roses are a true masterpiece of the art of champagne. They are a true reflection of the terroir and the expertise of the winemakers. The roses are not just a color, but a statement of elegance and refinement. They are a true reflection of the terroir and the expertise of the winemakers.

DOM PERIGNON
GRAND VINTAGE
ROSE | 2011

This champagne is a true masterpiece of the art of champagne. It is a true reflection of the terroir and the expertise of the winemakers. The roses are not just a color, but a statement of elegance and refinement. They are a true reflection of the terroir and the expertise of the winemakers.



MOËT & CHANDON | Rose Grand Vintage 2011

Moët & Chandon's Grand Vintage Rose 2011 is an elegant and powerful wine. The effect is dominated by dark red tones, black, cherry, and blackberry. The Champagne is a true masterpiece of the art of champagne. It is a true reflection of the terroir and the expertise of the winemakers.

MOËT & CHANDON
GRAND VINTAGE | 2011

This champagne is a true masterpiece of the art of champagne. It is a true reflection of the terroir and the expertise of the winemakers. The roses are not just a color, but a statement of elegance and refinement. They are a true reflection of the terroir and the expertise of the winemakers.



READERSHIP PROFILE

TASTED MAGAZINE

TASTED is a biannual international high-end magazine on wine, food, travel, and luxury lifestyle.

OUR READERS

Our readers have a high class lifestyle and travel frequently, They are wine professionals or high-income executives who have a certain knowledge about wine and especially high expectations in regards to gastronomy, travel, wine & lifestyle in general.

READERSHIP PROFILE

AGE:	between 25 and 60
EDUCATION:	51.5 % college +
PROFESSION:	56 % Managerial / Professional
WINE LOVERS:	33 %
WINE PROFESSIONALS:	67 %
MEN:	58 %
WOMEN:	42 %
SUBSCRIBERS:	10 %
WEBSITE VISITS:	60 000 visits per month

The number of subscribers has increased by 300 % since last year.

Trends: Our readership is getting younger and female readership is constantly increasing.

PUBLICATION

TASTED IS PUBLISHED BY TASTED EDITIONS

CHARACTERISTICS

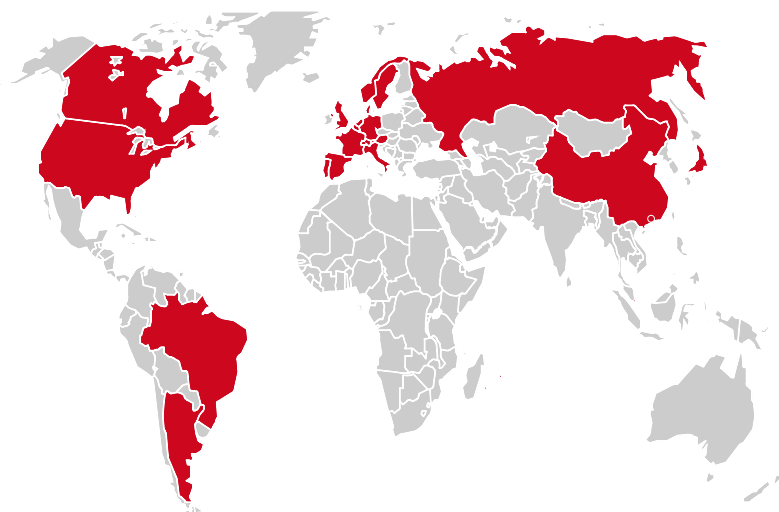
TASTED MAGAZINE

TITLE:	TASTED
FREQUENCY:	Biannual
CIRCULATION:	50.000 copies
FORMAT:	225 x 297 mm
NUMBER OF PAGES:	416 +
PRINTING:	4 colours
IMAGES:	300 dpi
WEB SITE:	www.tastedonline.com

DISTRIBUTION

Subscription & Partnerships with: luxury hotels, Relais & Châteaux worldwide, Air France lounges, top restaurants, wine shops, retailers and wholesalers, distributors and importers in more than 15 countries all over the world.

France, Italy, Spain, Portugal, Sweden, UK, Norway, Germany, Austria, Switzerland, Denmark, Belgium, The Netherlands, Russia, USA, Japan, Hong-Kong, Argentina, China, Canada, Mauritius, Saint Barts, Singapour, Brazil.



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TASTED

TASTEDONLINE.COM

HAVE FAITH IN YOUR OWN TASTE

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501 984 702 RCS - BORDEAUX

INSERTION ORDER #

Invoice

DATE _____ SALES REP. _____

COMPANY _____ BRAND _____

CONTACT _____ NAME/TITLE _____

ADDRESS _____

TELEPHONE _____ FAX _____

E-MAIL _____

PRICES #

COVER

INSIDE FRONT COVER _____ 12 000 €

INSIDE BACK COVER _____ 9 000 €

OUTSIDE FRONT COVER _____ 15 000 €

FOLD OUT OPTIONS

FRONT COVER OPTION 1 _____ 18 000 €

FRONT COVER OPTION 2 _____ 30 000 €

FRONT COVER OPTION 3 _____ 18 000 €

FRONT COVER OPTION 4 _____ 12 000 €

BACK COVER OPTION 1 _____ 15 000 €

BACK COVER OPTION 2 _____ 27 000 €

BACK COVER OPTION 3 _____ 18 000 €

BACK COVER OPTION 4 _____ 12 000 €

BACK COVER OPTION 5 _____ 42 000 €

DOUBLE PAGE _____ 10 000 €

PAGE _____ 6 000 €

1/2 PAGE _____ 3 500 €

1/4 PAGE _____ 2 000 €

STYLE _____ 10 000 €

WINE WHAT ELSE _____ 6 000 €

VERTICAL TASTING _____ 10 000 €

WEBSITE

BANNER 6 MONTH _____ 300 €

BANNER 1 YEAR _____ 500 €

LINK 1 YEAR _____ 200 €

ISSUE / ISSUES _____

COST _____

DATE _____

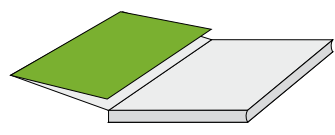
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SPECIAL/POSITIONNING INSTRUCTIONS

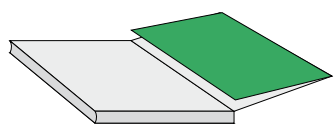
TECHNICAL INFORMATION ON

ADVERTISEMENT

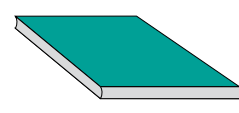
DIMENSIONS: COVER PAGES



INSIDE FRONT COVER
12000€
 mm : L. 235 X H. 307 - (L. 225 X H. 297)

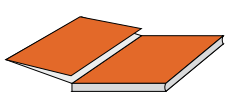


INSIDE BACK COVER
9000€
 mm : L. 235 X H. 307 - (L. 225 X H. 297)

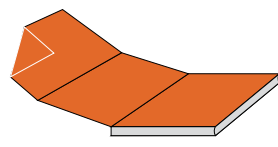


OUTSIDE BACK COVER
15000€
 mm : L. 235 X H. 307 - (L. 225 X H. 297)

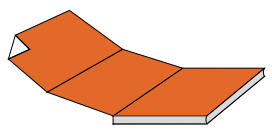
FOLD OUT OPTIONS



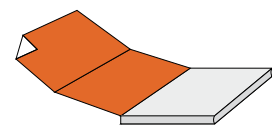
FRONT COVER OPTION 1
 INSIDE FRONT + PAGE 18000 €
 mm : L. 235 X H. 307 - (L. 225 X H. 297)



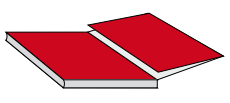
FRONT COVER OPTION 2
 INSIDE FRONT + 3 PAGES 30000 €
 mm : L. 235 X H. 307 - (L. 225 X H. 297)



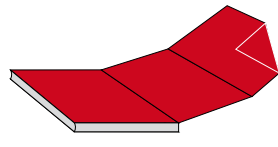
FRONT COVER OPTION 3
 3 PAGES 18000 €
 mm : L. 685 X H. 307 - (L. 675 X H. 297)



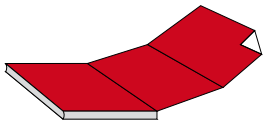
FRONT COVER OPTION 4
 2 PAGES 12000 €
 mm : L. 460 X H. 307 - (L. 450 X H. 297)



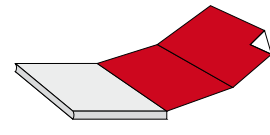
BACK COVER OPTION 1
 INSIDE BACK + PAGE 15000 €
 mm : L. 235 X H. 307 - (L. 225 X H. 297)



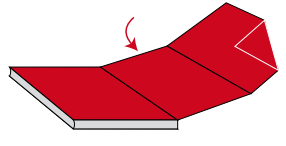
BACK COVER OPTION 2
 INSIDE BACK + 3 PAGES 27000 €
 mm : L. 685 X H. 307 - (L. 675 X H. 297)
 et L. 235 X H. 307 - (L. 225 X H. 297)



BACK COVER OPTION 3
 3 PAGES 18000 €
 mm : L. 685 X H. 307 - (L. 675 X H. 297)



BACK COVER OPTION 4
 2 PAGES 12000 €
 mm : L. 460 X H. 307 - (L. 450 X H. 297)

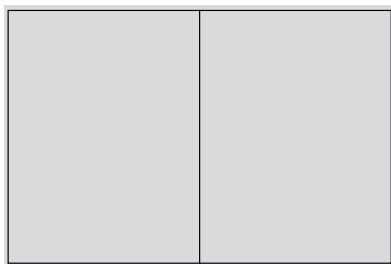


BACK COVER OPTION 5
 OUTSIDE + INSIDE BACK + 3 PAGES 42000 €
 mm : L. 685 X H. 307 - (L. 675 X H. 297)
 et L. 235 X H. 307 - (L. 225 X H. 297)

TECHNICAL INFORMATION ON

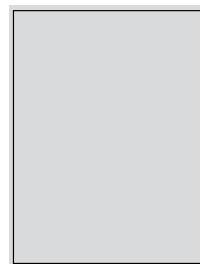
ADVERTISEMENT

DIMENSIONS: PAGES



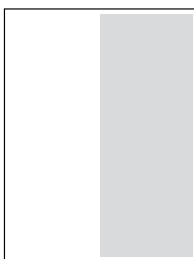
2/2 PAGES **10000 €**

mm : l. 460 x h. 307 - (l. 450 x h. 297)



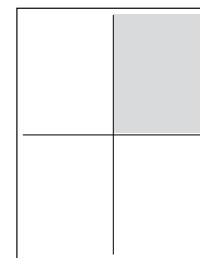
1 PAGE **6000 €**

mm : L. 235 X H. 307 - (L. 225 X H. 297)



1/2 PAGE **3500 €**

mm : l. 102,5 x h. 287 - (l. 102,5 x h. 287)



1/4 PAGE **2000 €**

mm : l. 102,5 x h. 138,5 - (l. 102,5 x h. 138,5)

For the creation of an advertisement we need to be supplied with:
photos of your wine, your domaine, logos and any other images that might be useful.
You may as well send us a bottle or a label.

Quality of the pictures to be send:

Resolution: 300 dpi

Extension: tiff, eps, jpeg or pdf

Format: see technical information.

The proof needs to be sent back by regular mail within five working days after reception of the visual. It is possible to buy the rights of your visual, created by Drapeta for further use in other publications and for your other communication needs.

Drapeta Images: contact@drapetaimages.com

— GENERAL —
— SALES CONDITIONS —

1. The signatory attests to have the due authority to call upon the company's products and services.
2. Advertisers need to provide the necessary elements for the integration of their advertisement(s). Hereto the advertisers are to be reminded that all expenses incurred in the preparation of font(s), proofs, or other models are at their charge.
3. Any advertiser who requests it receives a proof to print for his advertisement that he will return to the address shown below no later than 48 hours after receipt, otherwise the proof will be considered approved by the client.
4. No cash payment shall be accepted. Payments must comply with the payment instructions.
5. The advertising agent is insured by "TASTED EVENTS" 14 rue Ferrère 33000 Bordeaux France.
6. This application for insertion may not be cancelled except in cases of "force majeure". Any eventual disputes that may arise shall come under the jurisdiction of the court, "Tribunal de Commerce", in Bordeaux, France.
7. The advertiser is required to provide articles and photographs to be inserted in a timely manner. Otherwise, the company may simply insert, in the paid-for location, a general advertisement such as: the client's name and address or the proprietary name or brand or the word «placeholder» by the Advertiser Code in force, after a sent warning has remained unanswered by the advertiser.
8. It is specifically expressed that apart from the advertising insertion, no other recompense can be expected as a result of a signed contact.
9. The frequency of releases is subject to the company that sponsors the publication requirements and standing; the release date is therefore given only for guidance and can not be considered a contractual clause. The editors reserve the right to publish the inserts in subsequent issues whenever deemed appropriate, but the number of insertions remains guaranteed.
10. The justification of the insertion will be made by sending a copy of the publication.
11. If the advertiser does not comply with an obligation, as in case of non payment of production resulting from this command, "TASTED EVENTS" can, after simple formal notice sent remained unsuccessful in the fortnight it was sent, delete the coming information, the money paid to him remains acquired notwithstanding any other damages justified. In all cases, the amount stipulated in the contract is to be paid in full.
12. The signatory has read the terms and conditions contained in the purchase order and expressly accepts that its content is enforceable.