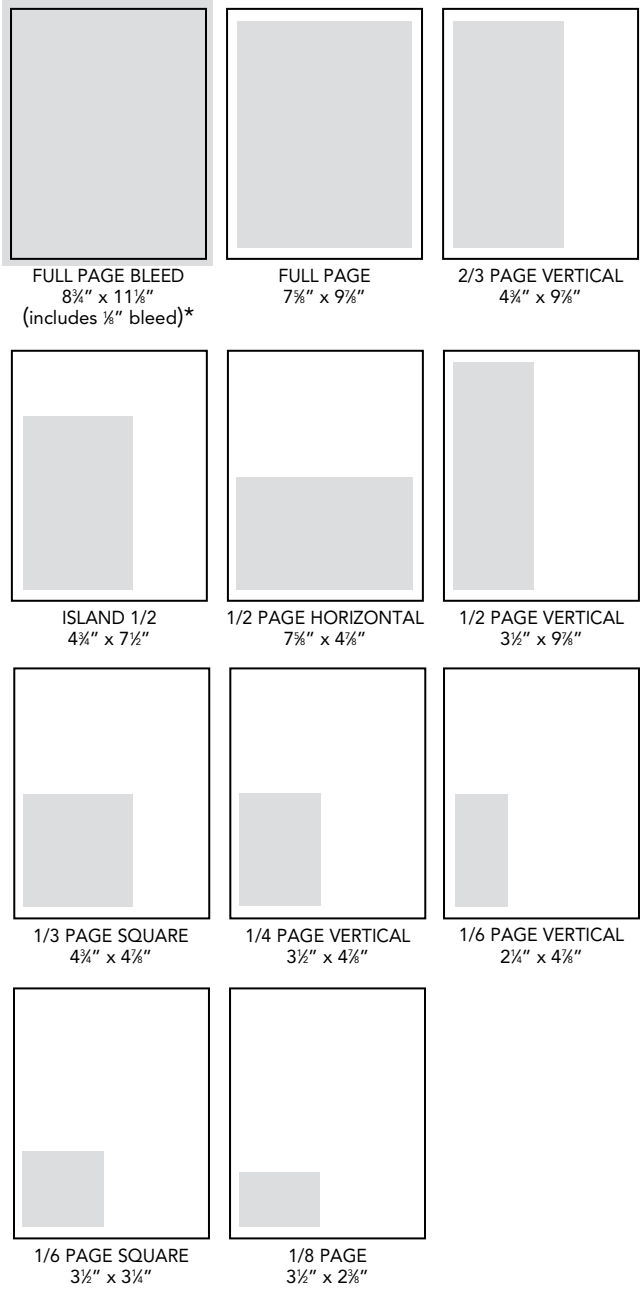
65 Mitchell Blvd., Ste. A • San Rafael, CA 94903
P (866) 453-9701 F (415) 453-2517 • winesandvines.com

	1x	4x	7x	13x	20x
4 COLOR					
FULL PAGE BLEED	$3,185	$2,995	$2,845	$2,660	$2,385
FULL PAGE	$3,185	$2,995	$2,845	$2,660	$2,385
2/3 PAGE VERTICAL	$2,770	$2,595	$2,530	$2,405	$2,105
ISLAND 1/2	$2,680	$2,540	$2,445	$2,345	$1,995
1/2 PAGE HORIZONTAL	$2,535	$2,415	$2,330	$2,225	$1,995
1/2 PAGE VERTICAL	$2,535	$2,415	$2,330	$2,225	$1,995
1/3 PAGE SQUARE	$2,295	$2,195	$2,130	$2,065	$1,885
1/4 PAGE VERTICAL	$2,120	$2,050	$2,010	$1,945	$1,745
1/6 PAGE VERTICAL	$1,940	$1,860	$1,835	$1,795	$1,610
1/6 PAGE SQUARE	$1,940	$1,860	$1,835	$1,795	$1,610
1/8 PAGE	$1,840	$1,795	$1,765	$1,745	$1,565
BLACK & WHITE					
FULL PAGE BLEED	$1,800	$1,610	$1,445	$1,245	$1,120
FULL PAGE	$1,800	$1,610	$1,445	$1,245	$1,120
2/3 PAGE VERTICAL	$1,365	$1,195	$1,110	$985	$890
ISLAND 1/2	$1,280	$1,120	$1,035	$930	$890
1/2 PAGE HORIZONTAL	$1,120	$995	$915	$805	$725
1/2 PAGE VERTICAL	$1,120	$995	$915	$805	$725
1/3 PAGE SQUARE	$880	$770	$705	$640	$575
1/4 PAGE VERTICAL	$695	$620	$580	$510	$460
1/6 PAGE VERTICAL	$505	$430	$395	$360	$325
1/6 PAGE SQUARE	$505	$430	$395	$360	$325
1/8 PAGE	$400	$360	$335	$295	$265

*2-color standard cyan/magenta/yellow—add $350 to prices above
*2-color matched PMS—add $515 to prices above

COVER POSITIONS MAGAZINE (4 COLOR)					
BACK COVER	$3,655	$3,345	$3,170	$2,990	$2,690
INSIDE FRONT COVER	$3,455	$3,165	$3,025	$2,850	$2,565
INSIDE BACK COVER	$3,350	$3,075	$2,935	$2,780	$2,500

COVER POSITIONS DIRECTORY/BUYER'S GUIDE (4 COLOR)					
BACK COVER	$4,585	$4,280	$4,095	$3,920	$3,530
INSIDE FRONT COVER	$4,385	$4,085	$3,955	$3,775	$3,400
INSIDE BACK COVER	$4,280	$4,020	$3,860	$3,705	$3,335



*More detailed instructions for full page bleed ads can be obtained through Ad Coordinator at ads@winesandvines.com or (866) 453-9701.

Pricing subject to change for insertions booked after December 31, 2011.

Frequency Discount: Directory/Buyer's Guide advertising combines with web display and magazine issues for frequency discounts.
Inserts: Rates and specifications available upon request. Call your *Wines & Vines* representative (listed on page 14) for details.
Classified advertising: (agency discount N/A) 65¢ per word–$40 minimum; Display rate–$70 per column inch; Blind ad handling charge–$7.
Website Advertising: See page 11.