

The Best in Bar Management

Nightclub & Bar

www.nightclub.com

2009 Media Guide



2008 FOLIO:
GOZZIE
SILVER
WINNER



Innovations & Ideas for Marketers

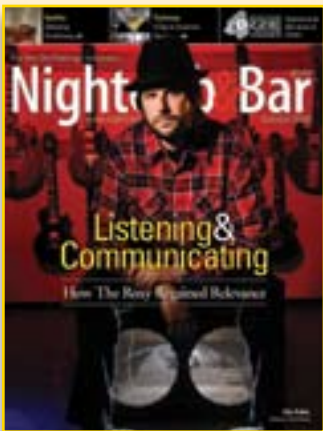
The Best in Bar Management

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What's New?

That's the question always asked by bar and restaurant guests. It's also the question we often hear from our readers and advertisers. In 2009, the answer from **Nightclub & Bar** is, "Plenty!"



The magazine and its related properties will continue to serve the information needs of on-premise market leaders by focusing on winning strategies for beverage success, growth and profitability. In 2009, thanks to significant investment, **Nightclub & Bar** will do so with a new look, improved and expanded circulation and a strong editorial focus on The Best in Bar Management.

- ▶ Fresh off its award-winning re-design, the magazine reflects the energy and excitement of the on-premise industry, creating a relevant environment for the reader and the marketer.
- ▶ Improved editorial delivers more timely and usable information and insights for on-premise operators.
- ▶ In-market regional coverage of top markets such as Los Angeles, Las Vegas, Miami, New Orleans, New York and San Francisco ensures cutting-edge editorial.
- ▶ Circulation is expanding from a base of 24,394* to 35,000 by May 2009.**
- ▶ Readers include beverage decision-makers at bars, nightclubs, independent and chain restaurants, hotels, resorts and cruise ships.

Our Readers

Our Readers are in for an exciting year! **Nightclub & Bar** will feature editorial full of thought-provoking ideas and innovative solutions to the beverage management challenges they face in this fast-paced, volatile industry. Content will focus on:

- ▶ Spirits, Wine and Beer Trends
- ▶ Consumer Trends
- ▶ New Products
- ▶ Training and Operations
- ▶ Responsible Service
- ▶ Equipment and Entertainment Systems
- ▶ Promotions and Marketing

Our Advertisers

Our Advertisers are also in for some excitement! Connecting with leading operators through a range of **Nightclub & Bar** opportunities has never been easier, more efficient or more effective:

- ▶ Improved and Expanded Magazine Circulation
- ▶ Must-read Editorial
- ▶ Exciting Merchandising and Value-added Vehicles
- ▶ A Vibrant On-line Community at our Web Site
- ▶ Opportunities at our Exhibit Shows

Media that serves the reader serves the advertiser best, and *Nightclub & Bar* is dedicated to helping our readers grow their businesses. That commitment means we deliver a targeted, measurable and valuable audience of on-premise beverage decision-makers for you.

*December 2007 BPA Statement, Total Qualified 24,394 (22,966 continuous, 1,428 non-continuous)

**Publisher's projection as of 9/08 of a circulation increase for the May 2009 issue to 35,000. Circulation as of December 2007 BPA Statement is 24,394.

The Best in Bar Management

Editorial Position

Nightclub & Bar is the only publication focusing on The Best in Bar Management for bars, nightclubs, restaurants, hotels, resorts and cruise ships. Coverage in every issue includes in-depth analysis of on-premise drink, product and consumer trends, as well as expert advice and case studies of leading operators on beverage staff training and management, operations, responsible service, equipment and cutting-edge promotion and marketing practices.

Mirroring the fast-paced, trend-setting nature of the drinks business, *Nightclub & Bar's* new look engages its readers, drawing them into articles that provide the specific tools they need to grow their businesses, compete and succeed.

Reaching the beverage decision makers, influencers and innovators in high-volume on-premise operations, every issue of *Nightclub & Bar* is dedicated to delivering The Best in Bar Management.

Delivering the Right Information to the Right Audience

Our readers are our No. 1 customer, and we're dedicated to delivering The Best in the Bar Management to them, issue after issue. Our industry research confirms our *Nightclub & Bar* media content plans for 2009 are on target:

Hot Topics*

- ▶ Mixology & Cocktails
- ▶ Bar/Venue Design
- ▶ New Beverage Products
- ▶ Promotional Events
- ▶ Marketing

High-Interest Information

- ▶ Strategic Planning
- ▶ Inventory Management
- ▶ Lighting & Sound Systems
- ▶ Training
- ▶ POS Tracking & Management Technology
- ▶ Business & Financial Management
- ▶ Using the Internet to Build Business

**Nightclub & Bar* Subscriber Research (692 responses), April 2008



Fresh, New Design

Just as bars, nightclubs and restaurants change with the times and trends, so is *Nightclub & Bar*. A sleek new look debuted last year, and we continue to refine and update the magazine's design to create the best environment for our readers and advertisers.

From the bold covers to the energetic front-of-book sections and into the dynamic feature well, the new *Nightclub & Bar* is both visually exciting and easy to navigate.

This new cutting-edge look engages the reader in both the editorial and the advertisements, creating a win-win situation!

Nightclub & Bar Wins Ozzie

Nightclub & Bar was honored with the Silver award for Best Redesign of a Business-to-Business Magazine in the 2008 Folio Magazine Eddie and Ozzie Awards. The Ozzies recognize excellence in magazine design.



The Hub

Nightclub & Bar's weekly newsletter, The Hub, provides information and inspiration to operators and managers by delivering the latest in promotions, operational strategies and systems, as well as industry news, products and services. This weekly window into the dynamic world of on-premise innovation also previews articles in the upcoming issue of *Nightclub & Bar*.

About Questex Media Group

Questex Media Group is a global, diversified business-to-business media company and publisher of *Hotel & Motel Management*, *Hotel Design* and *Luxury Hotelier* magazines and producer of the HotelWorld Expo and Conference. Strategically, Questex places a strong emphasis on serving the hospitality market, and the addition of *Nightclub & Bar* magazine, "The Show" and the International Restaurant Show greatly strengthens its position to reach all facets of the hospitality industry including beverage, food, nightclub, bar, restaurant and hotel and lodging industries across the globe.

Collectively, Questex Media Group serves multiple industries including technology, beauty, spa, travel, hospitality, leisure, home entertainment, industrial specialties and service industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. For more information, visit www.questex.com.



2009 Editorial Calendar

JANUARY

(Ad Close: 12/3 • Materials: 12/10)

NC&B Show Preview

SPIRITS

Hot Brands for 2009
Irish & Scotch Whiskies

BEER

Local & Regional Beers

TECHNOLOGY

Text to Screen Update
Jukebox Heroes

PROMOTIONS

Valentine's Day

RECIPES

Romantic Cocktails

LIGHTING & SOUND

Club System Profile

OPERATIONS

Live Music Booking Tips
Designing Dance Floors
Bar/Club Insurance

FOOD

Top Bar Food Trends

SERVE RESPONSIBLY

Responsibility Resources
• NC&B Vegas Pre-Show Issue
• Exhibitor Preview Section

BONUS DISTRIBUTION:

NC&B Show Las Vegas

FEBRUARY

(Ad Close: 1/5 • Materials: 1/12)

NC&B Show Issue & Program Guide

Spring Preview

SPIRITS

Vodka Update
Infusions Step by Step

BEER

Beer Landscape Update

WINE

By the Glass Opportunities

TECHNOLOGY

Draft System Innovations
Payment Systems Today

PROMOTIONS

Flyers

RECIPES

Tea Cocktails

LIGHTING & SOUND

Sound Improvement Tips

OPERATIONS

Green Strategies
Creating an Employee Handbook

FOOD

Great Items from the Grill

SERVE RESPONSIBLY

Community Partnerships

BONUS DISTRIBUTION:

NC&B Show Las Vegas

MARCH

(Ad Close: 2/3 • Materials: 2/10)

SPIRITS

Tequila Flights
Gin in Focus

BEER

Craft Beer Update

TECHNOLOGY

Inventory Management Systems

PROMOTIONS

Overhauling Direct Marketing

RECIPES

Blended Cocktails

LIGHTING & SOUND

Lounge Lighting & Sound Profile

OPERATIONS

Increasing Check Averages
Blender & Mixer Review
Employee Training Techniques

FOOD

Healthy Bar Food

SERVE RESPONSIBLY

Monitoring the Guest

APRIL

(Ad Close: 3/3 • Materials: 3/10)

Summer Preview

SPIRITS

Full-Spectrum Rum
Sake

Shooter Trends

BEER

Draft Beer Update

WINE

Wine Cocktails

TECHNOLOGY

Social Networking

PROMOTIONS

Staff Incentives

RECIPES

Frozen Drinks

LIGHTING & SOUND

Strategic Music Programming

OPERATIONS

Insurance: Buying Smart
Booking National Music Acts
Tax Planning for Bars

FOOD

Shared Plates

SERVE RESPONSIBLY

The Front of House Team

BONUS DISTRIBUTION:

WSWA
FS/TEC

MAY (Post-Show Issue)

(Ad Close: 4/3 • Materials: 4/10)

NC&B Show Coverage

SPIRITS

Cachaça Sizzles
Martini Bar Spotlight
Flavored Spirits

BEER

Brewpub Profile

WINE

Hot Varietals

TECHNOLOGY

Age Verification Systems

PROMOTIONS

Celebrity Appearances
Merchandising Drinkware

RECIPES

Modern Martinis

LIGHTING & SOUND

Small Spaces

OPERATIONS

Should you Franchise?

Employee Morale

FOOD

Cook-Offs, Contests & More

SERVE RESPONSIBLY

Managing Difficult Interactions

BONUS DISTRIBUTION:

NRA Show

JUNE

(Ad Close: 5/4 • Materials: 5/11)

SPIRITS

Contemporary Liqueurs
Cutting Edge Mojitos

BEER

Light Beer Update

TECHNOLOGY

Managing Consumer Information

PROMOTIONS

Tapping into Local Events

RECIPES

Creative Mojitos

LIGHTING & SOUND

Tabletop Sound

OPERATIONS

P&L Management 101

Wristbands

Reduce Costs, Preserve Quality

FOOD

Effective Late-Night Menus

SERVE RESPONSIBLY

Operator Profile

BONUS DISTRIBUTION:

Expo Nightclub & Bar Mexico
Southwest Foodservice Show
The Bar Show (NYC)

JULY

(Ad Close: 6/3 • Materials: 6/10)

Buyers Guide

SPIRITS

Green Spirits
Cocktail of the Moment

BEER

Beer Cocktails

WINE

Merchandising Wine

TECHNOLOGY

Managing Loyalty Programs

PROMOTIONS

Off-Site Events

RECIPES

Sangria

LIGHTING & SOUND

Sound Trends

OPERATIONS

Adding New Revenue Streams
Finding Investors the Smart Way

FOOD

Fabulous Fried Foods

SERVE RESPONSIBLY

Ensuring Compliance

BONUS DISTRIBUTION:

Tales of the Cocktail

AUGUST

(Ad Close: 7/3 • Materials: 7/10)

SPIRITS

Incredible Bloody Marys
Absinthe in Vogue

BEER

Becoming a Beer Destination

TECHNOLOGY

Electronic Games

PROMOTIONS

Expert Advice: Menus

RECIPES

Absinthe Cocktails

LIGHTING & SOUND

Club Design Strategies

OPERATIONS

Management Best Practices
Efficient Bar Design

FOOD

The Sellability of Samplers

SERVE RESPONSIBLY

Get Caught Going Good

The Industry's Brightest Contribute to *Nightclub & Bar*

SUPPLEMENT:

Food Sales Strategies

BONUS DISTRIBUTION:

Western Foodservice Show

SEPTEMBER

(Ad Close: 8/3 • Materials: 8/10)

Fall/Winter Preview

SPIRITS

American Whiskey

Cognac & Brandy

WINE

Sensational Bubbly

BEER

Seasonal Brews

TECHNOLOGY

Network TV Systems

PROMOTIONS

Vacation Giveaways

RECIPES

Whiskey Cocktails

LIGHTING & SOUND

Video Impact

OPERATIONS

Drink Menu Engineering

Security Systems

FOOD

Football Fan Fare

SERVE RESPONSIBLY

Legislative Update

BONUS DISTRIBUTION:

Florida Restaurant & Lodging

OCTOBER

(Ad Close: 9/3 • Materials: 9/10)

SPIRITS

Energized Cocktails

Molecular Mixology

BEER

Import Update

TECHNOLOGY

Text Messaging & More

PROMOTIONS

Expert Advice: Drink Programs

RECIPES

Winter Cocktails

LIGHTING & SOUND

Multi-Media Operator Profile

OPERATIONS

Guest Safety

Tools of the Bartender

FOOD

Pizza: Profits by the Slice

SERVE RESPONSIBLY

Special Events

BONUS DISTRIBUTION:

NC&B East Coast Show

LDI Conference & Show

International Hotel/Motel

& Restaurant Show

NACS

Great American Beer Festival

NOVEMBER

(Ad Close: 10/5 • Materials: 10/12)

Everyone You Need To Know Resource Guide

SPIRITS

Developing a Vodka Menu

New Classics

BEER

Food-Friendly Brews

TECHNOLOGY

Wireless Inventory Systems

PROMOTIONS

Doing Gift Cards Right

Promotional Planning for 2010

RECIPES

Holiday Cocktails

LIGHTING & SOUND

Tips from the Pros

OPERATIONS

Regulatory Issues

Procurement Do's and Don'ts

FOOD

Happy Hour Ideas

SERVE RESPONSIBLY

Training Tactics

DECEMBER

(Ad Close: 11/3 • Materials: 11/10)

SPIRITS

Spirited Events

Next Level Liqueurs

Mixology Trends for 2010

BEER

Beer Next Year

TECHNOLOGY

Kitchen Raid

PROMOTIONS

Splashy Point-of-Sale

RECIPES

Signature Drinks

OPERATIONS

Preventing Internal Theft

FOOD

Dessert & Drink Pairings

SERVE RESPONSIBLY

New Year Resolutions



Nightclub & Bar draws on the wealth of industry innovators and experts to benefit our readers. Our contributing editors and columnists have their finger on the pulse of the industry. Here are just a few of our talented contributors:

Sean Ludford

BeverageExperts.com (BevX)

Ludford is a judge at the San Francisco International Wine Competition and the San Francisco World Spirits Competition and is the creator of BeverageExperts.

David Commer

Commer Beverage Consulting

Commer provides beverage sales, marketing and operations expertise to the hospitality industry.

Fred Tibbitts Jr.

President and CEO

Fred Tibbitts & Associates Inc.

FTA is the only global national accounts agency developing beer, wine and spirits programs for chain hotels and restaurant organizations.

Junior Merino

Master Mixologist

The Liquid Chef Inc.

A renowned mixologist and drink consultant, Merino has created cocktails for a number of leading hospitality companies and concepts, as well as several premium spirits brands.

Robert Plotkin

President

BarMedia Inc.

Robert Plotkin is a judge at the San Francisco World Spirits Competition and is a veteran spirits and beverage management consultant, trainer and author.

Arturo Sighinolfi

Director of Mixology

and Spirits Education

Southern Wine & Spirits of Florida

A seasoned drinks professional, Sighinolfi works together with the spirits team of Southern Wine & Spirits to create exciting new cocktails for the Florida market.

Garry P. Smyth

Owner

The Bamboo Room, Chicago

Smyth owns and operates two Chicago-area locations of The Bamboo Room.

Robert C. Smith

President

Hospitality & Security Alliance

Smith is dedicated to the training and education of security workers and managers within the hospitality industry.

Robert Casillas

Owner, Monsoon Group

Monsoon Group operates concepts in Las Vegas, California and Arizona.

Terry Morey

VP of Marketing

RestaurantMarketingGroup.org

Morey is an expert in employee relations and foodservice marketing, with more than 32 years of combined experience.

David Scott Peters

Founder

Smile Button Enterprises LLC

Peters is a restaurant systems expert with an intimate understanding of the challenges facing both franchise and independent operators.

Matt Egan

Senior Partner

G2 Branding & Design

G2 Branding & Design is an agency committed to accelerating brand performance.

Michael Harrelson

Contributing Editor

A former editor of *Nightclub & Bar*, Harrelson reports on wide-ranging industry topics, from beer trends to text marketing to operational systems and all points in between.

Jenny Adams

Contributing Editor

Jenny Adams is a former associate editor of *Nightclub & Bar*. Her first book, *Mixing New Orleans, Cocktails & Legends* was published in July of 2007.

Nightclub & Bar

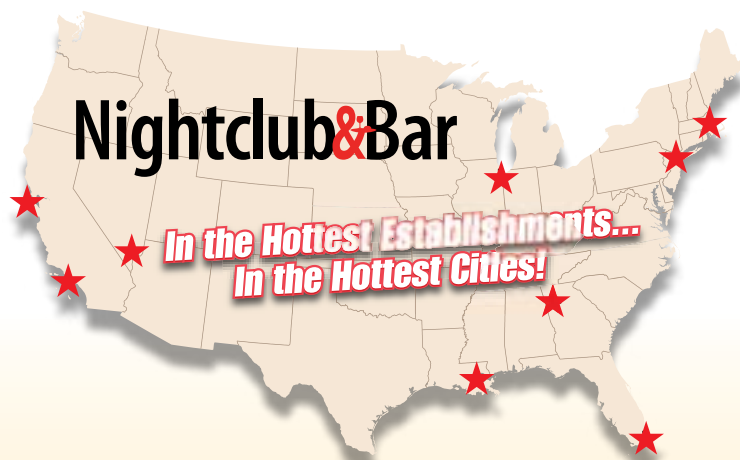
CIRCULATION

There are 300,000 On-premise sellers of Beer, Wine and Spirits in the United States. Yet only 40,000 report revenues of over \$250,000 per year. These establishments account for \$11.7 billion in sales. *Nightclub & Bar's* circulation is targeted at these high volume establishments in the major markets that set the trends for the industry*: Markets such as Las Vegas, Los Angeles, New York, Chicago, Atlanta, Boston, San Francisco, Miami, Houston and New Orleans that sell 77.5% of the total on-premise alcohol dollar.*

Nightclub & Bar's current circulation of 24,394** is being expanded and improved to cover these top markets more effectively. In November the figures on our BPA statement will begin to reflect these major investments with an improvement in direct request qualification requirements to a minimum of 80%† one year qualified. In January 2009 we are projecting an increase of circulation to 29,000† and by the

May BPA statement of 2009, our circulation projection will reach 35,000† (currently our circulation is 24,500♦) *Nightclub & Bar* Owners, Directors of Operations, Beverage Managers, Bar Operations Managers and Senior Bar Tenders; the key decision makers who select the Brands they serve and promote to their customers.♦ In addition *Nightclub & Bar* will be expanding our coverage of other high volume on-premise providers in the top Restaurant Chains, Casinos, Hotels, Resorts and Cruise Ships.

Nightclub & Bar's new circulation strategy is unique to the industry and when combined with the publication's new design and content direction offers marketers an unmatched environment to make an impact on their business.



* U.S. Census Bureau reports 300,000 sellers of which 40,000 report revenue of over \$250,000 in sales which equals \$11.7 billion.

**December 2007 BPA Statement, Total Qualified 24,394. (22,966 continuous and 1,428 non-continuous).

♦September 2008, Publisher's Own Data, Publisher's projection as of 9/08. Circulation per BPA 12/07 24,394

† Publisher's projection as of 9/08. In November 2008 we are projecting an increase of circulation to 25,000. In January 2009 we are projecting an increase of circulation to 29,000 and by the May BPA statement of 2009, our circulation projection will reach 35,000 (currently our circulation is 24,394)

www.nightclub.com

Rates & Product Information

2009 Advertising Rates

Black and White

Size	1x	3x	6x	12x	18x	24x
Spread	9887	9422	8600	7985	5792	
Full Page	4943	4711	4534	4300	3993	2896
2/3 Page	3920	3771	3616	3370	3063	2200
1/2 Page	3513	3371	3205	2959	2713	1956
Island	3125	2984	2855	2645	2399	1700
1/3 Page	3002	2861	2732	2583	2276	1580
1/4 Page	2364	2209	2082	1881	1635	1079
1/6 Page	1763	1802	1513	1305	1059	640

2-Color

Size	1x	3x	6x	12x	18x	24x
Spread	11412	11068	10703	10150	9533	8795
Full Page	5706	5534	5352	5075	4766	4397
2/3 Page	4711	4549	4319	4034	3702	3321
1/2 Page	4439	4164	4045	3739	3432	3063
Island	3935	3803	3660	3412	3173	2804
1/3 Page	3911	3803	3660	3327	3020	2651
1/4 Page	3127	2984	2855	2674	2367	1998
1/6 Page	2557	2460	2467	2196	1888	1519

4-Color

Size	1x	3x	6x	12x	18x	24x
Spread	13,058	12,760	12,347	11,793	11,154	10,416
Full Page	6525	6380	6173	5897	5577	5208
2/3 Page	5567	5445	5283	5006	4686	4317
1/2 Page	5295	5059	4908	4600	4280	3911
Island	4793	4218	4549	4293	3973	3604
1/3 Page	4771	4218	4549	2934	3844	3475
1/4 Page	4004	3890	3726	3544	3224	2855
1/6 Page	3430	3341	3208	3061	2742	2373

Display Ad Sizes

Publication Trim Size	8.125"	10.875"
Full Page Bleed	8.375"	11.125"
Full Page - Non-bleed	7"	10"
2/3 vertical	4.625"	10"
1/2 vertical	3.375"	10"
1/2 horizontal	7"	4.75"
1/3 vertical	2.25"	10"
1/3 horizontal	7"	3.125"
1/3 square	4.625"	4.75"
1/4 page	3.375"	4.75"
1/6 vertical	2.25"	4.75"
1/6 horizontal	3.375"	3.125"

Marketplace Ad Sizes

Depth	Width		
	1 column	2 column	3 column
1"	2.25"	4.625"	7"
1.5"	2.25"	4.625"	7"
2"	2.25"	4.625"	7"
2.5"	2.25"	4.625"	7"
3"	2.25"	4.625"	7"
3.5"	2.25"	4.625"	7"
4"	2.25"	4.625"	7"
4.5"	2.25"	4.625"	7"
5"	2.25"	4.625"	7"
5.5"	2.25"	4.625"	7"
6"	2.25"	4.625"	7"

Questex reserves the right to adjust oversized ads to fit within the ad dimensions guidelines.

Special Advertising Sections

Special advertising sections in *Nightclub & Bar* offer a unique opportunity to promote your product or service in an advertorial format. An advertorial must be purchased in conjunction with a regular ad in the same issue and at the same size. Rates are as follows:

- \$2500 with Full Page Full-Color Purchase
- \$1000 with 1/2 Page Full-Color Purchase

Classifieds

\$175 per column inch (2.125" x 1"), net rate. Digital art preferred. Set-up charge is a \$50 minimum. Additional fee of \$100 per spot color; \$250 for four color.

Bleed 10%

Special Position 10%

Cover Premiums

Covers cannot be cancelled. Full page, four-color ads are only accepted.

Cover 2	10%
Cover 3	15%
Cover 4	25%

DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. PDF is an acceptable format. Files should be press optimized, converted to CMYK, and have all fonts embedded. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than PDF/X-1a or PDF. Each ad supplied to Publisher by Advertiser in any format other than PDF/X-1a or PDF will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a or PDF.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. Accepted Media: Files may be submitted on CD.

4. FTP: Files may be submitted to Publisher's FTP site. Please contact the production manager for instructions.

5. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

Mailing Instructions

General and reproduction materials; Contracts, insertion orders, correspondence, proofs, copy and reproduction materials should be sent to:

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Nightclub&Bar

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