

Center on Alcohol Marketing and Youth: Youth Exposure to Alcohol Advertising in Magazines

Table W1: Alcohol Brand Advertising Placements and Expenditures Relative to the 15% Youth Readership Composition Threshold, 2005

Brands sorted by percentage of ad placements in publications with >15% youth readership composition

Brand	Total		>15% 12-20		% of Total >15%	
	Ads	Dollars	Ads	Dollars	% Ads	% Dollars
All ads >15% ages 12-20 composition						
Jim Beam Bourbon Whiskey	38	\$ 4,418,632	38	\$ 4,418,632	100.0%	100.0%
Bud Light	26	\$ 4,265,601	26	\$ 4,265,601	100.0%	100.0%
B to the E Beer	34	\$ 4,201,180	34	\$ 4,201,180	100.0%	100.0%
Wild Turkey Bourbon Whiskey	36	\$ 3,556,168	36	\$ 3,556,168	100.0%	100.0%
Jose Cuervo Golden Margaritas	15	\$ 1,842,335	15	\$ 1,842,335	100.0%	100.0%
Molson Canadian	6	\$ 1,615,629	6	\$ 1,615,629	100.0%	100.0%
Southern Comfort	17	\$ 1,454,727	17	\$ 1,454,727	100.0%	100.0%
Dos Equis Beer	4	\$ 1,117,800	4	\$ 1,117,800	100.0%	100.0%
Phillips Union Whiskey	14	\$ 1,045,557	14	\$ 1,045,557	100.0%	100.0%
Smirnoff Twisted Five Malt Beverage	10	\$ 907,720	10	\$ 907,720	100.0%	100.0%
Captain Morgan Spiced Rum	6	\$ 879,598	6	\$ 879,598	100.0%	100.0%
Cabo Wabo Tequila	11	\$ 796,254	11	\$ 796,254	100.0%	100.0%
Korbel California Champagnes	7	\$ 661,701	7	\$ 661,701	100.0%	100.0%
Seagram's Extra Dry Gin	14	\$ 621,163	14	\$ 621,163	100.0%	100.0%
Keystone Light Beer	13	\$ 591,045	13	\$ 591,045	100.0%	100.0%
Remy Martin Cognacs	5	\$ 589,612	5	\$ 589,612	100.0%	100.0%
Stolichnaya Vodkas	5	\$ 567,960	5	\$ 567,960	100.0%	100.0%
Bacardi Rums	6	\$ 523,477	6	\$ 523,477	100.0%	100.0%
Heineken Beer	6	\$ 517,880	6	\$ 517,880	100.0%	100.0%
Captain Morgan Parrot Bay Rum	6	\$ 500,704	6	\$ 500,704	100.0%	100.0%
Dom Perignon Champagnes	3	\$ 442,353	3	\$ 442,353	100.0%	100.0%
Christian Brothers Brandy	11	\$ 428,690	11	\$ 428,690	100.0%	100.0%
Hennessy Very Special Cognac	7	\$ 395,382	7	\$ 395,382	100.0%	100.0%
Mirassou Wines	3	\$ 391,353	3	\$ 391,353	100.0%	100.0%
Grolsch Premium Lager	6	\$ 389,430	6	\$ 389,430	100.0%	100.0%
Sparks Malt Beverage	6	\$ 352,450	6	\$ 352,450	100.0%	100.0%
Navan French Cognac Liqueur	4	\$ 311,432	4	\$ 311,432	100.0%	100.0%
Canadian Mist Whiskey	1	\$ 279,450	1	\$ 279,450	100.0%	100.0%
Pacifico Beer	3	\$ 278,955	3	\$ 278,955	100.0%	100.0%
Bacardi Flavored Rums	3	\$ 274,404	3	\$ 274,404	100.0%	100.0%
Midori Liqueur	3	\$ 253,334	3	\$ 253,334	100.0%	100.0%
Seagram's Flavored Gins	4	\$ 194,929	4	\$ 194,929	100.0%	100.0%
Corona Extra Light Beer	2	\$ 190,460	2	\$ 190,460	100.0%	100.0%
Smirnoff Flavored Vodkas	1	\$ 135,535	1	\$ 135,535	100.0%	100.0%
Alize Liqueur	2	\$ 54,368	2	\$ 54,368	100.0%	100.0%
Sailor Jerry Spiced Navy Rums	1	\$ 17,507	1	\$ 17,507	100.0%	100.0%

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Brand	Total		>15% 12-20		% of Total >15%	
	Ads	Dollars	Ads	Dollars	% Ads	% Dollars
Most ads >15% ages 12-20 composition						
Hypnotic Liqueur	13	\$ 1,132,536	12	\$ 1,069,421	92.3%	94.4%
Rums of Puerto Rico	43	\$ 4,392,349	39	\$ 4,046,940	90.7%	92.1%
Skyy Flavored Vodkas	10	\$ 1,421,528	9	\$ 1,360,900	90.0%	95.7%
1800 Reserva Reposado Tequila	22	\$ 2,931,699	19	\$ 2,445,675	86.4%	83.4%
Budweiser Select Beer	35	\$ 4,062,844	30	\$ 3,503,526	85.7%	86.2%
Sauza Tequilas	7	\$ 896,010	6	\$ 747,930	85.7%	83.5%
Crown Royal Whiskey	44	\$ 4,827,302	37	\$ 4,217,503	84.1%	87.4%
Cointreau Liqueur	34	\$ 5,545,208	28	\$ 5,037,806	82.4%	90.8%
Coors Light	10	\$ 4,026,409	8	\$ 3,763,689	80.0%	93.5%
Mike's Light	5	\$ 621,270	4	\$ 537,870	80.0%	86.6%
Jose Cuervo Especial Tequila	5	\$ 642,499	4	\$ 243,311	80.0%	37.9%
Jameson Irish Whiskey	19	\$ 2,992,492	15	\$ 2,344,460	78.9%	78.3%
Skyy Vodka	60	\$ 8,703,714	47	\$ 7,189,689	78.3%	82.6%
Belvedere Vodka	4	\$ 592,745	3	\$ 526,092	75.0%	88.8%
Lindemans Wines	4	\$ 469,385	3	\$ 406,270	75.0%	86.6%
Sutter Home Wines	4	\$ 497,438	3	\$ 371,208	75.0%	74.6%
Miller Genuine Draft	39	\$ 10,132,870	29	\$ 8,120,789	74.4%	80.1%
Jose Cuervo Classico	35	\$ 4,003,923	26	\$ 2,922,449	74.3%	73.0%
Hennessy Privilege VSOP Cognac	14	\$ 684,854	10	\$ 525,609	71.4%	76.7%
Jack Daniel's Whiskey	58	\$ 7,298,118	41	\$ 5,330,218	70.7%	73.0%
Jose Cuervo Authentic Margaritas	30	\$ 3,788,541	21	\$ 2,353,741	70.0%	62.1%
Absolut Flavored Vodkas	53	\$ 5,285,265	37	\$ 3,873,397	69.8%	73.3%
Smirnoff Vodkas	23	\$ 2,544,592	16	\$ 1,975,532	69.6%	77.6%
Patron Tequilas	74	\$ 7,374,776	51	\$ 4,888,650	68.9%	66.3%
Yellow Tail Wines	34	\$ 3,582,213	23	\$ 2,427,430	67.6%	67.8%
Stolichnaya Flavored Vodkas	18	\$ 2,193,020	12	\$ 1,460,575	66.7%	66.6%
Schmitt Sohne Riesling Wines	12	\$ 1,446,600	8	\$ 1,113,000	66.7%	76.9%
Finlandia Flavored Vodka	6	\$ 1,457,742	4	\$ 972,326	66.7%	66.7%
Sauza Hornitos Tequila	3	\$ 554,214	2	\$ 406,134	66.7%	73.3%
Fris Flavored Vodka	3	\$ 366,880	2	\$ 219,600	66.7%	59.9%
Martell VS Cognac	19	\$ 813,137	12	\$ 524,387	63.2%	64.5%
Island Breeze Lite Flavored Rum	16	\$ 2,255,975	10	\$ 1,470,128	62.5%	65.2%
Miller Lite	94	\$ 13,385,932	58	\$ 9,271,856	61.7%	69.3%
Amarula Cream Liqueur	5	\$ 458,043	3	\$ 313,083	60.0%	68.4%
Absolut Vodka	32	\$ 3,867,827	19	\$ 2,503,931	59.4%	64.7%
Michelob Amberbock Beer	11	\$ 1,068,819	6	\$ 595,304	54.5%	55.7%
Appleton Rums	13	\$ 1,428,619	7	\$ 808,923	53.8%	56.6%
Black Swan Wines	13	\$ 1,303,241	7	\$ 706,205	53.8%	54.2%

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Brand	Total		>15% 12-20		% of Total >15%	
	Ads	Dollars	Ads	Dollars	% Ads	% Dollars
Half or fewer ads >15% ages 12-20 composition						
St. Pauli Girl Lager	28	\$ 3,708,382	14	\$ 2,051,205	50.0%	55.3%
Chambord Liqueur Royale De France	8	\$ 2,598,383	4	\$ 1,635,243	50.0%	62.9%
Danzka Vodkas	8	\$ 788,064	4	\$ 459,010	50.0%	58.2%
Becks Light Beer	4	\$ 529,526	2	\$ 266,806	50.0%	50.4%
Miller High Life	6	\$ 543,370	3	\$ 235,785	50.0%	43.4%
Fris Vodka	2	\$ 257,080	1	\$ 109,800	50.0%	42.7%
Domaine Ste. Michelle Brut	2	\$ 172,915	1	\$ 109,800	50.0%	63.5%
Paul Masson Grande Amber VS Brandy	2	\$ 100,343	1	\$ 59,093	50.0%	58.9%
Grey Goose Flavored Vodkas	27	\$ 2,875,113	13	\$ 1,396,598	48.1%	48.6%
Miller High Life Light Beer	7	\$ 722,316	3	\$ 306,611	42.9%	42.4%
Freixenet	15	\$ 2,403,093	6	\$ 957,745	40.0%	39.9%
Evan Williams Kentucky Straight Bourbon Whiskey	48	\$ 5,072,658	18	\$ 2,926,026	37.5%	57.7%
Budweiser Beer	8	\$ 2,377,057	3	\$ 957,470	37.5%	40.3%
Aspen Edge Low-Carb Light Beer	8	\$ 1,036,795	3	\$ 388,890	37.5%	37.5%
Ketel One Vodka	178	\$ 11,915,049	64	\$ 5,123,526	36.0%	43.0%
Campari Liqueur	17	\$ 1,478,112	6	\$ 442,350	35.3%	29.9%
Godiva Liqueur	6	\$ 429,887	2	\$ 154,865	33.3%	36.0%
Bombay Sapphire Gin	42	\$ 4,434,131	12	\$ 961,774	28.6%	21.7%
Michelob Beer	7	\$ 397,181	2	\$ 118,186	28.6%	29.8%
Amstel Light Beer	24	\$ 2,766,487	6	\$ 857,983	25.0%	31.0%
Tanqueray Gin	4	\$ 407,900	1	\$ 57,780	25.0%	14.2%
Turning Leaf Wines	51	\$ 5,925,230	12	\$ 1,776,766	23.5%	30.0%
Veuve Clicquot Champagnes	13	\$ 1,270,406	3	\$ 330,660	23.1%	26.0%
Grey Goose Vodka	98	\$ 19,182,331	21	\$ 5,829,635	21.4%	30.4%
Michelob Ultra Light Beer	90	\$ 8,902,985	19	\$ 1,949,609	21.1%	21.9%
Michelob Light Beer	16	\$ 1,372,167	3	\$ 177,279	18.8%	12.9%
Corazon Tequila	38	\$ 4,080,271	7	\$ 806,615	18.4%	19.8%
Jim Beam Black Bourbon Whiskey	11	\$ 1,934,708	2	\$ 570,395	18.2%	29.5%
Stella Artois Beer	11	\$ 1,692,556	2	\$ 263,830	18.2%	15.6%
Three Olives Vodka	24	\$ 4,526,368	4	\$ 1,166,963	16.7%	25.8%
Level Vodka	55	\$ 5,164,856	8	\$ 615,381	14.5%	11.9%
Glenlivet Scotch Whiskey	43	\$ 5,552,441	6	\$ 1,370,031	14.0%	24.7%
Chivas Regal 12	33	\$ 4,240,381	3	\$ 887,513	9.1%	20.9%
Ciroc Vodka	22	\$ 1,978,060	2	\$ 203,068	9.1%	10.3%
Glenfiddich Solera Reserve Scotch Whiskey	11	\$ 1,147,220	1	\$ 85,530	9.1%	7.5%
Starbucks Coffee Liqueur	34	\$ 3,409,809	3	\$ 329,400	8.8%	9.7%
Don Julio Tequilas	12	\$ 1,208,127	1	\$ 101,534	8.3%	8.4%
Redwood Creek Wines	46	\$ 4,229,922	3	\$ 303,199	6.5%	7.2%
Johnnie Walker Scotch Whiskey	35	\$ 2,281,594	2	\$ 149,235	5.7%	6.5%

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No ads >15% ages 12-20 composition						
Woodbridge Wines	55	\$ 5,594,750			0.0%	0.0%
Grand Marnier Liqueur	51	\$ 5,419,300			0.0%	0.0%
The Macallan Scotch Whiskeys	48	\$ 4,627,596			0.0%	0.0%
Kahlua Liqueurs	11	\$ 3,397,760			0.0%	0.0%
Kendall-Jackson Estates Wines	42	\$ 3,316,554			0.0%	0.0%
Johnnie Walker Blue Label Scotch Whiskey	12	\$ 2,708,828			0.0%	0.0%
Chopin Vodka	16	\$ 2,024,256			0.0%	0.0%
Gentleman Jack Tennessee Whiskey	24	\$ 1,704,576			0.0%	0.0%
Woodford Reserve Distiller's Select Bourbon	18	\$ 1,488,157			0.0%	0.0%
Hendricks Gin	50	\$ 1,450,000			0.0%	0.0%
Krug Brut	6	\$ 921,681			0.0%	0.0%
Milwaukee's Best Light Beer	6	\$ 912,127			0.0%	0.0%
Meridian Wines	8	\$ 844,088			0.0%	0.0%
Clos Du Bois Wines	6	\$ 730,529			0.0%	0.0%
Dewar's Special Reserve 12	5	\$ 715,611			0.0%	0.0%
Martini & Rossi Vermouth	4	\$ 674,022			0.0%	0.0%
Robert Mondavi Wines	7	\$ 660,177			0.0%	0.0%
Chateau Ste. Michelle Wines	7	\$ 633,823			0.0%	0.0%
Blackstone Wines	7	\$ 601,623			0.0%	0.0%
Maker's Mark Bourbon	4	\$ 571,579			0.0%	0.0%
Hennessy XO Cognac	6	\$ 526,573			0.0%	0.0%
Busch	11	\$ 496,760			0.0%	0.0%
Wines of Spain	8	\$ 475,257			0.0%	0.0%
Vignerons & Maisons Champagne	5	\$ 443,763			0.0%	0.0%
Cavit Wines	5	\$ 442,785			0.0%	0.0%
Antinori Wines	5	\$ 416,968			0.0%	0.0%
Santa Margherita Wines	4	\$ 405,217			0.0%	0.0%
Rodney Strong Wines	6	\$ 402,034			0.0%	0.0%
Beringer Wines	4	\$ 378,690			0.0%	0.0%
Svedka Vodka	2	\$ 377,396			0.0%	0.0%
Jack Daniel's Single Barrel Tennessee Whiskey	6	\$ 374,463			0.0%	0.0%
Kahlua Cocktails	1	\$ 369,588			0.0%	0.0%
Michelob Celebrate Beer	3	\$ 323,416			0.0%	0.0%
Rutherford Hill Wines	4	\$ 262,133			0.0%	0.0%
Moet & Chandon Champagnes	5	\$ 250,661			0.0%	0.0%
Milagro Tequila	5	\$ 227,684			0.0%	0.0%
Luna di Luna Wines	3	\$ 210,430			0.0%	0.0%
Pravda Vodka	2	\$ 205,715			0.0%	0.0%
Georges Duboeuf Wines	3	\$ 189,345			0.0%	0.0%

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Ruffino Wines	3	\$ 189,345			0.0%	0.0%
Trinchero Estates Wines	2	\$ 189,345			0.0%	0.0%
Siku Vodka	1	\$ 162,008			0.0%	0.0%
Office of Champagne Champagne	2	\$ 155,512			0.0%	0.0%
Taittinger Champagnes	2	\$ 143,293			0.0%	0.0%
Hennessy Cognacs	1	\$ 142,600			0.0%	0.0%
Markham Wines	3	\$ 129,807			0.0%	0.0%
Perrier-Jouet Champagnes	2	\$ 127,170			0.0%	0.0%
Caravella Liqueurs	2	\$ 126,230			0.0%	0.0%
Louis Jadot Wines	2	\$ 126,230			0.0%	0.0%
Samuel Adams Utopias MMII Beer	2	\$ 126,230			0.0%	0.0%
St Francis Wines	2	\$ 126,230			0.0%	0.0%
Trinity Oaks Wines	2	\$ 126,230			0.0%	0.0%
Cotes Du Rhone	3	\$ 111,472			0.0%	0.0%
Absolut Apeach Flavored Vodka	1	\$ 102,172			0.0%	0.0%
Dulseda Dulce De Leche Liqueur	1	\$ 88,400			0.0%	0.0%
10 Cane Rum	1	\$ 87,530			0.0%	0.0%
Ferrari Carano Wines	1	\$ 63,115			0.0%	0.0%
Fonseca Porto Wines	1	\$ 63,115			0.0%	0.0%
Gloria Ferrer Wines	1	\$ 63,115			0.0%	0.0%
Jacob's Creek Wines	1	\$ 63,115			0.0%	0.0%
Kenwood Wines	1	\$ 63,115			0.0%	0.0%
Leonardo Locascio Wines	1	\$ 63,115			0.0%	0.0%
Menage A Trois Wine	1	\$ 63,115			0.0%	0.0%
Monticello Wines	1	\$ 63,115			0.0%	0.0%
Penfolds Wines	1	\$ 63,115			0.0%	0.0%
Raymond Wine	1	\$ 63,115			0.0%	0.0%
Rosemount Estates Wines	1	\$ 63,115			0.0%	0.0%
Simi Wine	1	\$ 63,115			0.0%	0.0%
St Supery Wines	1	\$ 63,115			0.0%	0.0%
Wild Bunch Wines	1	\$ 63,115			0.0%	0.0%
Ketel One Flavored Vodkas	1	\$ 59,095			0.0%	0.0%
J Lohr Estate Wine	2	\$ 58,470			0.0%	0.0%
Bordeaux Wine	1	\$ 47,300			0.0%	0.0%
Geyser Peak Winery Wines	1	\$ 42,090			0.0%	0.0%
La Crema Wine	1	\$ 42,090			0.0%	0.0%
Jose Cuervo Reserva de la Familia	1	\$ 36,820			0.0%	0.0%
Marilyn Wines	1	\$ 36,820			0.0%	0.0%

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Old Forester Kentucky Straight Bourbon Whisky	1	\$ 36,250			0.0%	0.0%
UV Vodkas	1	\$ 33,250			0.0%	0.0%
Francis Coppola Wines	1	\$ 29,235			0.0%	0.0%
Grgich Hills Wines	1	\$ 29,235			0.0%	0.0%
Mionetto Wines	1	\$ 29,235			0.0%	0.0%
Texas Wines	1	\$ 27,568			0.0%	0.0%
Seagram's VO Canadian Whiskey	1	\$ 24,925			0.0%	0.0%
Damrak Amsterdam Gin	1	\$ 23,350			0.0%	0.0%
Corzo Tequila	1	\$ 13,925			0.0%	0.0%
Martini & Rossi Asti Spumanti	1	\$ 13,925			0.0%	0.0%
Segura Viudas Champagnes	1	\$ 13,925			0.0%	0.0%

Totals	Total		>15% 12-20	
	Ads	Dollars	Ads	Dollars
36 Brands with all ads >15%	339	\$ 35,064,775	339	\$ 35,064,775
38 Brands with most ads >15%	924	\$ 119,050,629	671	\$ 90,595,557
39 Brands with half or fewer ads >15%	1,094	\$ 123,113,274	271	\$ 36,493,189
88 Brands with no ads >15%	540	\$ 49,516,837	-	\$ -
201 Total Brands	2,897	\$ 326,745,515	1,281	\$ 162,153,521

Sources: TNS Media Intelligence, 2005; MRI Adult Study, Spring 2006; MRI TwelvePlus, 2005.