

THE WORLD OF FINE WINE

PRINT & DIGITAL MEDIA KIT
2023

www.worldoffinewine.com





EDITORIAL MISSION

The multi-award-winning reference magazine is sold on a paid-for subscription basis to high net worth individuals, producers, MWs and the trade who share a consuming passion for wine. It is published quarterly in March, June, September and December and is also distributed in British Airways First and Business Lounge as well as being sold at retail outlets and on subscription in more than 30 countries.

Extensively and purposefully illustrated with fine-art-quality images and printed on heavy coated paper, each 216-page issue of *The World of Fine Wine* resembles a large-format paperback book more than a magazine. Its list of contributors reads like a who's who of the world of wine.

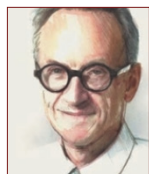


Exclusive coverage of every aspect of fine wines is supplemented by features on related social, historical, cultural and lifestyle issues, making each issue a very substantial read: indeed our editorial to advertising ratio is higher than that of any comparable consumer publication.



EDITORIAL CONTRIBUTORS

Editor
Neil Beckett



Andrew Jefford



Harry Eyres



Tom Stevenson



David Schildknecht

Contributors include:

Chloe Ashton | Essi Avellan MW | Raymond Blake | Stephen Brook | Kathleen Burk
 Victoria Daskal | Michael Edwards | Harry Eyres | Simon Field MW | Miquel Hudin
 Alex Hunt MW | Tim James MW | Andrew Jefford | Hugh Johnson OBE
 Anne Krebiehl MW | Robin Lee | Simon Loftus | Richard Mayson | Roger Morris
 Margaret Rand | Peter Richards MW | Anthony Rose | Brian St Pierre
 David Schildknecht | Michael Schuster | Joanna Simon | Barry Smith | Tom Stevenson
 Terry Theise | Stuart Walton | David Williams | Jon Wyand

CONTENT

What makes *The World of Fine Wine* different

The World of Fine Wine magazine, published quarterly, was launched in 2004 and now has subscribers in more than 30 countries around the world. The biggest distinguishing features are the range of the subject matter and the depth of the treatment. *The World of Fine Wine* publishes articles ranging from the Ancient Chinese or Greeks or Romans right up to the latest en primeur releases. Authoritative writers are given the space to treat their subject seriously with 10,000-word features on big ideas.

Tastings are organized differently. *The World of Fine Wine* makes every effort to source all of the best bottles, regardless of price or rarity. There are only three tasters for each tasting – an acknowledged “specialist” on the subject and two experienced “generalists” – selected from a fixed panel of about 30. This allows all comments and scores to be attributed individually and reproduced in full. The style is scholarly but not academic, serious but not stuffy. The articles assume a certain level of wine knowledge, and will certainly be of interest to professionals, but are also accessible by any intelligent and interested lover of wine anywhere in the world.



TESTIMONIALS

It has been recognised at the Louis Roederer International Wine Writers' Awards as International Wine Publication of the Year in every year the category was awarded (in 2010, 2011, and 2012). Since then *The World of Fine Wine* contributors have won Louis Roederer awards for their work in *The World of Fine Wine* every year.

The World of Fine Wine Editorial Board is comprised of the world's most influential authorities on wine, including Hugh Johnson OBE, Michel Bettane, Thierry Desseauve and Professor Ann Noble.

One third of the official Tasting Panel is Master of Wine, Master Sommelier or World Champion Sommelier, and all are highly respected and sought-after international tasters.

"The World of Fine Wine takes wine journalism in a new, more sophisticated direction. It is not a consumer magazine, but the first cultural journal of the wine world. It acknowledges that wine-lovers have other interests, too, and the same high standards in whatever they do."
Hugh Johnson OBE

"I absolutely adore your publication, and would be honored to contribute to it in any way."

"Congratulations on the wonderful magazine; it is certainly the most literate wine magazine out there. Keep up your high standards."

Randall Graham

Owner-winemaker Bonny Doon Vineyards, Santa Cruz, CA

"The World of Fine Wine is by far the best wine magazine in the world. It's scholarly, opinionated, well-written and a delight to read. It's also the only magazine I bother to keep. I come back to individual pieces again and again for enlightenment and entertainment. In these days of simple answers, scores out of 100 and branded pap, The World of Fine Wine stands out as a publication that dares to take wine seriously."

Tim Atkin MW

Award-winning wine writer

"Always has many things worth reading."

Eric Asimov

The New York Times

"In a world where wine is so often reduced to clipped phrases, scores and sound bites, The World of Fine Wine magazine puts wine in the widest cultural context and, above all, makes a refreshingly good read."

Richard Mayson

Award-winning wine writer





READERSHIP

82%

have made wine
buying decisions
based on features in
The World of Fine Wine

77%

regularly buy wine
by the case

74%

are interested in
wine storage

77%

are keen to use
fine stemware

28%

have a personal wine
collection exceeding
£100,000 in value

47%

buy wine at auction

90%

have visited wine
producing regions

79%

collect the magazine
and never throw a
single copy away

Paid Subscribers 14,175

Global Readership 35,437

Male/Female 69%/31%

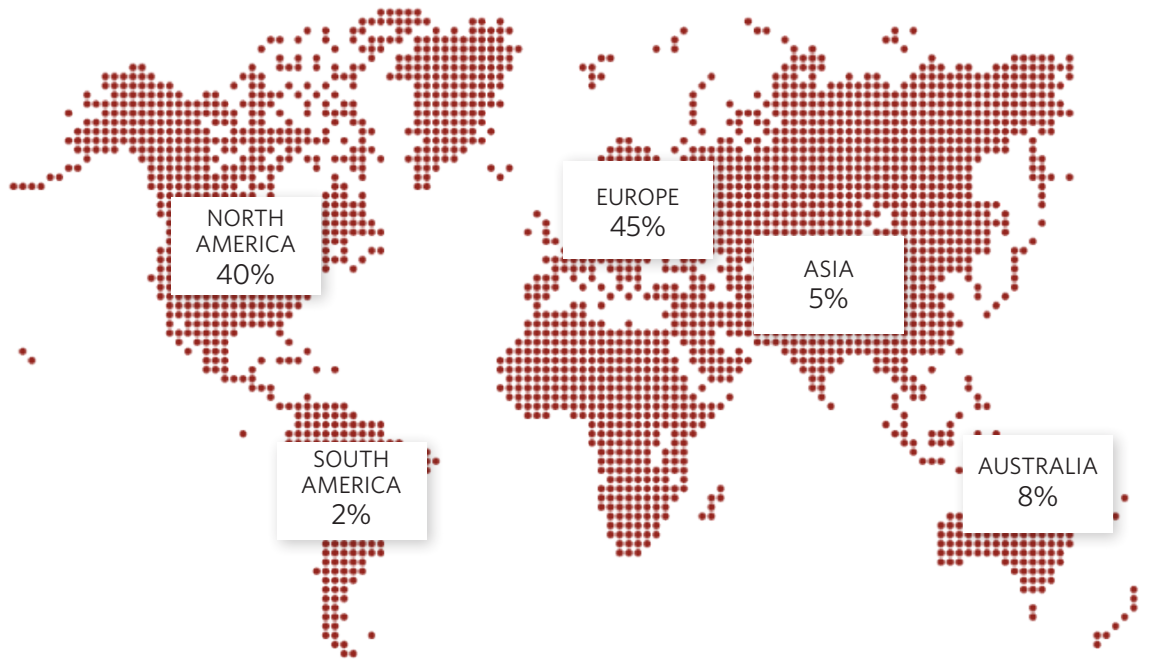
American 54%

Age 35-54

Source: NSMG HNWI Segmentation Survey - March 2021, Subscriber Survey June 2018

GLOBAL REACH

TARGET THE WINE CONNOISSEUR AND COLLECTOR:
CIRCULATION OF 15,000



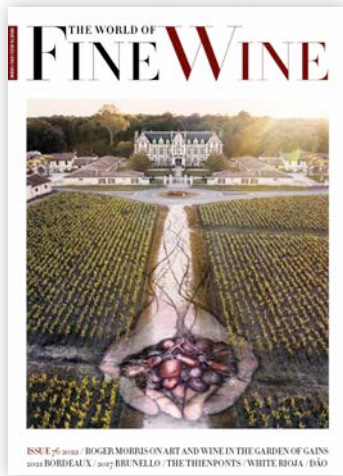
As a uniquely targeted product the magazine commands a premium price. There is no free circulation.

Price per copy **US\$45/£30**
Back issues per copy **US\$80/£40**

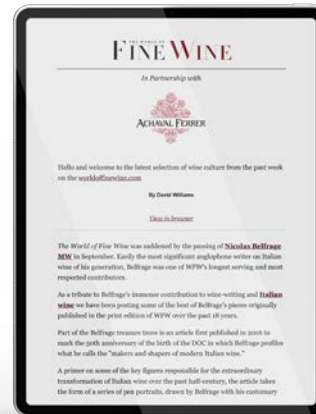
Source: Subscriber Survey June 2018

THE WORLD OF FINE WINE | NEW STATESMAN MEDIA GROUP

MULTIMEDIA SOLUTIONS



WORLD OF FINE WINE MAGAZINE



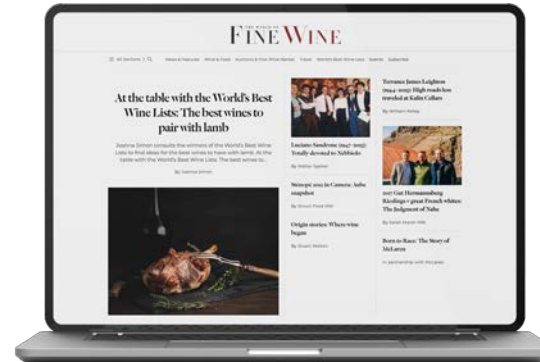
EMAIL MARKETING



WINE LIST AWARDS



SPECIAL EVENTS



WORLDOFFINEWINE.COM



SOCIAL MEDIA

PRESTIGE CREATIVE

The World of Fine Wine prestige creative is a presence imbued with quality, beauty and originality; it encourages the development of the reader's participation and commitment; and has a positively editorial, rather than generically corporate feel. These placements are on application only and require an exceptional quality of artwork design, to be created by the award-winning *World of Fine Wine* editorial and design team, with full consultation with the client.

TEXT

The pages must have very little text, a are intended as high-quality photographic stories. The client will place their logo, maximum of 50 words per spread and corporate strapline and/or contact details on the final page.

IMAGES

The suggested photographer is Jon Wyand, a multi-award-winning professional photographer who has specialized in wine for more than 30 years. Best known for his photographs of Burgundy, he has expanded into most of the major wine regions.

PRICE

The rate includes all photographic fees, and artwork design by *The World of Fine Wine* team (including up to 2 sets of revisions). Photographer travel and accommodation to be booked by client. Client gets rights to photography published in *The World of Fine Wine* as part of Prestige Creative.

4 pages:	€19,052
6 pages:	€25,720
8 pages:	€30,864



WORLD'S BEST WINE LISTS AWARDS 2023

The World's Best Wine Lists, organized by the multi award winning quarterly publication *The World of Fine Wine*, is the most comprehensive and rigorous wine list awards program. We have assembled a panel of some of the world's most respected experts, including Masters of Wine, Master Sommeliers, and World Champion Sommeliers, to guarantee the credibility and integrity of the competition and to put each submitted list through an intensive independent judging process.

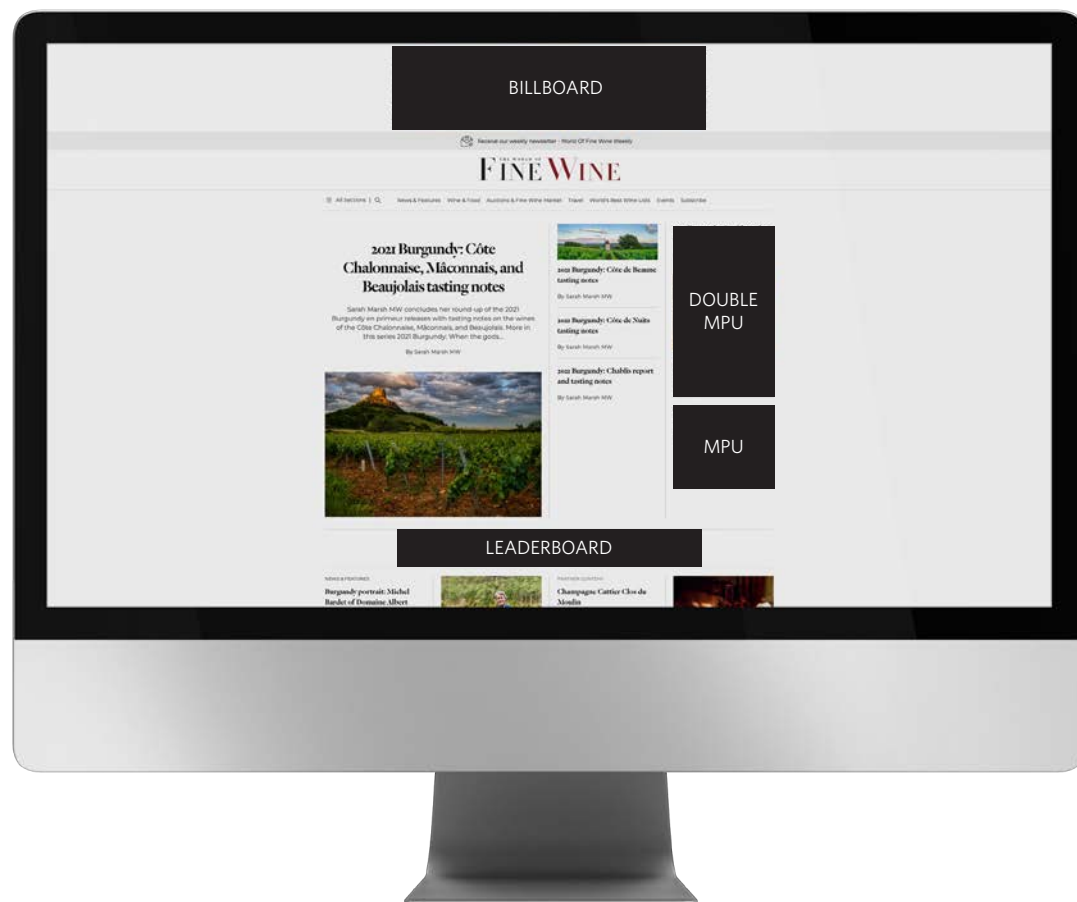
The winner in each of 18 categories will be recognized as the finest list of its kind in its region Europe, North America, South America, Asia, Australasia, Middle East and Africa and from these regional category winners the global category winners will be selected. One outstanding entry will be identified as Wine List of the Year All of the category winners will be identified in a special feature in *The World of Fine Wine* magazine. The full results will be published on a dedicated awards page on line that will include the judges' assessments of the best lists and serve as an expert guide for all discerning consumers worldwide The World's Best Wine Lists have received global coverage including *Bloomberg*, *CNN*, the *BBC*, *The New York Times*, *New York Daily News*, *Chicago Tribune*, and *Toronto Sun*.

CLICK HERE TO VIEW HIGHLIGHTS FROM 2022 WORLD'S BEST WINE LISTS AWARDS:
<https://awards-wbwla.worldoffinewine.com>



WORLDOFFINEWINE.COM

The content on worldoffinewine.com and the audience it attracts ensures that your brand reaches high net worth individuals, producers, MWs and the trade who share a consuming passion for wine. Your company will get in front of the right audience at the right time. The website attracts a large readership that is actively engaged with content.



AD UNIT	WEB	MOBILE
MPU*	300 x 250	300 x 250
Double MPU*	300 x 600	300 x 600
Leaderboard*	728 x 90	300 x 100
Billboard*	970 x 250	300 x 1050

*Available for Homepage Takeover 100% SOV

with ATF branding. Bespoke digital programs can be developed based on client needs.

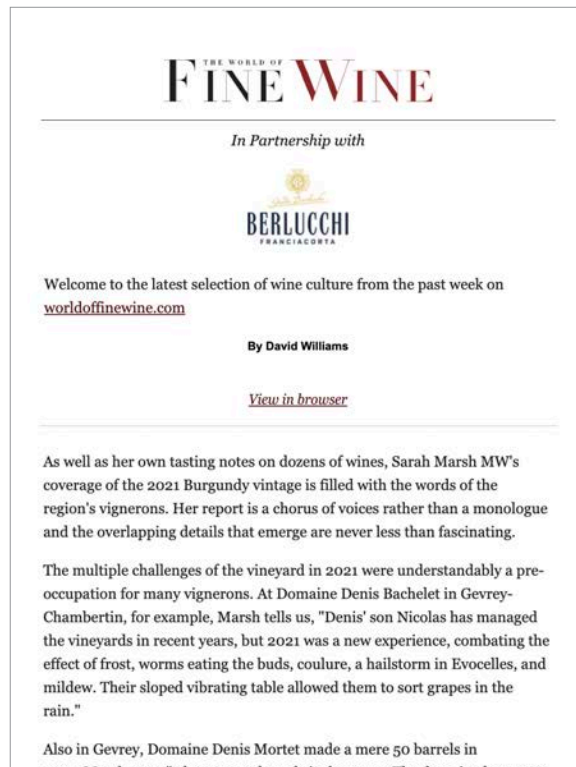
OUR LIFESTYLE AUDIENCE[†]

Online Users	3.8M
Online Page Views	29M
Social Media Followers	143,208
Email Database	32,967
Male/Female	88/12

[†] **Source:** The World of Fine Wine, Elite Traveler, Spear's
Figures collected over 12 months

EMAIL MARKETING

SPONSORED NEWSLETTER



The World of Fine Wine weekly newsletter provides wine related news curated by our expert editors.

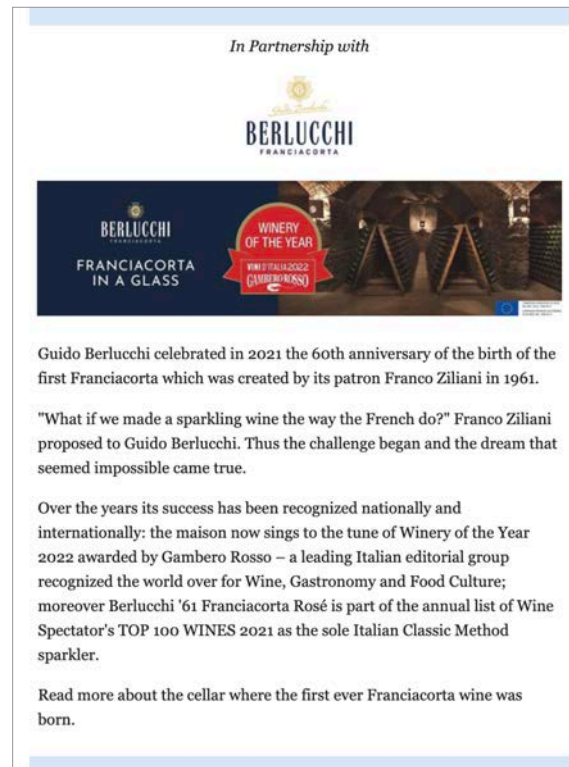
Circulation: **8,500**

Sent out to subscribers, online readers, wine trade and wine enthusiasts.

Average CTR: **3.23%**

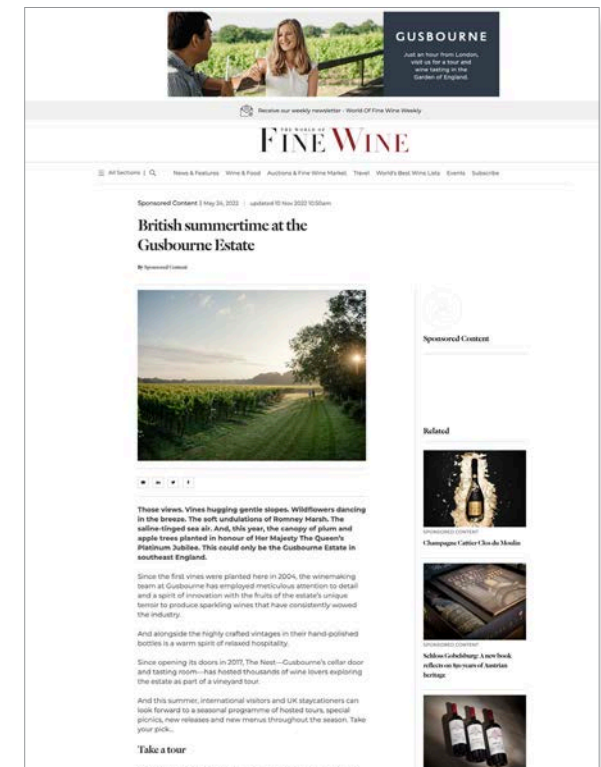
Average Open rate: **34.13%**

PROMOTIONAL EMAIL



The World of Fine Wine dedicated emails offer 100 percent share of voice reaching audiences interested in the world of luxury that specifically want to receive our partner promotions & special offers. HTML format or JPG is recommended.

NATIVE ADVERTISING



Submit your branded content to promote within the context of worldoffinewine.com native reading experience. The web feature will be showcased on the homepage or a designated channel, which will remain as content for 12 months. Each article includes up to 400 words of copy with two images.

SOCIAL MEDIA

The World of Fine Wine connects with its social community of affluent and aspirational individuals across each of its platforms multiple times a day.

Through our social media platforms, our social community can discover the latest news from our website, alongside tips and behind-the-scenes content they can't find anywhere else. We feature exclusive content and allow our audience real-time insight into the newest launches, and unique brand experiences they don't want to miss out on.

As our readers increasingly look to social media for information and inspiration, we ensure we are providing regular dynamic and exciting content to satisfy their needs.

The World of Fine Wine's following continues to grow across all platform with 147,660 quarterly* impressions.



9K

@worldoffinewine



8K

@worldoffinewine



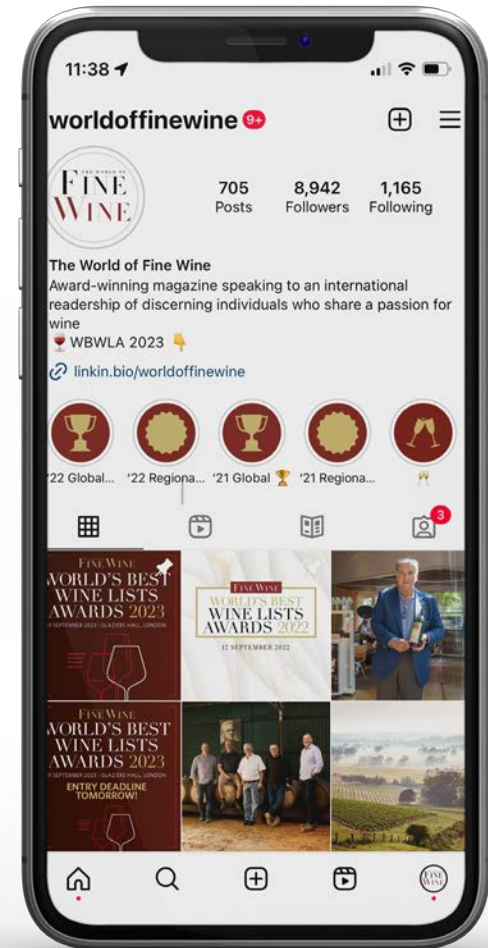
6K

@worldoffinewine



1.5K

@worldoffinewine



*Social Media following are cumulative figures. Figures as of Q1 2023.

PRINT & DIGITAL RATE CARD

PRINT

PRICES QUOTED ARE NET.

COVERS	1x	2x	3x	4x
Outside Back Cover	€10,410	€9,889	€9,370	€8,850
Inside Front Cover	€9,605	€9,123	€8,646	€8,165
Inside Front Cover Double Page Spread	€12,806	€12,167	€11,527	€10,886
Inside Back Cover	€9,605	€9,123	€8,646	€8,165

DOUBLE PAGE SPREADS	1x	2x	3x	4x
Double Page Spread	€10,410	€9,889	€9,370	€8,850

NAMED FEATURE PLACEMENTS	1x	2x	3x	4x
Grand Cru: <ul style="list-style-type: none"> Full page facing Contents Full page facing Contributors Full page facing Tastings Contents 	€6,723	€6,388	€6,050	€5,715

NON-SPECIFIC POSITIONS	1x	2x	3x	4x
Inside Full Page Facing Editorial Content	€5,602	€5,314	€5,044	€4,763
Half Page	€3,522	€3,347	€3,170	€2,993

2023 ADVERTISING CLOSING DATES* (TBC)

		Ad Closing	Begins to Land
Issue 79	Mar/Apr/May 2023	Feb 15	Mar 22
Issue 80	June/July/August 2023	May 18	Jun 23
Issue 81	September/October/November 2023	Aug 18	Sept 23
issue 82	December/January/February 2024	Nov 2	Dec 7

CONTACT

Delphine Rouget-Marquézy | drm@espacequadri.com

*Please note that deadlines are subject to change.

DIGITAL

WORLDOFFINEWINE.COM

MPU	€13/CPM
Double MPU	€23/CPM
Leaderboard	€13/CPM
Billboard	€23/CPM
Native Web Feature	€3,500 ea

EMAIL MARKETING

Newsletter Banners - MPU/Leaderboard	€3,600 ea
Solus Email	€5,400 ea

SOCIAL MEDIA MARKETING

Social Media Amplification [†]	€9,000
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[†]World of Fine Wine's social media platforms include; Facebook, Instagram, Twitter & LinkedIn.

INSTAGRAM	
Featured Story Highlight	€2,400 ea
Sponsored Post - Single image/video post	€2,400 ea
Dark Post / #WFWPartner	Custom

PRINT SPECIFICATION

The World of Fine Wine is perfect bound and trimmed to 210mm width x 297mm height

The World of Fine Wine is printed 100% computer to plate (CTP) using 4-color printing (CMYK) and sheet-fed litho

- For best reproduction, materials should be submitted in a digital file format. Platforms supported are Macintosh and PC
- Supported software and formats: PDF/X4

High resolution PDFs

All high-res images and fonts must be included when the file is created. Artwork should be 100% in size and include all standard trim, bleed and center marks outside of the live area

Images

For best reproduction, all images must be supplied at 300dpi. Only CMYK color space is supported. Solid black backgrounds should be a rich black (100% black, 70% cyan, 60% magenta, 50% yellow)

Fonts

Fonts must be supplied as Type 1 Postscript fonts with associated suitcase file(s) or Open Type fonts. We cannot use TrueType or Multiple Master fonts. Fine serif type and hairline rules should NOT knock out or be a tint

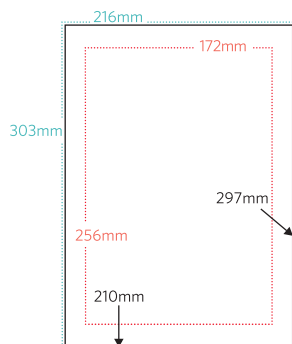
ADVERTISEMENT SIZES

Inside Front/Back Cover

Trim = 210mm x 297mm
Bleed = 216mm x 303mm

Full Page

Trim = 210mm x 297mm
Bleed = 216mm x 303mm



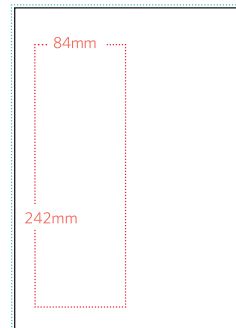
- Bleed advertisements should have a 3mm bleed on all sides that bleed
- Type and important subject matter should be kept at least 7mm from the live/trim area on all sides

Double Page Spread

Trim = 420mm x 297mm
Bleed = (includes gutter) 432mm x 303mm

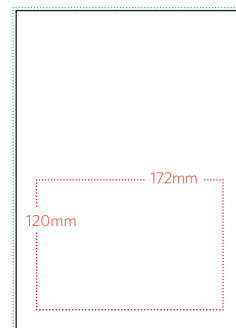
Half Vertical

Trim = 120mm x 172mm



Half Horizontal

Trim = 242mm x 84mm



SUBMITTING YOUR ADVERTISEMENT

Email

Please note we have a 6MB limit on emails. Files smaller than 6MB may be emailed to:
clare.ovenell@ns-mediagroup.com

For larger files, email via:

www.wetransfer.com to:
clare.ovenell@ns-mediagroup.com

Please name the files with your company name and the *The World of Fine Wine* publication and issue.

Removable media

Media types supported: CD-ROM. CD-ROMS should be submitted to the address below clearly stating the company name, publication and issue:
Print Production
The World of Fine Wine
40-42 Hatton Garden
London, EC1N 8EB, England

ARTWORK AND DESIGN SERVICE

If you are unable to supply your materials in any of these formats, we can offer an artwork, design and production service.

In order for us to process your advertisement, please supply the following information:

- Advertising text
- Company contact details
- Company logo
- Images

We will then write, design and provide you with a proof of your advertisement prior to publication. Charges for design and/or amendments will be determined on a case-by-case basis. Clients will be billed a £10 charge for alterations to adverts which have been provided at the wrong size.*

For all print production questions, contact:

clare.ovenell@ns-mediagroup.com

For all other questions, contact:

anit.mistry@worldoffinewine.com

Telephone: +44 (0) 207 406 6625

Mobile: +44 (0) 7748 785 914

LIFESTYLE PORTFOLIO



ELITE TRAVELER

Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth (UHNW) individuals. In 2021, to mark our 20th Anniversary and to recognize the swiftly evolving world in which we live, *Elite Traveler* focuses purely on content that champions sustainable, ethical and environmentally conscious luxury. Each issue provides detailed information covering the full spectrum of responsible luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.



HOTELS, RESORTS & SPAS

The annual *Elite Traveler Hotels, Resorts & Spas* edition is distributed on board private jets, in jet terminals, and to top hotels and resorts in more than 100 countries across the globe. The *Elite Traveler Hotels, Resorts & Spas* edition is available as a microsite on EliteTraveler.com, viewable across all mobile devices. Offering easily accessible key information on the properties included alongside stunning imagery, the website is swiftly establishing itself as the go-to resource for high-end luxury travel.



SPEAR'S

The multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth community. Described as a cross between *Forbes* and *Vanity Fair*, with its own wit and outlook, it is also required reading for the affluent financial services community, including the bankers, lawyers and family offices who advise the wealthy. Since its launch in 2006, *Spear's* and its events have established itself as Europe's leading wealth management authorities.

NEW STATESMAN MEDIA GROUP

We explain how the world is changing for decision-makers in need of data-driven answers. We help our readers to lead effectively and define policies using the same rigour and quality journalism for which the New Statesman has long been admired. New Statesman Media Group has data at its core and will set standards for sourcing, explaining and visualising it. But while data informs our stories, our unparalleled network of experts and thought leaders will tell them. Our content is brought to you by some of the world's leading business and finance editors, digital experts, content specialists, data-driven journalists and data scientists. Our commercial mission is to deliver this high-value senior audience to our partners as live leads, in a format that works for their marketing departments. To do that we use LeadMonitor.ai, a proprietary marketing tool that is built into our websites and provides our partners with secure, accurate first party data.

For commercial enquiries please contact
leadmonitor@ns-mediagroup.com
 Energy Monitor
 Investment Monitor
LeadMonitor.ai
 New Statesman

leadmonitor

BY MARKETERS, FOR MARKETERS

RESEARCH



ACCOUNT-BASED
MARKETING



BRAND AWARENESS



CONTENT
PRODUCTION



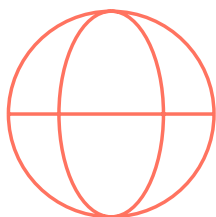
LEAD GENERATION



NETWORKING AND
EVENTS

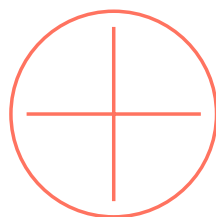


Leadmonitor.ai is a marketing solution that encompasses the whole campaign, from creating content to providing a sales qualified lead and everything else in-between. We believe you can target your ideal audience and convert them to sales-ready leads in the most cost effective and seamless way by using artificial intelligence, and removing the opacity.



RESEARCH

We cross-reference your audience profile across our entire network to accurately forecast reach, scale and better understand content engagement.



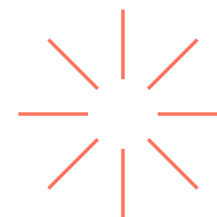
CONTENT CREATION

With in-house researchers, consultants and journalists, we create unique content marketing campaigns with actionable insights across all our industry verticals.



AI DRIVEN TARGETING

By employing AI and machine learning to analyze and target the audience, we can reach readers based on specific campaign requirements, knowing their content consumption and likelihood to act.



REAL TIME ANALYTICS

Lead Monitor generates high quality contacts knowing that users read an average of 4.75 pieces of content before becoming an engaged sales lead. Real-time notifications are automatically sent to in email inbox or CRM with full engagement details.



NURTURE & QUALIFY

Our lead nurturing service is fully personalized, providing a human-touch, so each and every client can go directly to the stage of conversation.

TERMS & CONDITIONS

1). Scope of Agreement: These are the conditions of the contract between you, the Client (“You” and “your”) and New Statesman Media Group Limited (“New Statesman Media Group Limited”, “we”, “us” and “our”) governing your use of our services, including use of advertising space on our website or in the publication, as set out in your purchase order. This agreement constitutes the entire agreement between New Statesman Media Group Limited and you. All prior agreements, understandings and negotiations (save for fraudulent misrepresentation) whether oral or in writing are canceled in their entirety. The terms of any other electronic communications will not form part of this agreement.

2). Content and Artwork

Responsibility: You are responsible for providing us with all text and illustrations by the copy date(s) set out in your purchase order. You will receive a proof of the advertisement for your approval, unless you have provided final artwork, and any changes must be sent to us in writing by the return date shown on the proof. Changes not communicated by the return date will cause us to assume proof approval. We reserve the right to repeat standing copy or obtain copy to be published should the

copy deadline fail to be met. If the advertisement materials are provided in a different form to that specified then you will be responsible for any reasonable costs that may arise in preparing the material. Failure by you to supply the necessary copy for your placement in the form specified by the copy deadline indicated by us on the purchase order will not affect your payment obligations outlined in (5) below. We retain full editorial approval over the advertisement and positioning of this advertisement will be at our sole discretion. We reserve the right to withdraw/reject/amend the material supplied by you for the advertisement which will not affect your obligation to pay for the advertisement in full. Complaints regarding reproduction of Advertisements must be received in writing within one calendar month of the Publication date, of the Publication. In using our services and any advertising space on our website you agree to abide by all applicable laws, regulations and codes of conduct and you will not engage in any activities relating to our services or the website that are contrary to such laws, regulations and codes.

3). Rights: In consideration of us providing our services to you, you assign to us with full title guarantee, for use throughout the world, the copyright (whether

vested, contingent or future) in the copy supplied by you and all rights of action in respect of that copy. The above will not operate as an assignment of your trade marks, service marks and logos which will remain your property. However, you hereby grant to us a world-wide, non-exclusive, fully paid license to reproduce and display all trade marks, service marks and logos contained within the copy for the duration of the agreement.

4). Free of Charge Service: As part of our service commitment, we may at our sole discretion provide you with some free of charge services such as indexing, listings or any other material or additional media, which are over and above the advertisement. We cannot be responsible for any errors or omissions or claims for losses arising from these. We reserve the right, at our absolute discretion, to reject or amend text and information provided by you for any free of charge inclusions or media. This will not affect your obligation to pay for the advertisement itself as discussed above. If you do not provide the necessary text or information for any free of charge inclusions or media, by the due date, then this will also not affect your obligation to pay for the advertisement.

5). Invoice & Settlement: We will invoice you, plus Sales Tax if

applicable, for the total cost of your booking following completion and return of the purchase order. Unless expressly agreed, otherwise in writing, payment will be due 30 days from the date of invoice. Should your account fall overdue then interest will be charged at a rate of 1.5% per month and the maximum permitted by law together with reasonable attorney and collection fees. Interest will be calculated daily from the due date to the payment date. In addition, we reserve the right in certain circumstances to modify our payment Terms to require full payment in advance and / or require you to provide such other assurances as we may require to secure your payment obligations i. If you have been granted a discount (for example for a series booking) but do not pay us, we reserve the right to revoke the discount so that you are liable for the full price of the advertisement. ii. All payments sent to us must be accompanied by a remittance advice or documentation quoting the account and/or invoice number to which the payment relates. Where payment is received without any identification or is deemed a duplicate/overpayment, said funds will be held on account for a period of 12 months only.

6). Cancellation: This purchase order represents a legally binding contract between you and us. A

cancellation may only be made at our sole discretion and with our written consent. If we agree to a cancellation prior to invoicing then a fee of 50% (plus Sales Tax if applicable) of the purchase order value will be charged payable 14 days following the date of our written permission to cancel. If we agree to a cancellation after invoicing then a fee of 100% (plus Sales Tax if applicable) of the purchase order value will be charged payable 14 days following the date of our written permission to cancel.

7). Warranty & Indemnity: You warrant and represent to us that: (i) you have all necessary rights to grant the rights and licences set out in your contract with us; (ii) neither the copy material provided by you nor any material which you may be linked to through your advertisement will contain anything that is defamatory, obscene, false or misleading or which otherwise violates any intellectual property rights or rights of any person; (iii) use of the copy material provided by you will not violate any applicable law or regulation. You agree that there have been no guarantees made by us for this advertisement and that no employee of Elite Luxury Publishing Inc has made a promise or commitment that does not appear here. You agree to indemnify and hold

TERMS & CONDITIONS

New Statesman Media Group Limited and any of our officers, employees and agents harmless from and against all and any claims, liabilities, expenses, losses, costs or damages incurred or suffered and any claims or legal proceedings which are brought or threatened, in each case arising from any violation or infringement of third party rights, or any breach of any of these terms and conditions.

8). Liability: To the furthest extent permitted by law, we do not accept liability for any claims, liabilities, expenses, losses, costs or damages (including without limitation, damages for any consequential loss or loss of business opportunities and/or profits) however arising from this advertisement booking and the use of or inability to use the website, or any of its contents, or from action or omission taken as a result of using the website or any such contents. Our liability in contract, tort or otherwise arising out of or in connection with the Agreement shall not exceed the total Charges received by us from you for the Advertisement/s. Every care is taken to avoid mistakes but we cannot accept liability for any errors due to you, your third parties, sub-contractors or inaccurate copy instructions from any of the foregoing. Any agent who shall place an Advertisement

with us shall be deemed jointly and severally liable with the Advertiser to us in respect of all matters including charges relating to the Advertisement and conditions therein contained.

9). Force Majeure: We will not be liable for any delay or failure to perform any obligation under this Agreement due to any event beyond our reasonable control, including but not limited to, earthquake, fire, flood or any other natural disaster, labor dispute, riot, revolution, terrorism, acts of restraint of government or regulatory authorities, failure of computer equipment and failure or delay of services and platforms used to operate our electronic media.

10). General: You may not resell, assign or transfer any of your rights under this contract without our written consent. Any attempt to resell, assign or transfer rights without our consent will entitle us to cancel the contract without liability to you. A person who is not party to this contract has no right to rely upon or enforce any terms of this agreement.

