

"The Eighteenth Article of Amendment to the Constitution of the United States is hereby repealed."

2025-2026 MEDIA KIT

12533



TASTE
TRAVEL
TRADITIONS



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12533 Magazine

Rate Card 2025-2026

	1X	2X	3X
Cover 4	\$5,200	\$4,500	\$4,000
Cover 2	\$4,800	\$4,100	\$3,600
Cover 3	\$4,500	\$3,800	\$3,300
2 page spread	\$7,140	\$5,950	\$5,270
Full page	\$4,200	\$3,500	\$3,100
1/2 page vertical	\$3,240	\$2,750	\$2,470
1/2 page horizontal	\$2,940	\$2,450	\$2,170

All rates NET to Advertiser

PAGE SIZE UNIT	WIDTH	HEIGHT
Two Page Standard	17.00	9.875
Two Page Bleed**	18.00	10.875
<i>Final size for a Two Page Bleed</i>	18.50	11.375
Full Page Standard	7.875	9.875
Full Page Bleed**	9.00	10.875
<i>Final file size for Full Page Bleed</i>	9.50	11.375
1/2 Page (horizontal)	7.875	4.75
1/2 Page (vertical)	5.187	7.25

**Add an additional 1/4" on each side for bleed allowance.

Page trim size is 9" wide by 10.875" high.

Forward all electronic materials to design@svkmp.com.

Reference publication title, issue date, and advertiser.

Acceptable print ready files include, Adobe PDF, JPEG, and TIFF formats with minimum resolution of 300 dpi saved with no spot colors as a CMYK file.

Distribution

	STATE	# OF COPIES
Greater Grand Rapids, MI and SW Lakeshore	Michigan	1,200
Chicago	Illinois	2,000
Detroit/Oakland County /Bloomfield Hills	Michigan Oakland County	800
NYC	New York	2700
Dallas	Texas	500
St. Louis	Missouri	300
Lexington	Kentucky	200
Louisville	Kentucky	200
Atlanta	Georgia	300
West Coast Florida	Fort Myers, Naples, Punta Gorda	600
Charlotte	North Carolina	300
Nashville	Tennessee	300
Cincinnati	Ohio	300
Boston	Mass	200
Indianapolis	Indiana	500
Columbus	Ohio	300
Richmond	Virginia	200
Albany	New York	700
Greenwich/Stamford	Connecticut	500
Vermont (All cities)	Vermont	300
Wilmington	Delaware	300
Top 100 Golf Resorts in the US		100
Top 100 Private Golf Clubs in the US		100
Advertisers and sales		100
		13,000



Editorial Calendar

FIRST POUR

the inaugural edition,
an exploration of landscape
in and out of the cask

Destination Golf: Scotland
Release on November 1, 2025

REBEL SPIRIT

the disruptors, innovators, bold
flavors, and traditions

Destination Golf: Michigan
Release on March 1, 2026

SILENT SEASON

all about the whiskey,
and the traditions around them

Destination Golf: Southeast U.S.
Release on July 1, 2026

REFLECTIONS

in conversation with the experts,
the makers, and the storytellers

Destination Golf: Western U.S.
Release on November 1, 2026



12 5 33 Market Research

12 5 33 MAGAZINE is an independently held, 96-page publication highlighting the spirit of craft, the passion for creation, and the people behind the rich industries of the distilled, fermented, the nonalcoholic, and the functional zero-proof spirits and drinks. Released three times each year, the magazine seeks to celebrate the stories, the landscape, the destinations, the ingredients, the social context, and the traditions—both new and old—that can bring people together in community.

12 5 33 Magazine is intended for a broad consumer and industry professional audience with an interest in the alcoholic and non-alcoholic drinks industry, domestic and international travel, golf, and food. Its distribution will include core based statistical areas with households of \$5 million in net worth or more. Those households have an estimated income of \$300,000 or more and own a home valued over \$2 million, according to the American Affluence Research Center.

The publication's current distribution includes core based statistical areas of Atlanta, Boston, Charlotte, Chicago, Fort Myers, Cincinnati, Columbus, Dallas, Detroit, Lexington, Louisville, Los Angeles, Naples, Nashville, New York, Richmond, and St Louis, which according to the American Affluence Research Center have roughly 74,535 total households valued at

\$5 million in net worth or more. 12 5 33 Magazine will also be distributed to the Top 100 Golf Resorts and the Top 100 Private Golf Clubs in the United States. The American Affluence Research Center also found of those core based statistical areas, including Denver's additional 1,596 household count, that approximately 16,776 households indicated interest in wine, 33,339 households indicated interest in golf, 37,652 households indicated interest in domestic travel, and 70,975 households indicated interest in any type of travel.

In terms of consumer confidence, the U.S. Bureau of Labor Statistics announced on Sept. 25, 2024 that the average annual expenditures for all consumer units in 2023 was up 5.9 percent from 2022 to \$77,280, and the Consumer Price Index for All Urban Consumers rose 4.1 percent, while average income before taxes increased 8.3 percent. The Consumer Expenditures 2023 also indicated the number of consumer units, in the thousands, rose from 3,639 in 2022 to 3,933 in 2023 for food away from home, reflecting an 8.1 percent change year-over-year. In terms of alcoholic beverages, the number of units rose from 583 to 637 between 2022 and 2023, which is a 9.3 percent change.

The worldwide alcoholic drinks market, which comprises beer, spirits, wine, hard selt-

zer, and cider, perry, and rice wine, is anticipated to reach \$1.9 trillion USD by 2029 for combined revenue generated at home—supermarkets and convenience stores—and revenue generated out-of-home—such as restaurants and in bars. Revenue, at home, reached \$1 trillion in 2023, while revenue generated out-of-home was at \$609.7 billion in 2023, according to “Alcoholic Drinks: market data & analysis,” by Market Insights by Statista in November 2024. The report, which also indicated prices are anticipated to go up across all segments and volume of consumption is anticipated to slightly decline, noted the market itself continues to show significant growth “due to shifting consumer preferences, emerging trends, local factors, and economic influences.”

The rise of e-commerce, focus on sustainability, eco-friendly practices, sustainable packaging, innovative flavors, local tradition—such as France and Italy's wine legacy and Germany and Belgium's strong traditional and craft beer markets—and the growing interest in non-alcoholic drinks is shaping the landscape, and premiumization strategies are driving revenue growth. Brands like Heineken, Budweiser, Guinness, Tanqueray, and Martini, among others, have already begun to expand into the non-alcoholic drinks market, reflecting an evolving, and often younger, consumer demographic interested in options

that are reduced or have no alcohol content, providing an opportunity for innovation and diversification within the industry, according to “Alcoholic Drinks: market data & analysis.”

Within the alcoholic drinks market, beer is still the most consumed alcoholic beverage globally at roughly 60 percent, accounting for 33.05 percent of market revenue in 2023 globally and 41.8 percent of all alcoholic beverage sales in the United States. Beer, which includes both alcoholic and non-alcoholic options, reached \$632.2 billion in revenue for both at-home and out-of-home in 2023, and its revenue is expected to grow annually by 1.92 percent. For spirits, which comprises whisky, vodka, rum, gin, brandy, tequila, soju, and liqueurs and other spirits, reached a combined \$543.1 billion in 2024, with revenue at-home expected to grow annually by 2.36 percent. In this segment, key trends like premium and luxury spirits remain in demand, “reflecting a willingness to invest in superior taste and exclusivity,” and the rise of fruit-infused vodkas, spiced rums, and botanical gins show that consumers are drawn to unique, high-quality products and seek new experiences and tastes.

The wine market generated \$172.9 billion from at home sales and \$155.4 billion from out-of-home, totaling \$328.3 billion in 2023. This segment’s growth, which comprises still wine, sparkling wine, and fortified wine, has been driven by accessibility, rise of organic and sustainable wines, and wine tourism due to interest in immersive experiences. Both hard seltzer and the cider, perry—made from pears—and rice wine are also experiencing growth, with revenue anticipated to grow annually by 0.9 percent and 5.41 percent, respectively. Though the average volume per capita for most segments is not anticipated to keep pace with revenue, consumers show a growing interest in investing in brands that reflect values of authenticity, sustainability, and innovation.

Sources:

*American Affluence Research Center,
<https://affluenceresearch.org>*

*U.S. Census Bureau of Labor Statistics,
Consumer Expenditures 2023, released
Sept. 25, 2024, www.bls.gov*

*Statista, Industries, Consumer Goods &
GMCG, Alcoholic Beverages, Market
Overview, www.statista.com/markets/*

*Statista, “Alcoholic Drinks: market data &
analysis,” Market Insights Report, November
2024, [www.statista.com/study/55484/
alcoholic-drinks-market-data-and-analysis/](http://www.statista.com/study/55484/alcoholic-drinks-market-data-and-analysis/)*

