

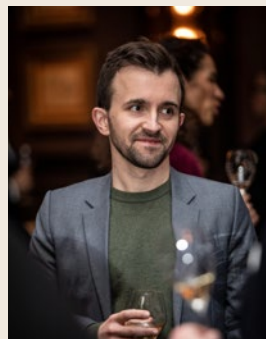
THE WORLD OF FINE SPIRITS

Media Kit 2026



About Us

The World of Fine Spirits is an international publication for readers with a passion for Scotch, bourbon and other exceptional spirits. A sister to the world-leading oenological magazine *The World of Fine Wine*, and part of the Ascend Media publishing group, we take a modern approach to evaluating fine spirits, offering perspectives that are simultaneously informative and approachable. With a commitment to clarity in a complex industry, we speak to both the connoisseur and the curious. Our list of contributors includes some of the most respected voices in spirits journalism, delivering in-depth features, exclusive interviews and insightful reviews.



Editor's Note

Working in luxury, I'm often asked how I define it. The answer has evolved over time, but at its core, true luxury demands provenance, skill, patience and passion of the highest caliber. Nowhere is that more evident than in the world of spirits.

There are no shortcuts to a 50-year-old Scotch, and no technological replacement for the human palate. In an increasingly automated world, where scarcity is too often manufactured, spirit production remains a deeply human story — a story of dedication, passed down through generations.

The World of Fine Spirits is here to tell that story.

Alex Martin
Editor-in-Chief

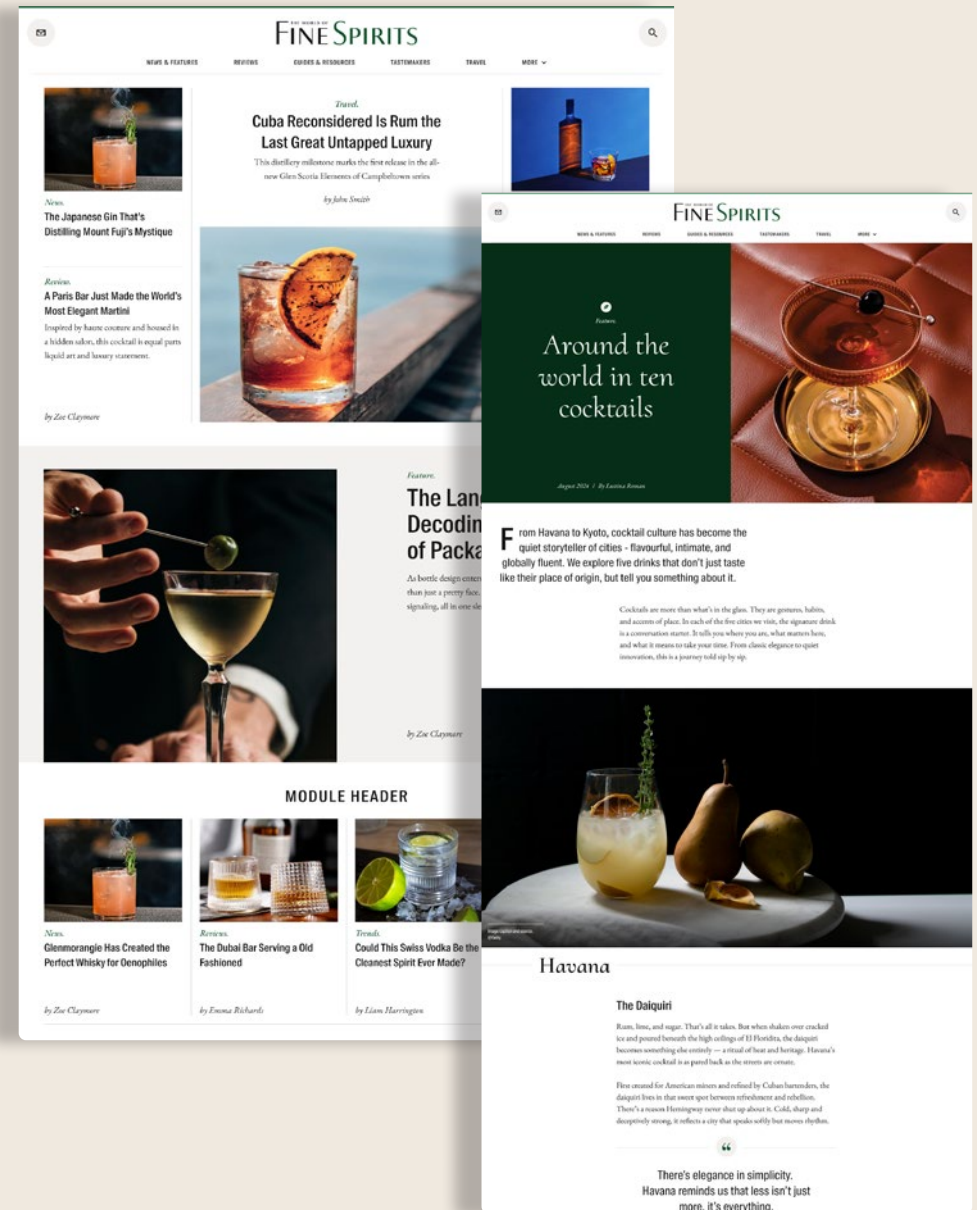


Launch.

The World of Fine Spirits

Launching in Q1 2026, *The World of Fine Spirits* website will be the first digital publication dedicated exclusively to covering ultra-premium spirits. It's a destination for those who care deeply about what's in the glass and the stories behind it, and offers a platform to the people, places and ideas shaping the future of the industry.

From in-depth features to exclusive interviews, every story on *The World of Fine Spirits* website will be written and presented with authority and clarity, giving readers a deeper understanding of craftsmanship, provenance and culture. *The World of Fine Spirits* isn't just about what to drink; it's about why it matters.



Website mockups for reference. Final designs subject to minor changes.

Intro.

Our Audience

51

Average Age

65 | 35

Male | Female

\$511K

Average Income

\$16.4M

Average
Net-worth

42%

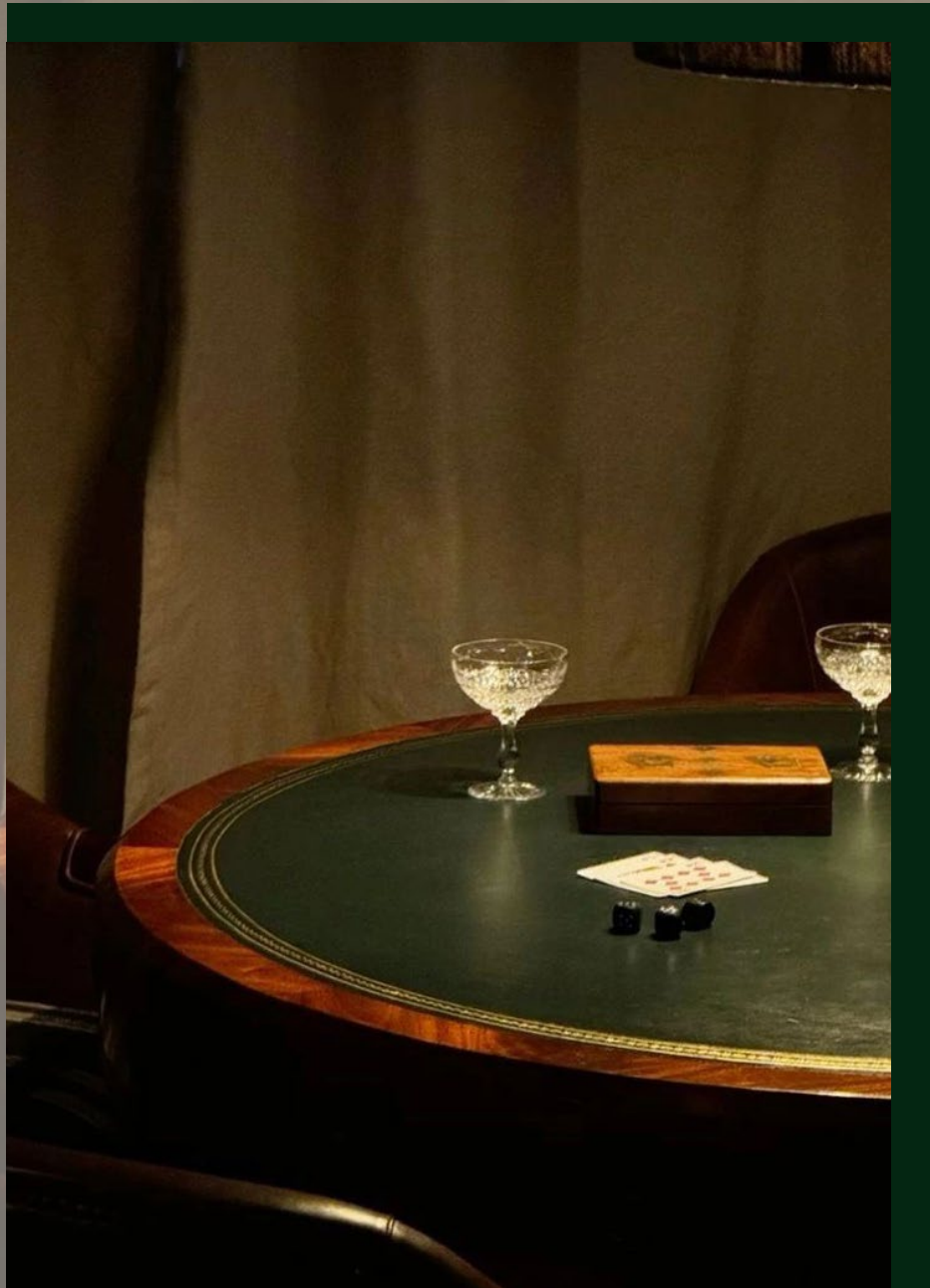
Newsletter
Open Rate

68%

Net-worth Over
\$50 million

The World of Fine Spirits will benefit from the substantial reach of Ascend Media's luxury titles. With an established high-net-worth readership, *Elite Traveler*, *Spear's* and *The World of Fine Wine* will work in tandem to build a high-quality, highly engaged following.





Digital.

Editorial Pillars

Cocktail Library

Bringing our audience the latest in mixology, from trending recipes at leading bars to the best seasonal serves.

Weekly

The Collection

A deep dive into the private collections of renowned enthusiasts, exploring their most prized bottles and the stories behind them.

Monthly

Tastemakers

We interview the luminaries who have pulled the industry to where it is today, and those intent on driving it forward.

Monthly

Spirits in Session

The World of Fine Spirits tasting panel explores a distinct category each month, tasting and scoring everything blind to ensure genuine, unbiased results.

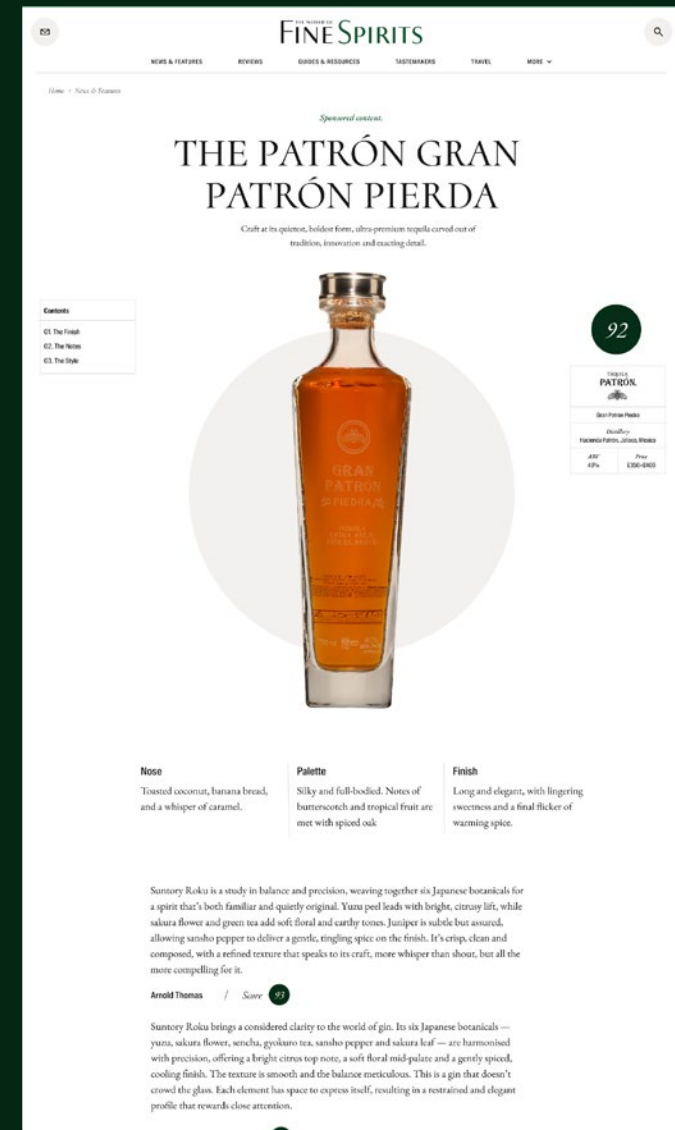
Monthly

Digital.

Tasting Notes

Tasting Notes is an evolving library of what's genuinely worth drinking across all styles and price points. Every spirit is assessed using a consistent methodology that values balance, character and distinctiveness. Notes are concise and avoid cliché, while our 100-point scoring system is published in full online, so readers understand what each rating means.

Our Tasting Panel brings together more than 50 years of collective expertise. Every spirit they review adds a new standard profile to the Tasting Notes library, complete with detailed tasting notes, a score, and essential bottle information. A boosted profile goes further, adding imagery, an in-depth brand story, producer information and a tailored call-to-action.





Digital.

Content Calendar

	Spirits in Session	Cocktail Library	UHNW Events	Gift Guides
Spring	New Wave Irish Cognacs Agave	Spring Refreshers Four-ingredient Wonders Agave Cocktails	Superbowl Cinco de Mayo Kentucky Derby Feis Ile	Glassware Gift Guide Mother's Day
Summer	Peated Spirits Rum Uncut Bourbons	Tropical American Icons Elevated Highballs	4th of July Wimbledon World Cup US Open	Father's Day
Fall	Autumnal Spice Best of Blends	Ultra Aged World of Whiskey Smoke & Spice	Monaco Yacht Show London Cocktail Week Thanksgiving	The Cocktail Gift Guide Holiday Gift Guide
Winter	Christmas Sherry Bombs	Winter Warmers Festive Classics	Ski Season The Holidays Lunar New Year	The Spirits Book Gift List Lunar New Year

Content.

Video Series

The Collection

An invitation into the world's most remarkable private spirits collections - from renowned collectors to global tastemakers and UHNWIs. Each episode opens the door to rare bottles, personal rituals, and the stories behind the labels that define a collector's taste.

Spirits in Session

Our expert-led tastings brought to life on film. Spirits in Session delivers trusted insight, sensory storytelling, and authentic reactions to the world's finest spirits.

What's Your Order?

A spotlight on the bars and bartenders shaping today's cocktail culture. Filmed in fast-paced, cinematic style, this series captures personality, passion, and the stories behind every pour.

Straight Up - Podcast Series

An interview series where our guests share their stories - and their drink of choice. Conversations flow over a shared pour, exploring the intersections of craftsmanship, character, and culture through the lens of fine spirits.



Digital.

Featured Contributors

The World of Fine Spirits collaborates with some of the most insightful voices in drinks writing. Our contributors include award-winning authors, IWSC judges, and emerging talents who are bringing new energy and audiences into the space.



Neil Ridley

Neil Ridley is one of the world's most respected drinks writers, authors, and presenters. His work has appeared in *The Daily Telegraph*, *Wallpaper* and *BBC Good Food*. He has also served as chairman of the World Whiskies Awards and as a judge for the IWSC.



Joel Harrison

An award-winning author and “Keeper of the Quaich”, Joel Harrison is recognized as one of the world's leading authorities on whisky and fine spirits. His writing has appeared in *The Times*, *The Daily Telegraph* and *Harrods Magazine*.



Millie Milliken

Winner of the IWSC Spirits Communicator of the Year award, Millie Milliken is a leading drinks and hospitality journalist. Her work has featured in *The Evening Standard*, *Decanter* and *Club Oenologique*, and her latest book, *Tequila: A Tasting Course*, is widely regarded as the new benchmark for agave spirits.



Digital.

Solutions

Branded Content

Let *The World of Fine Spirits* bring your brand's story to life with a custom article written by one of the world's leading spirits journalists. Essential and Enhanced articles are powered by Orbit segmentation and distributed natively across *The World of Fine Spirits* platforms.

Native Advertising

Ascend Media has developed exclusive content showcases that elevate branded storytelling. These high-impact units integrate content directly into the publication's environment, ensuring your message is delivered in context and aligned with *The World of Fine Spirits*' editorial tone.

Email

The World of Fine Spirits' email program delivers personalized, high-value newsletters to an opted-in audience.

Display

Ascend Media offers custom display units designed to amplify branded storytelling. Every impression is powered by Orbit, reaching UHNW audiences defined by geography, income, property value, and net-worth.

Digital.

Targeting

Introducing Orbit

Orbit is Ascend Media's revolutionary AI-driven targeting platform, designed to connect luxury brands with their ideal UHNW audiences through unmatched precision and impactful reach.

By leveraging UHNWI demographic data-points, Orbit ensures precise and meaningful audience engagement.

Key Datapoints

Gender

Male
Female

Age

18 -34
35-44
45-54
55-69
70+

Location

City
State
Zip Code
Country

Net Worth

\$5M - \$24.9M
\$25M - \$49.9M
\$50M - \$99.9M
\$100M - \$499.9M
\$500M - \$999.9M
\$1B - \$4.9B
\$5B+

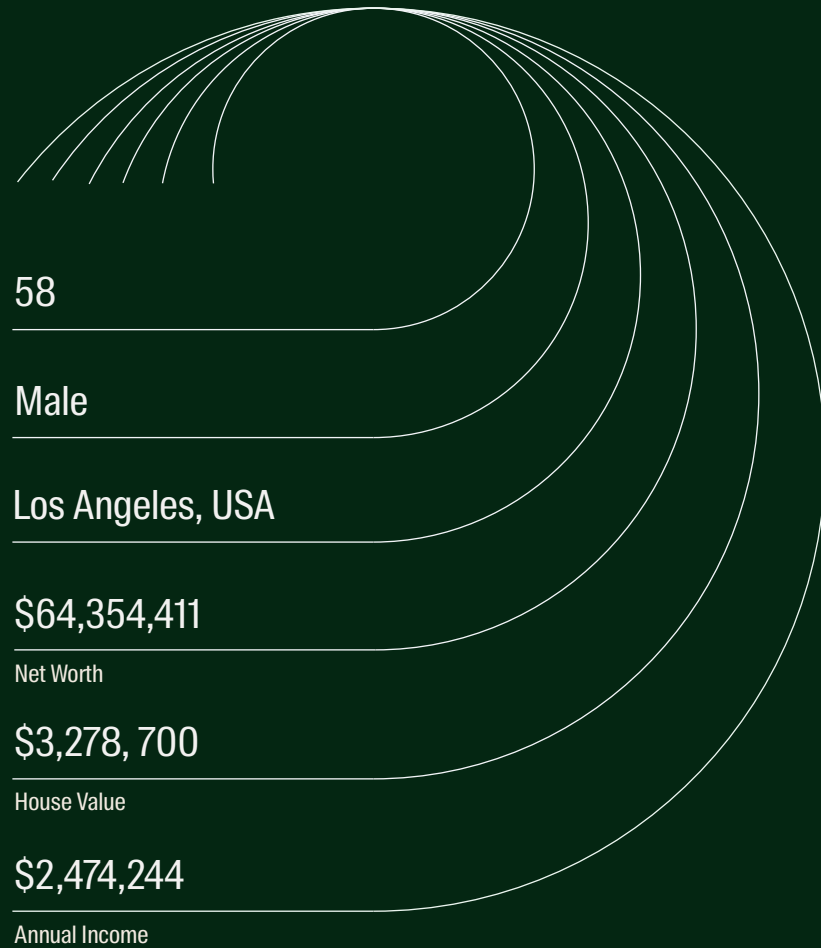
House Value

\$500,000 - \$999,999
\$1M - \$4.9M
\$5M - \$9.9M
\$10M - \$24.9M
\$25M - \$49.9M
\$50M - \$99.9M
\$100M+

Income

\$100,000 - \$299,999
\$300,000 - \$499,999
\$500,000 - \$999,999
\$1M - \$2.49M
\$2.5M - \$4.99M
\$5M - \$9.99M
\$10M +

Example User Profile



Digital.

Branded Content

Essential

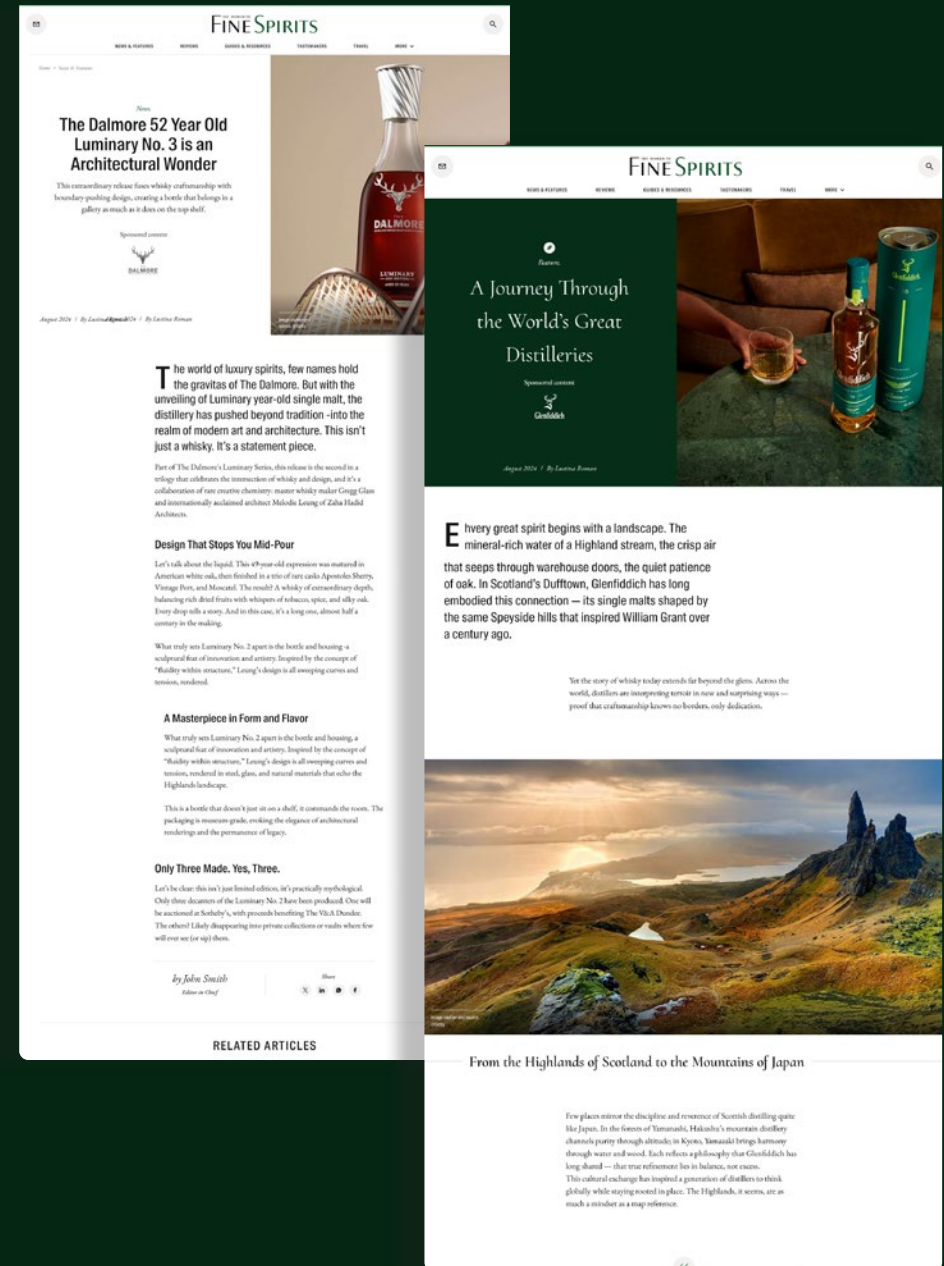
A 300–400 word article written by our editorial team in our house style, designed to showcase your brand with authority.

Each article includes your logo, curated imagery, and a call-to-action to engage our ultra-affluent audience.

Enhanced

A 600–800 word feature written in our editorial team's signature style, offering deeper storytelling to showcase your brand with authority and style.

Includes your logo, curated imagery, and a clear call-to-action to engage our ultra-affluent audience.



Email.

Newsletters

The World of Fine Spirits weekly newsletter sits at the core of the publication, giving subscribers first access to our most important stories, from exclusives and expert analysis to hard-hitting opinion. It's a direct line between the editorial team and our engaged readership, inviting conversation and feedback.

Each edition is written by a guest columnist, whether a regular contributor or the editor-in-chief, and delivers an in-depth feature, the latest listings from our Tasting Notes library, and a distilled view of the week's key developments, keeping our high-net-worth readers ahead of the curve.





Events.

Experiential

Launch Event

In spring 2026, *The World of Fine Spirits* will host an exclusive launch event celebrating the publication's official unveiling and the people shaping its future.

The evening will showcase signature cocktails and offer opportunities to sample exceptional labels from partner brands. Guests including industry leaders, luxury media and key voices in global drinks will gather to mark the arrival of *The World of Fine Spirits* as the new standard in modern spirits journalism.

Bespoke Events

The World of Fine Spirits offers bespoke event solutions that put your most exceptional spirits before the most discerning palates. From private tastings and masterclasses to dinners and curated showcase events, we connect brands with a hand-picked audience of high-net-worth drinkers, collectors and enthusiasts.

Digital.

Rate Card

Branded Content

Essential	\$8,500
Enhanced	\$12,500

Content Showcases

Expansive Brand Suite	\$30,000
Cinematic Showcase	\$25,000
Curators Collection	\$20,000
Signature Spotlight	\$25,000
Own the Moment	\$20,000 (per month)

Microsites

Essential	\$35,000
Enhanced	\$60,000





Promotion.

Rate Card

Email Marketing

Newsletter Sponsorship	\$5,000
Custom Newsletter	Custom

Social Media Sponsorship

Social Image Post	\$7,500
Dark Post	\$10,000+

Ad Units

	CPM Standard	CPM Orbit
Full width	\$35	\$70
Billboard	\$25	\$50
Cartograph	\$35	\$70
Tableau	\$35	\$70

Promotion.

Rate Card

Launch Package

Duration

Branded Content

Content Showcases

Microsites

Orbit Targeting

Targeted Social Amplification

Reporting

Newsletter Sponsorship

Banners

3 Months

3 Articles

(2x Essential, 1x Enhanced)

Curators Collection

-

✓

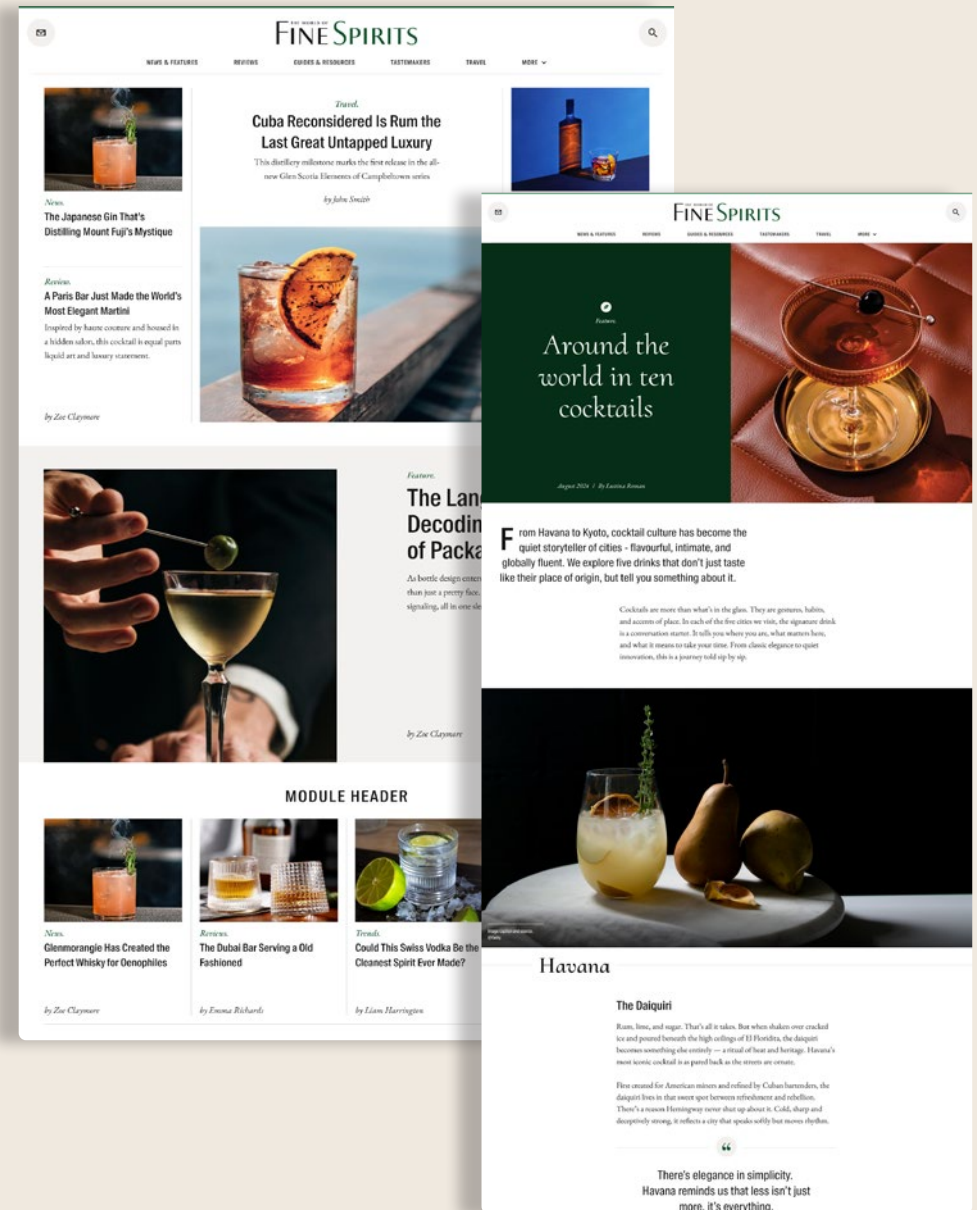
✓

End of Campaign

3

Homepage (100% SOV)

\$59,000



Website mockups for reference; final designs subject to minor changes.



Contact Us

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Editorial

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Partnerships

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