

# THE SOMM JOURNAL

## 2026

### MEDIA KIT



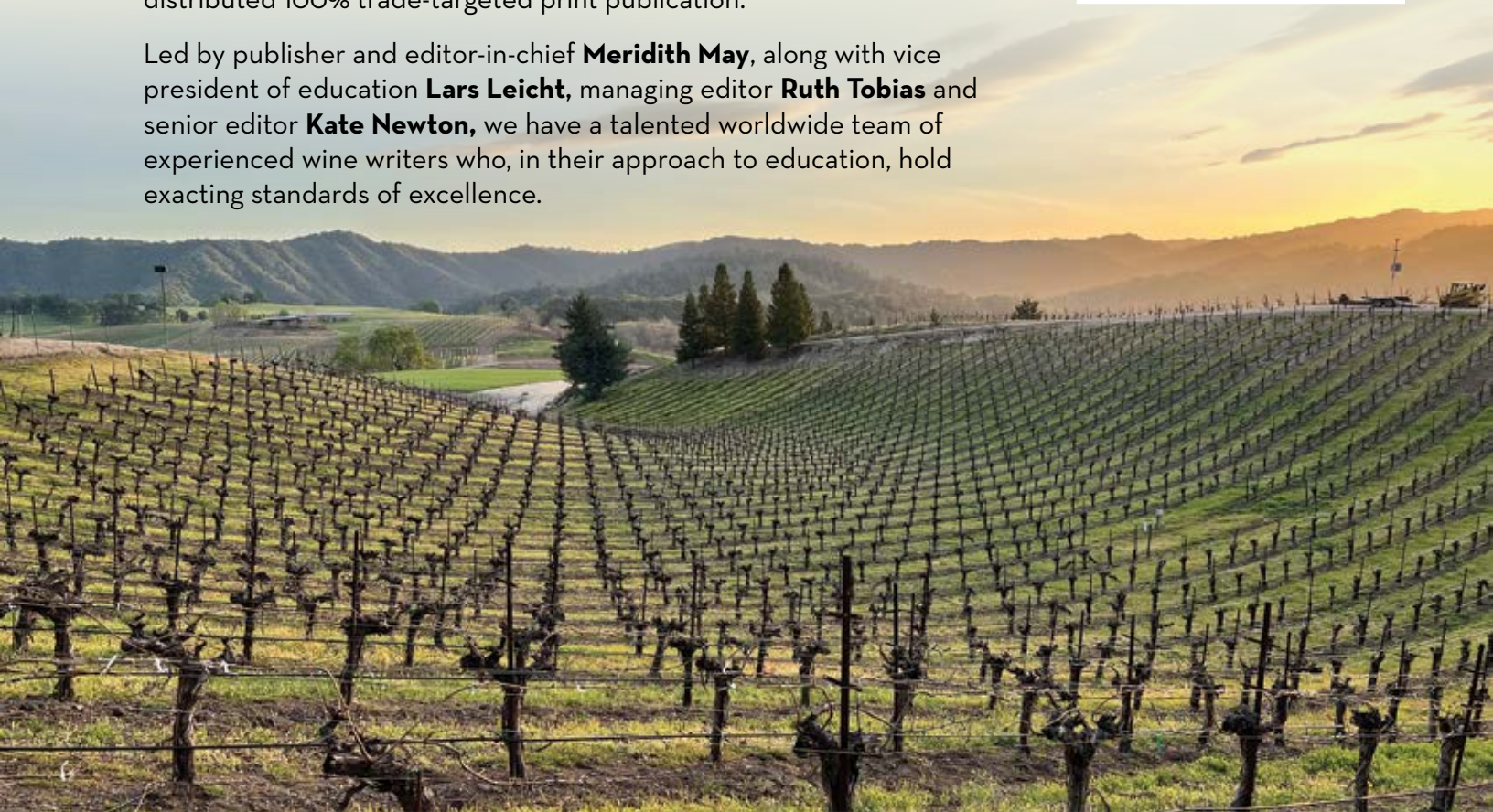
# The Hospitality Professional's Handbook

*The SOMM Journal* is the premier field guide for premium and luxury wine and spirits. We are a reference and resource for on- and off-premise beverage-buying decision-makers who want to keep their fingers on the pulse of trends while broadening their view of not only notable wine and spirits brands but the movers and shakers impacting our global industry.

Continually targeting on- and -off premise wine directors, sommeliers, F&B Managers, wine & spirits retailers, and distributors, we are the voice for the nation's gatekeepers. We stay strong in our print format, with a growing readership of up-and-comers as well as established buyers.

Delivered in our signature style of edutainment, *The SOMM Journal* invites wine geeks to take a deep dive into academic-worthy content. Printed bimonthly for a national audience, we are the most widely distributed 100% trade-targeted print publication.

Led by publisher and editor-in-chief **Meridith May**, along with vice president of education **Lars Leicht**, managing editor **Ruth Tobias** and senior editor **Kate Newton**, we have a talented worldwide team of experienced wine writers who, in their approach to education, hold exacting standards of excellence.





# Events, Editorial, Webinars, and Ads

*The SOMM Journal* is constantly interacting with sommeliers, beverage retailers, hotel food and beverage directors, restaurateurs, and wine educators. We are the voice of the industry, sharing the perspectives of those on the floor, whose goal it is to sell wine and spirits.

From our **Blind Wine Speed Tastings**® and seminars at **SommCon USA**® to our **Summit Class Tours, Portfolio Dinners**, and **SOMM Camps** around the world, *The SOMM Journal* is rubbing shoulders with key industry players, bringing high-profile buyers to the wines and spirits and the wines and spirits into the hands of key buyers.



**For more information, contact:**

## **MERIDITH MAY**

Publisher/Editor-in-Chief  
818-625-7107  
MMay@SommJournal.com

## **BILL BRANDEL**

COO/Marketing & Sales  
818-990-0350  
BBrandel@TastingPanelMag.com

## **LARS LEICHT**

VP of Education  
516-707-8747  
Lars@sommjournal.com

# Advertise!

With a marketing plan, we can offer a package of added-value editorial, events, and concepts to keep you in front of our decision-making readers: on- and off-premise buyers, distributors, and importers.

Full-page ads **identify your brand**, and our readers—the **professional buyers**—take notice.



## 2026 PUBLISHING SCHEDULE

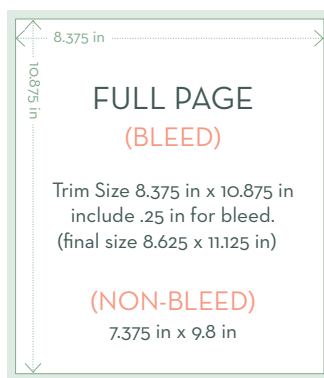
Issue	Space Deadline	Artwork Due	Mails
December 2025/January 2026	10/15/25	11/15/25	December 5
February/March 2026	12/15/25	1/15/26	February 5
April/May 2026	2/15/26	3/14/26	April 4
June/July 2026	4/15/26	5/15/26	June 5
August/September 2026	6/16/26	7/15/26	August 4
October/November 2026	8/15/26	9/15/26	October 3
December 2026/January 2027	10/15/26	11/14/26	December 4

## ADVERTISING RATES

Full page	1x .....	\$6,250
	2 or 3x .....	\$5,750
	4x .....	\$5,500

### PREMIUM POSITIONS:

Cover two (inside front).....	\$7,000
Cover two spread .....	\$8,500
Cover three (inside back).....	\$5,500
Cover four (back cover).....	\$7,500



Preferred artwork format is high-res PDF XIA. 300 dpi minimum resolution. Other acceptable formats are Adobe Indesign, .JPG, .PSD, and .AI.

### For more information, contact:

#### MERIDITH MAY

Publisher/Editor-in-Chief  
818-625-7107  
MMay@SommJournal.com

#### BILL BRANDEL

COO/Marketing & Sales  
818-990-0350  
BBrandel@TastingPanelMag.com

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