

# StateWays

## SWORN STATEMENT

THE LEADING  
INFORMATION  
SOURCE FOR THE  
BEVERAGE ALCOHOL INDUSTRY

### ABOUT STATEWAYS »

*Stateways Magazine* is the only National Magazine Dedicated Exclusively to the Control States.

Published six times annually, *StateWays* is the only national beverage merchandising magazine devoted to the Control States, which control a \$20 billion wine and spirits market. StateWays is requested by 7,000 commissioners, administrators, buyers, merchandisers and retail operators, in a distribution system that accounts for nearly 23% of total U.S. distilled spirits and 20% of total wine sales.

### BUSINESS »

Control Board Headquarters	1,112
State Store	1,980
Agency Store	531
ADD Private Licensed Retail Store	1,789
Broker Distributor	718
Supplier	689
Other	212
	<b>7,031</b>

### TITLE »

Store Manager	2,012
Store Owner	3,891
Board Commissioner Member	266
Board Administrator	59
Buyer Purchasing Manager	67
Merchandiser Marketing Manager	91
Agent	187
General Manager/Dist Manager	435
Others allied to the field	23
	<b>7,031</b>

### GEOGRAPHICAL BREAKDOWN »

Alabama	499	Mississippi	498
Ohio	816	Virginia	498
Idaho	307	Montana	201
Oregon	299	West Virginia	419
Iowa	22	New Hampshire	231
Pennsylvania	701	Wyoming	184
Maine	198	North Carolina	351
Utah	156	Montgomery County, MD	462
Michigan	988		<b>7,031</b>
Vermont	201		

### About the StateWays Reader and Your Potential Buyer

A recent survey of Stateways readers have the following to say about *StateWays*.

- **80%** participate in decisions to buy, list or recommend acquisition of beverage alcohol products in their state or control jurisdiction, or for a store that they manage.
- **98%** say *StateWays* magazine reaches the decision maker in their company, board and commission.
- **82%** used the ideas found in the articles of StateWays to aid in running and growing their business.
- **83%** saved the issue for future references.
- **96%** read the ads in *StateWays*.
- **94%** say it is easier to recognize or remember a company's brand/products when they see messages in multiple media.
- **84%** have purchased a product after seeing the ad in *StateWays*.
- **78%** have pass their issue of StateWays to at least 3-4 colleagues.



Audience360

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