

Integrated Media Solution for the Wine & Grape Industry



2012 MEDIA KIT

WINES & VINES

2012 Media Kit | **YOUR INTEGRATED MARKETING SOLUTION****CONTENTS**

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WINES & VINES #1 Solution for your company

Wines & Vines offers wine and grape industry suppliers a suite of products providing an integrated marketing solution to maximize leads and sales generation through cross media campaigns.

Wines & Vines by the Numbers**MONTHLY MAGAZINE****12**

Issues per year

5,009

Average Monthly Circulation Distribution

138,248

Total media impressions per year

DIRECTORY/BUYER'S GUIDE**800**

Number of pages

40,000

Number of industry listings

500

Number of advertisers each year

WEBSITE**110,000**

Page views per month

113,000

Number of industry listings

37,000

Monthly unique visitors

ONLINE MARKETING SYSTEM**7,384**

Number of bonded & virtual wineries in N. America

17,598

Number of individual winery contacts

14,593

Number of email addresses

CROSS MEDIA CAMPAIGNS**28**

Percent more leads using cross media campaigns

2012 Media Kit | WINE & GRAPE INDUSTRY OVERVIEW

The United States wine, grape and grape products industries contribute more than \$162 billion annually to the American economy.

KEY DATA

- Employment: 1.1 million full-time equivalent jobs.
- Agriculture: 23,856 grape growers, 934,750 grape bearing acres, \$3.5 billion in farm gate grape sales.
- Wine Industry Direct Impact: 7,090 wineries in 2011, up from 2,904 in 2000, a 144% increase; wineries now in all 50 states; \$11.4 billion in winery sales revenues.

Year	Total Wine per Resident ¹	Total Wine Gallons	Total Table Wine Gallons ²
2010	2.54 gals	784 million	678 million

Source: Wine Institute/Gomberg, Fredrikson & Associates

7,090 wineries in 2011, up from 2,904 in 2000, a 144% increase

- Wine Industry Value Added: \$2.7 billion in distributor share of American wine revenue; \$9.8 billion in retail and restaurant share of American wine revenue; 27.3 million wine-related tourist visits; \$3 billion estimated wine-related tourism expenditures.
- Other Grape Products: \$1.669 billion retail value of grape juice and grape product sales; \$3 billion retail value of table grape sales; \$560 million retail value of raisin sales.
- Total Taxes Paid Annually: \$17.1 billion, including \$9.1 billion federal and \$8 billion state and local.

■ The U.S. surpassed France as the world's largest wine-consuming nation in 2010, with wine shipments to the U.S. from California, other states and foreign producers growing 2% from the previous year to nearly 330 million cases. (*Source: Gomberg, Fredrikson & Associates*)

■ California wine accounted for a 61% volume share of the total U.S. wine market with sales at 199.6 million cases, up 1% from the previous year. Retail value was \$18.5 billion. (*Source: Gomberg, Fredrikson & Associates*)

**KEY OPPORTUNITIES**

- A growing market for wine in the U.S. driven by demographics, consumer values, retail and restaurant promotions, and widespread awareness of the health effects of moderate wine consumption.
- Research documenting many positive health benefits associated with the consumption of grapes and grape products has the potential to greatly increase the market share for these products, as national trends indicate strong consumer interest in nutrition and foods for health as a way to contain health care costs and enhance quality of life.
- Growth of wine tourism in rural areas of virtually every state, producing a powerful multiplier effect on local economies.
- Community support and charitable giving, including over \$128 million contributed annually.
- Direct-to-market wine shipments within and between many states, allowing greater consumer access as well as enhanced market opportunities for wineries.
- Increasing cooperation among industry organizations and businesses nationwide.

Source: MKF Research LLC (unless otherwise noted)

The U.S. surpassed France as the world's largest wine-consuming nation in 2010

2012 Media Kit | PRODUCTS & REACH**INTEGRATED MARKETING SOLUTION THAT DELIVERS RESULTS**

Comprehensive services. Diverse product line. Targeted audiences. Better leads and more business.

Wines & Vines' group of products maximizes your marketing efforts. Our magazine, websites, newsletters, marketing databases, event/seminar sponsorships and social networks provide the widest range of business-to-business marketing services for suppliers in the wine and grape industry.

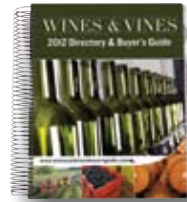
As your marketing partner we bring you to the marketplace.

THE WINES & VINES DIFFERENCE:

- * **Integrated marketing solution**
- * **Most ad pages in industry**
- * **Cross platform marketing**
- * **Monthly publications**
- * **Powerful proprietary database**
- * **More than 10 times web traffic**

PRODUCTS**Wines & Vines Magazine**

Coverage of the entire industry with specialization in boutique wineries, thriving wine regions and leading data trends and market analysis. Requested paid circulation reaching over 5,000 decision-makers monthly. In print and digital edition.

**Directory/Buyer's Guide**

The single best source for industry buyers to make purchasing decisions. With comprehensive profiles and information for all sectors of the industry, we put buyers and sellers together to create proven results. In print and online.

**WinesandVines.com**

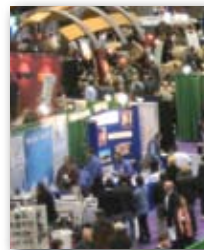
Daily news features, Wine Industry Data Center, Flash Sales, in-depth articles and events calendar. Over 110,000 pageviews and 37,000 unique visitors monthly.

**WinesandVinesBuyersGuide.com**

The Open Marketplace is designed for buyers to pinpoint exact suppliers and services they need. Suppliers benefit from comprehensive company profiles, precise category placement, supplier news, product reviews, videos, photos and PDFs — all driven by intelligent search technology.

**Online Marketing System (OMS)**

Web-based marketing tool to search and export data on over 7,500 wineries in North America. Helps improve marketing effectiveness, manage customers and identify new leads. Grower, distributor, retailer and custom databases also available.

**Event/Seminar Sponsorships**

Wines & Vines sponsors and participates in over 40 key industry events and seminars annually, many of which are exclusive media sponsorships. Your advertising message is hand-delivered and promoted through bonus distribution.

**Winery Product News**

Technology, equipment and videos
New product releases feature the latest technology developments and news from industry suppliers. Supplier product and equipment videos add informational visual tools to help purchasing decisions. Emailed to over 9,000 winery and grower contacts twice per month and delivered to magazine subscribers in print and digital edition.

**Tasting Room Focus Newsletter**

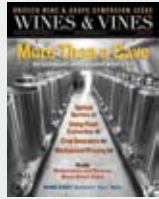
Features latest Direct-to-Consumer (DtC) analysis, tasting room trends and WISE Bites: expert advice and tips on tasting rooms, inside sales, wine clubs, online marketing, data metrics and leadership. Highly targeted delivery to DtC decision-makers. Supplier showcase provides opportunities to promote products and services relevant to DtC activity/channels. Delivered monthly through email newsletter and monthly magazine.



Social Media Networks—Your brand and messaging can be promoted through product news, articles, headlines and events circulated throughout Wines & Vines' social networks on LinkedIn, Twitter and Facebook.

2012 Media Kit | **MAGAZINE PLANNING GUIDE**

*Over 7,000 bonus copies distributed annually

JANUARY Unified Trade Show Issue

close 11/30

Additional Editorial
Construction
Packaging
Tasting Rooms
Winery Equipment

*** Bonus Distribution:**
Unified Symposium
ZAP
DTCS (Direct to Consumer Symposium)

FEBRUARY Barrel Issue

close 1/5

Additional Editorial
Winery Equipment
Nurseries

*** Bonus Distribution:**
WAWGG Annual Meeting
Oregon Wine Industry Symposium
CCWES (Central Coast Wine Equipment Show)
SF Chronicle Wine Competition Tasting
EWE (Eastern Winery Exposition)

MARCH Vineyard Equipment/Tech Issue

close 1/25

Additional Editorial
Packaging
Vineyard Supplies
Bottles

*** Bonus Distribution:**
Owning/Operating Winery Seminar
VINE Symposium
Central Coast Insights
UC Davis Wine Exec. Program
Rhône Rangers
Fresno State Microbiology Sym.
Texas Wine & Food Festival
EWE (Eastern Winery Exposition)

APRIL Oak Alternatives Issue

close 2/25

Additional Editorial
Yeasts
Tanks
Compliance

*** Bonus Distribution:**
SF Vintners Market
Hospice Du Rhône

MAY Packaging Issue

close 3/25

Additional Editorial
Vineyard Equipment
Tasting Rooms
Labels

*** Bonus Distribution:**
Vineyard Economics Seminar
Anderson Valley Pinot Noir Festival
Nantucket Wine Festival

JUNE Enology & Viticulture Issue

close 4/26

Additional Editorial
ASEV Preview & Schedules
Construction
Pest Control
Vineyard Equipment

*** Bonus Distribution:**
TAPAS
ASEV
AAWE (American Assoc. of Wine Economists)
Direct Shipping Seminar
Alexander Valley Cellars Direct

JULY Computer Technology Issue

close 5/25

Additional Editorial
Barrels
Software
Winery Equipment/
Filtration

*** Bonus Distribution:**
Central Coast Wine Classic
WITS
ASEV/ES
BC Enology & Viticulture Conference
Organic Winegrowing Conference
Wine Bloggers Conference

AUGUST Closures Issue

close 6/25

Additional Editorial
Capsules
Corks
Alternative Closures

*** Bonus Distribution:**
Family Winemakers Of California

SEPTEMBER Winery & Vineyard Economics

close 7/26

Additional Editorial
Winery Equipment/
Filtration
Construction
Real Estate

*** Bonus Distribution:**
Wine Industry Financial Symposium
Euphoria
Taste of Sonoma at MacMurray Ranch

OCTOBER Artisan Winemaking Issue

close 8/25

Additional Editorial
Barrels
Bottles
Package Design
Winery Equipment

*** Bonus Distribution:**
Martha's Vineyard Food & Wine Festival

NOVEMBER Equipment, Supplies & Services

close 9/24

Additional Editorial
Packaging
New Product Listings
Winery Equipment
Advertising

*** Bonus Distribution:**
Green Wine Summit
Napa Wine & Grape Expo
Sustainable Ag Expo
Napa Valley Vit Fair

DECEMBER Unified Sessions Preview Issue

close 10/25

Additional Editorial
Vineyard Equipment
Barrels
Unified Sessions
Preview

*** Bonus Distribution:**
Unified Symposium
DTCS (Direct to Consumer Symposium)
ZAP

(Issue themes, editorial topics and bonus distribution subject to change.)

2012 Media Kit | **MAGAZINE EDITORIAL TEAM**

STATEMENT

As the most established and trusted wine trade publication, *Wines & Vines* has always been the leader in providing in-depth, comprehensive coverage for the entire wine and grape industry.

Wines & Vines is a brand relied upon by its readers to help them stay on top of the industry and ahead of their competitors.

EDITORIAL COVERAGE INCLUDES:

- * **Winemaking and grapegrowing techniques and innovations**
- * **Comprehensive coverage of the booming Boutique winery industry**
- * **Complete regional news and features on wine regions throughout North America**
- * **Sales and marketing trends and techniques**
- * **Personnel, management and finance news**
- * **Market research and leading indicator data for wineries and suppliers.**

93% of wineries in North America produce 25,000 or fewer cases per year

CONTENT

Our editorial content is well balanced to serve our readers—the industry decision makers—with insightful reporting on all segments of the industry. Our readers confirm that *Wines & Vines* provides a one-stop source for comprehensive winery, vineyard, marketing and management coverage.

DISTINCTION

The magazine's distinction is in our coverage of local wine regions across North America (featuring our exclusive *Wine East* section) as well as the booming Boutique industry. Because 93% of all wineries in North America produce 25,000 or fewer cases per year, our unique Boutique and Regional coverage provide the majority of the industry with specialized winemaking, grapegrowing and marketing innovations for smaller wineries and those in up-and-coming wine regions. (Please see the special *Regional Editorial* section of this media kit for full details.)

The *Wines & Vines* Data Center provides industry leading data trends on Direct to Consumer wine shipments, off-premise wine sales data and overall market analysis to help inform and educate.

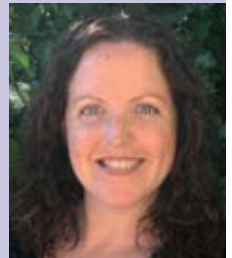
EXPERIENCE



Jim Gordon
Editor



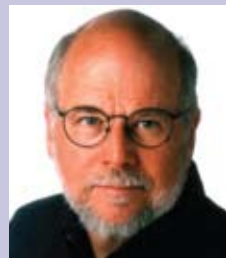
Jane Firstenfeld
Contributing Editor



Kate Lavin
Production Editor



Tim Patterson
Winemaking Columnist



Paul Franson
Senior Correspondent



Cliff Ohmart, Ph.D.
Grapegrowing Columnist



Peter Mitham
Northwest Correspondent



Clark Smith
Winemaking Columnist



Glenn McGourty
Grapegrowing Columnist

For full staff bios, go to www.winesandvines.com



2012 Media Kit | MAGAZINE REGIONAL EDITORIAL

REGIONAL WINE MARKETS

While there are many principles that apply to the wine industry on a national level, there are also numerous topics that need to be considered on a regional basis. For instance, problems facing grapegrowers—such as biological pests and climate challenges—need localized, not broad-scope solutions. Similarly, sales and marketing techniques, as well as winery and vineyard issues differ widely when considered on a regional level.

The wine industry needs specialized information relevant to local conditions to be successful in today's marketplace.

Wines & Vines provides that unique solution.

75% of U.S. wineries exist outside of Napa & Sonoma, accounting for more than 70% of total U.S. production.

REGIONAL EDITORIAL

Wines & Vines has identified important regional market sectors and enhanced our reporting to meet the demands of an increasingly specialized and competitive industry.

In addition to our continually strong coverage of prominent California wine regions like Napa and Sonoma, Wines & Vines has devoted extra pages each month to expanded regional editorial coverage. The focus of this editorial section is on regional areas outside of Napa and Sonoma—where 75% of U.S. wineries exist, accounting for more than 70% of total U.S. production.

Wines & Vines has always focused on emphasizing the winemaking process, grapegrowing techniques, new product and technology announcements, and news directed at a national audience. We now provide that same level of coverage on a localized basis to address the unique challenges facing many regions of the wine industry.

REGION: VIRGINIA



REGION: NORTHWEST



REGIONAL EDITORIAL INCLUDES:

- * Notable local wineries and companies that have helped put new or lesser-known winemaking regions on the industry radar screen.
* Regionally specific viticulture and winemaking considerations.
* Sales and marketing strategies of regional wineries to their local and national markets.
* Local supplier, service and equipment news and announcements.



WINE EAST SECTION

To enhance our regional editorial position, Wines & Vines magazine provides a Wine East section, featuring respected Wine East editors Linda Jones McKee and Hudson Cattell and their team of experienced contributors, reports on all aspects of the Eastern North America wine industry. With each monthly issue of Wines & Vines, we devote extra pages for the Wine East section, bringing more content in addition to the broader industry coverage for which we are known. Identifying that industry members in each region have their own challenges and need their own solutions, the Wine East section brings stories on winemaking, grapegrowing, and marketing trends that are especially relevant to the Eastern region of North America. Wines & Vines is proud to deliver comprehensive reporting on all aspects of the industry—now further strengthened with our leading Eastern regional content.

2012 Media Kit | **MAGAZINE CIRCULATION**

CIRCULATION OVERVIEW

■ *Wines & Vines* focuses on quality readership. *Wines & Vines* combines a circulation of over 5,000 with a focused readership that reaches the right audience.

■ Since *Wines & Vines* is targeted to winemakers and grapegrowers, your advertising message is presented directly to decision makers and influential industry leaders.

■ Above and beyond our audited circulation, *Wines & Vines* distributes more than 7,000 bonus copies throughout the year at important industry events.

■ In addition to our strong circulation in the largest traditional California wine regions, *Wines & Vines* has excellent coverage of wineries and growers in regions outside of Napa and Sonoma—where 75% of U.S. wineries exist, accounting for more than 70% of total U.S. production.

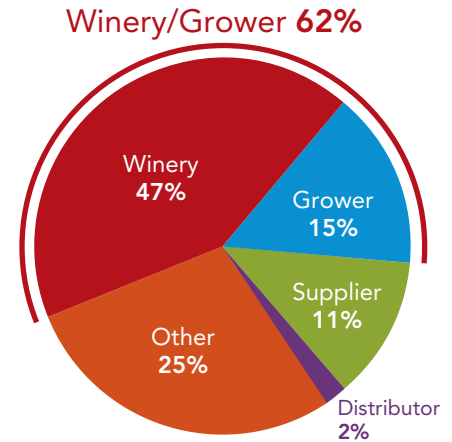
■ With an average pass-along readership of 2.3 readers per copy, total readership is more than doubled each month.

■ A study of *Wines & Vines* subscribers confirms that 95% of our subscribers read the magazine on a regular basis. Our subscribers have a long history of brand loyalty to *Wines & Vines*.

CIRCULATION BY THE NUMBERS:

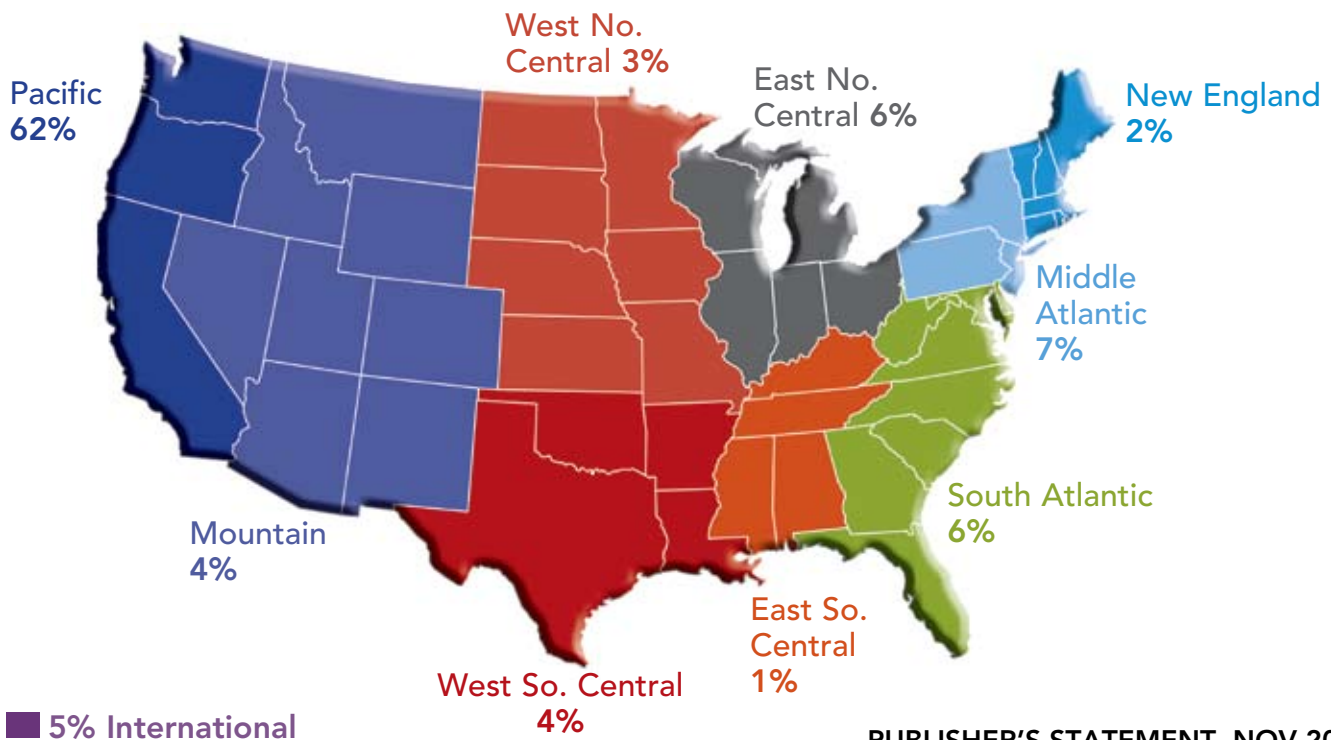
- * **Average Monthly Circulation Count = 5,009**
- * **Annual Bonus Copies = 7,755**
- * **Average Readers Per Copy = 2.3**
- * **Issues Per Year = 12**
- * **Total Media Impressions Per Year = 138,248**

CIRCULATION DEMOGRAPHICS by Business Type



*Winery category includes Wineries and Winery Growers.
 *Grower category includes Growers and Vineyard Mgmt firms.
 *Others Allied to the Field includes qualified recipients at wine associations, government agencies, law firms, accounting firms, retailers, advertising/media agencies, education, banking, restaurants and others allied to the field.

Wines & Vines Geographic Circulation Breakdown



PUBLISHER'S STATEMENT, NOV 2011

2012 Media Kit | DIGITAL AND MOBILE ADVERTISING OPPORTUNITIES

Wines & Vines offers many digital and mobile advertising options. Engage readers and drive business with memorable and dynamic selling tools.

DIGITAL ADVERTISING FEATURES

- URLs and email addresses are automatically hot linked
- Any image or text can be turned into a custom hot link
- URL click-throughs are trackable
- Any ad can be enhanced with rich media (audio, video, demos, surveys)
- Streaming/dynamic ads can be placed into and around the digital edition
- Readers can share ad content and post to a blog or social network

DIGITAL ADVERTISING OPTIONS



Cover Sponsorship—Reinforce sales message by engaging reader right away.

Blow-In—The digital blow-in functions like a print blow-in or bind-in card. It intercepts the reader with a direct response offer, steering the respondent to a fulfillment or e-commerce site.

Leaderboard Ad—Banner ads can be placed within the user interface, surrounding the digital edition. A banner can also reinforce a custom welcome page or cover sponsorship.



Multimedia—On-Demand videos and streamed media are activated when the viewer clicks to play (or can launch automatically). Immediately engaging, these videos add sound and sight.

Button Drawer Ad—Rectangular ads found in the left drawer area under the Table of Contents.

Belly Band—Like their print counterpart, they overlay a spread of pages and visually wrap around content.

MOBILE APP ADVERTISING

On-the-Go Advertising platform is designed to accommodate logos, messages and links to improve advertising results.



Launch Images

This page appears when app opens, allowing for advertising sponsorship. A customizable image, along with sponsorship text, enhances brand recognition.



Banner Advertising

Prominent space for advertising allows for customizable text, imaging and hyper-link to website.



Multimedia

Rich media sponsorship and branding opportunities such as video, 360° animation and slideshows.

Please contact your advertising representative to discuss custom opportunities and pricing.

2012 Media Kit | **ANNUAL DIRECTORY/BUYER'S GUIDE****CAROLINA WINE SUPPLY**

Contact(s): Angie Owens, Pres. (angie@carolinawinesupply.com); Gil Owens, V.P. (gil@carolinawinesupply.com); Gray Draughn, Sls. (gray@carolinawinesupply.com); Daisy King, Sls. (daisy@carolinawinesupply.com)
PO Box 2404
Yadkinville, NC 27055

Location: 406 West Maple Street, Yadkinville, NC 27055

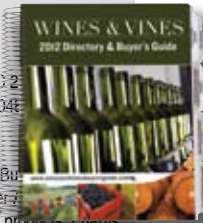
Telephone: (336) 677-6831 **Fax:** (336) 677-1044

E-mail: sales@carolinawinesupply.com

Website: www.carolinawinesupply.com

Brands: All World Scientific laboratory supplies, Biorad Presses, Costral Bottling Lines, Cummins-Wagner pumps, Delta Destemmers/Crushers, DSM yeast products, Linnis yeast products, Hoover Tanks, Juvenal Corks, Marchisio, McClain Ozone, ZORK closures

Offerings: We provide complete crush pad/reception equipment including service. Yeast, enzymes, nutrients. Chemicals, laboratory equipment and supplies. Bottles, corks and capsules.



Published each year, the Wines & Vines Annual Directory/Buyer's Guide is the industry standard for providing comprehensive information (over 40,000 industry listings) for the entire North American wine industry. This impressive guide includes the following:

Buyer's Guide—(Available in print and online) Listings of leading industry Equipment Suppliers and Service Providers. This section provides expansive category listings, enabling you to find—with ease and precision—exactly the product or service you are looking for. This section is a compilation of the most reliable and trusted supplier companies in the industry, and is where wine industry decision makers turn to make purchasing decisions.

Wineries—(Available in print and online) Winery listings in the United States, Canada and Mexico, giving you complete information on over 7,000 virtual and bonded wineries in North America. Each winery listing includes: address, telephone and fax numbers, e-mail and website addresses, personnel contact names with job title, and winery production details.

Growers—Section featuring winegrape growers with contact information, top varietals, acres planted and viticultural areas.

Direct Shipping—Direct shipping compliance, outlining required licenses, taxes, distributor relationships, state laws and regulations on wine shipping.

Distributors—An exhaustive list of over 800 distributors by state.


Essential Industry Contacts—Including Trade, Winery and Grower Associations, U.S. Grape Crop Authorities, Government Agencies, Wine Competitions, University Courses, Wine Writers, Wine Retailers, PR Companies, Custom Crush Facilities, Industry Phone Book.

ADVERTISING

The Wines & Vines Annual Directory/Buyer's Guide is the most reliable where-to-find-it index in the wine industry. It's the place where purchasing decisions are made. Here's why companies like yours use the Annual Directory/Buyer's Guide to reach their customers and prospects:

Multiple Company Listings in Print and Online—By advertising, your company will receive free listings in our print and online Directory/Buyer's Guide in multiple categories.

Power of Print and Online Advertising—Your advertisement can be placed both in print and online—and positioned with your company listings—to maximize the delivery of your products and services to potential customers.

 **Cross Media Opportunity**—By advertising in the Wines & Vines print and online Buyer's Guide, your company will benefit from a Cross Media Campaign (combined print and web advertising). Studies show that Small and Large B2B advertisers report a 28% higher lead generation effectiveness when using Cross Media Campaigns.*

Massive Resource—With over 800 pages and over 40,000 winery, distributor, association, supplier, product and service listings, virtually everything in the industry is listed in—and sold through—the pages of the Annual Directory/Buyer's Guide.



Bonus Advertising Online—Premium spotlight advertisers qualify for a complimentary 12-month half page banner ad (300 x 600 pixels) on Buyer's Guide website in your product category.

Proven Record, Long Shelf Life—Each year, nearly 500 successful companies advertise in the Buyer's Guide. Easy to use and built to last, it's referred to year-round and advertisements receive repeat exposure to wine industry decision makers.

Frequency Discounts—Apply when you make the Annual Directory/Buyer's Guide part of a complete marketing campaign with *Wines & Vines* magazine and winesandvines.com. See the Advertising Rates section of this media kit for frequency details.

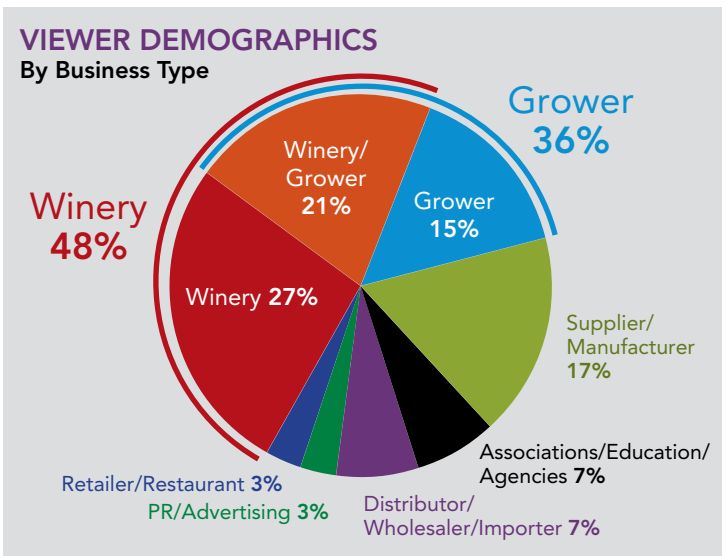
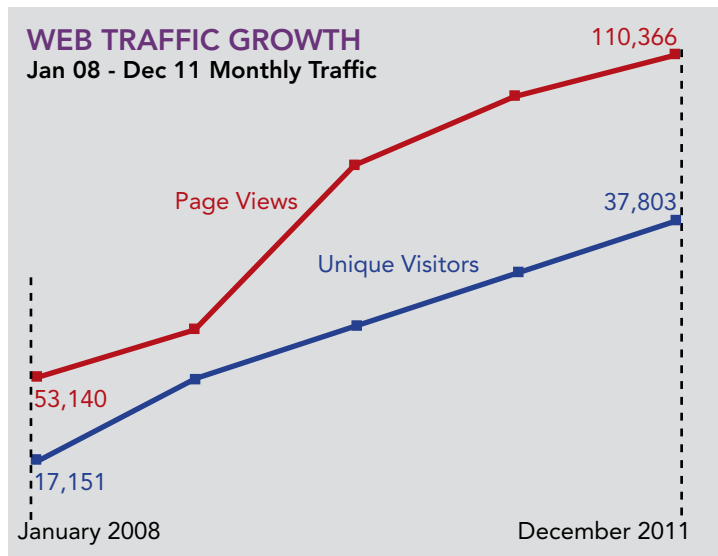
Most Advertising Pages—Each year, the Wines & Vines Annual Directory/Buyer's Guide consistently has nearly three times as many paid advertising pages as our competition. Our advertisers know which publication gets results.

*Study conducted by Outsell; a research and advisory firm dedicated to the publishing, information, and education industries.

2012 Media Kit | **DEMOGRAPHICS & FEATURES**

WINESANDVINES.COM

News, Features and the leading industry Directory/Buyer's Guide site



Source: Google Analytics, compete.com

Most Web Traffic—Our site receives more than 10 times more page views and unique visitors than any competing industry supplier directory site.

Advertiser Favorite—Advertisers book space an average of 5+ months.

Online & Print Combo—Only Wines & Vines brings you the powerful combo of print and online advertising and content. (59% of Americans get information from both offline and online sources according to the Pew Research Center)

ONLINE LISTINGS

Three levels of listing types are available to all industry suppliers

PREMIUM SPOTLIGHT (\$1,800 value)

Logo, video, premium appearance, web link, contact info, employee info, company summary, spec sheets, photos, product reviews, company news, multiple category placement.

☞ Company and category searches return spotlight listings first.

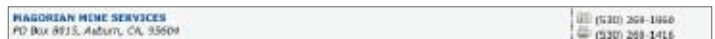
*New: Premium spotlight advertisers qualify for a complimentary 12-month half page banner ad (300 x 600 pixels) on Buyer's Guide website in your product category.



STANDARD (\$221-1,799 value)

Logo, web link, contact info, employee info, company summary.

☞ Company and category searches return standard listings second.



BASIC (free to all industry suppliers)

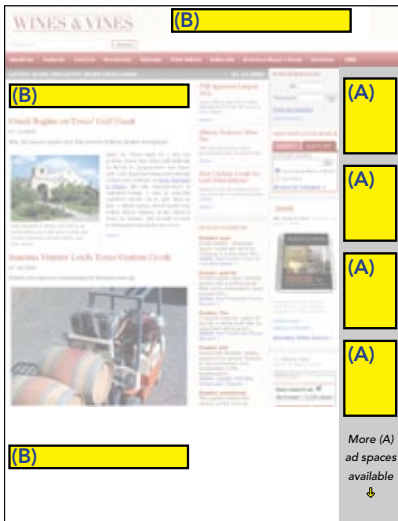
Includes company name and address.

☞ Company and category searches return basic listings last.



*Listing types based on advertising levels in print/online Buyer's Guide. Contact your ad rep (see page 12) for more information.

2012 Media Kit | **WINESANDVINES.COM—SPACE RATES, PLACEMENT, SPECS**



OPTION 1 PLACEMENT
Home Page

Homepage Features:

- Original Daily News Headlines
- Feature Articles
- Columns
- Calendar
- Reader Comments
- Winery and Supplier Quick Searches
- Wine Review Weekly

WEB DISPLAY AD
MONTHLY RATES

Roadblock/Non-Rotating

	1x	4x	7x	13x	20x
(A) 135 X 190 pixels	\$730	\$650	\$605	\$535	\$440
(B) 468 X 60 pixels	\$730	\$650	\$605	\$535	\$440
(C)* 135 X 122 pixels	\$490	\$435	\$410	\$360	N/A

Rotating

(A) 135 X 190 pixels	\$365	\$310	\$290	\$260	N/A
(B) 468 X 60 pixels	\$365	\$310	\$290	\$260	N/A
(C)* 135 X 122 pixels	\$245	\$210	\$195	\$175	N/A

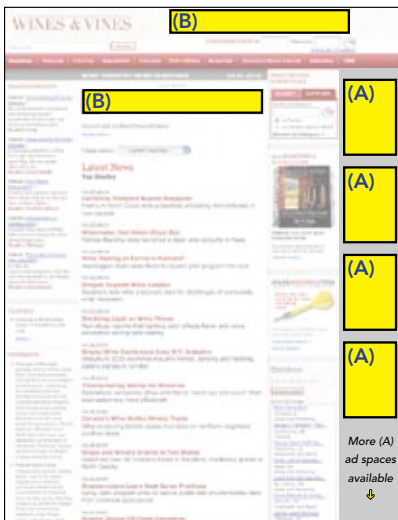
Roadblock Placement: Roadblock ads will automatically be placed in best position available.

Rotating Placement & Pricing: 4 rotating ads per position, 15 minutes per ad per hour. Rotating ads subject to position availability.

(C)* format only available on Directory/Buyer's Guide pages.

Frequency Discount: Web Display advertising combines with print advertising for frequency discounts.

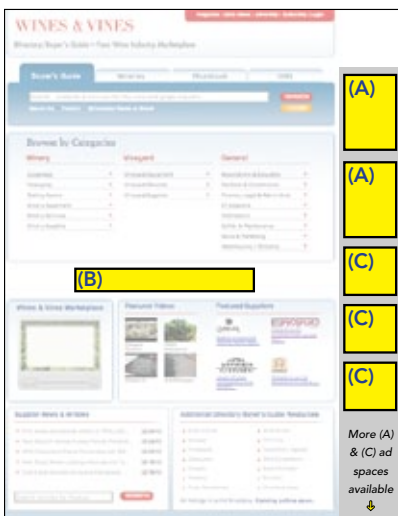
Web file formats accepted: .jpg, .gif, and animated .gif (6 slide maximum). Please keep file size less than 100kb. Please provide the link you would like associated with your ad.



OPTION 2 PLACEMENT
Headlines Home & Headlines Individual Pages

Headlines Features:

- Original Daily News Headlines
- Calendar of Events
- Reader Comments
- Winery and Supplier Quick Searches
- Wine Review Weekly

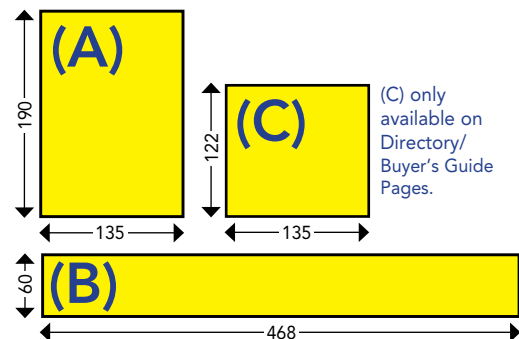


OPTION 3 PLACEMENT
 1.) Supplier Pages
 2.) Winery Pages
 3.) Phonebook Pages

Directory/Buyer's Guide Features:

- Supplier Search
- Winery Search
- Phonebook Search
- Supplier Videos
- Product Reviews
- Supplier News

(C) only available on Directory/Buyer's Guide Pages.



ADVERTISING REPRESENTATIVES:

Jacques Brix (West)
 707.473.0244 • F:707.473.0346
 jbrix@winesandvines.com

Hooper R. Jones (Midwest)
 847.486.1021 • F:847.486.1025
 hooperhja@aol.com

David Bayard (International)
 973.822.9275 • F:973.822.9273
 dave@bayard.com

Marsha Tabb (East)
 215.794.3442 • F:215.794.2247
 marshatabb@comcast.net

2012 Media Kit | **ONLINE MARKETING SYSTEM (OMS)**

The Wines & Vines Online Marketing System (OMS) is the industry standard marketing application. Powered by the wine and grape industry's leading database—WinesVinesDATA—the OMS is designed to help companies:

- ▶ **Improve marketing effectiveness**
- ▶ **Manage customers and sales territories**
- ▶ **Identify and contact new winery customers**

This extremely powerful web-based tool is used by wine and grape industry suppliers, associations, distributors, growers and direct wine shipping companies to market their products and services to wineries. Because the OMS is a web-based application, it can be accessed from any web browser, there is nothing to install and the OMS is continually upgraded to the latest version at no additional cost to customers.

The Wines & Vines OMS enables users to create and save searches using multiple selection criteria to get highly targeted results. Search results easily output into advanced report types, including multi-line index reports, mailing labels and downloadable data exports. Reports include winery name, personnel (title and function), winery address, telephone numbers, e-mail addresses, bonded or virtual winery status, brands and winery case production. Searches can be updated with new criteria, and multiple searches can be grouped for single output.

The OMS data export functions were created with compatibility in mind. They allow users to easily import data into existing databases, CRMs and online e-blast applications such as Vertical Response or Constant Contact. For full product detail, see OMS Product Guide or go to www.winesandvines.com/oms for video demo.



ONLINE MARKETING SYSTEM

Powered By WinesVinesDATA

OMS-ADVANCED

The Wines & Vines OMS is available in two versions: OMS-Advanced and OMS-Basic. OMS-Advanced provides a number of powerful enhancements, tools and frequency updates. Customers have access to:

Winery parent/child hierarchy linkage

- create searches based on related enterprises, winery company's, bonded & virtual wineries, and brands
- determine the best point of entry for your company's sales and marketing strategy

Expanded search & reporting

- custom crush (yes/no)
- sell grapes (yes/no)
- bottle price
- vineyard (yes/no)
- new wineries to OMS

Actual production level

- search by actual case production numbers instead of ranges
- reports generated include exact case production figures

Territory management—3 levels

- manage sales with criteria specific to your company by assigning custom attributes to wineries
- generate reports such as customized sales territories based on region, winery size or type of account

Monthly updates

- see new wineries as they are added to database
- access key personnel changes and new contact information
- stay updated on winery production changes

PRICING

OMS Basic \$950

OMS Advanced \$2,000 (billed quarterly with \$500 initial fee)

Current OMS clients can add GOMS for \$500/year.

Current GOMS clients can add OMS for \$500/year.

Subject to contract agreement

POWER MARKETING

Enhance your Wines & Vines advertising campaign by adding the power of the Online Marketing System to your sales and marketing strategy. Taking advantage of this Cross Media opportunity will help increase lead generation and effectiveness.

OMS DATA AVAILABLE:

7,834

Number of bonded and virtual wineries in North America

19,168

Number of individual winery contacts

8,944

Number of individual winery contact email addresses

16,022

Total number of email addresses

1,964

Average number of monthly data updates

2012 Media Kit | eNewsletter—Tasting Room Focus: Advertising Opportunities

Sign up now to advertise in the Tasting Room Focus (TRF) eNewsletter. With analysis, best practices and trends, the TRF eNewsletter provides focused resources for tasting room decision-makers. By advertising, you reach exactly the right targets that will drive direct response to help sell your tasting room products.

- ▶ Targeted
- ▶ Trackable
- ▶ Cost-Effective

NEWSLETTER CONTENT

Tasting Room Focus provides original information directed at tasting room personnel to help improve sales, efficiencies and understand current trends of the DtC channel. Tasting Room Focus includes:

- Latest Direct-to-Consumer (DtC) and Wine Flash analysis
- Tasting Room Trends
- WISE Bites: expert advice and tips on tasting rooms, inside sales, wine clubs, online marketing, data metrics and leadership.

SUPPLIER OPPORTUNITIES

Featured Supplier showcase provides opportunities to promote products and services driven at tasting room activity.

Promotion includes:

- Company logo or product shot
- Product description and special offer
- Link to product website
- Social Media: newsletter circulated on the Wines & Vines social media community through Facebook, Twitter and LinkedIn
- Buyer's Guide Online Placement:
 - standard company profile
 - rotating featured supplier logo
 - product video

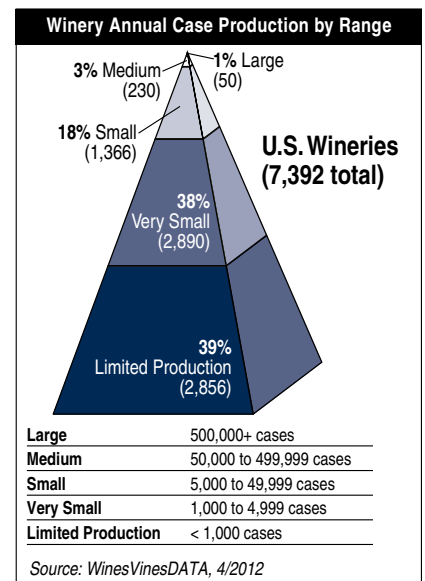
Featured Suppliers



Salina Glass factory direct custom printed glassware

Eco-friendly & lead-free inks, order our quality stemware now and save 40-50% off retail prices.

Learn More
Purchase



NEWSLETTER DELIVERY

Reach:	Sent to 8,886 winery tasting room contacts at U.S. wineries. Sourced from our proprietary database that contains over 32,000 individual contacts.
Who:	Highly targeted delivery to thousands of winery tasting room decision-makers.
Targeted:	By winery size and contact function. Function-driven marketing is proven to deliver significantly better sales and direct response results.
Currency:	Our researchers update and add new contacts to winery database daily.

Frequency

Monthly email newsletter

File & Content Requirements

- Logo/product file as .gif or .jpg, RGB, 72dpi
- File max 100kb, 100px wide by 130px vertical
- Description up to 140 characters
- Title up to 8 words
- Provide web address, phone number, and link associated to product page

Pricing

- \$75 month – National distribution
- \$50 month* – Regional distribution (*pick one region)
 - California
 - Northwest (WA, OR)
 - Central & East

THE WINES & VINES DIFFERENCE:

- * Cross-platform advertising
- * Proprietary industry database
- * Contact function-driven marketing
- * Original content and analysis
- * More than 10 times web traffic

ADVERTISING REPRESENTATIVES:

Jacques Brix (West)
707.473.0244 • F:707.473.0346
jbrix@winesandvines.com

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2012 Media Kit | Winery Product News: Advertising Opportunities

Sign up now to advertise in the Winery Product News (WPN) newsletter. By advertising, you reach exactly the right winery and grower decision-makers, twice per month, to help sell your products and services.

NEWSLETTER CONTENT

Winery Product News provides cutting edge and just released new equipment, products, services and product videos. WPN helps keeps the industry informed on the latest technologies to help produce wine, grow grapes and operate their winery businesses.

SUPPLIER OPPORTUNITIES

- Banner advertising
- Product videos
- Link to product website
- Social Media Distribution: newsletter circulated on the Wines & Vines social media community through Facebook, Twitter, LinkedIn and YouTube
- Buyer's Guide Online Placement:
 - Standard company profile (can be combined with other advertising to achieve Premium company profile)
 - Rotating featured supplier logo
 - Product video

NEWSLETTER DELIVERY

Reach:	Sent to 9,007 winery and grower decision-makers at U.S. Wineries. Sourced from our proprietary database that contains over 32,000 industry contacts.
Who:	Highly targeted delivery to winery and grower decision-makers.
Targeted:	By winery size and contact function (winemakers, cellar/production, growers, president/owner/general managers, sales & purchasing). Function-driven marketing is proven to deliver significantly better sales and response rates.
Currency:	Our researchers update and add new contacts to winery database daily.

Frequency

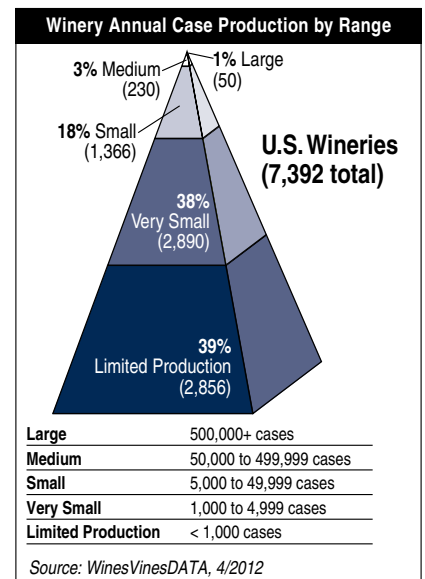
Semi-monthly (2x) email newsletter
 Monthly magazine (supplier advertising opportunities available)

Pricing

\$350 per month

File Requirements

- File size 135 x 190 pixels
- File Formats accepted: .jpg, .gif.
- File sizes should be less than 100kb.
- Please provide the link you would like associated with your ad.



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2012 Media Kit | TESTIMONIALS



Jeff Kandarian
Winemaker
King Estate Winery



Tom Mackey
Dir. of Winemaking
St. Francis Winery



Paul A. Doyle
Sales Manager
C&E Closures



Antoine Favero
Winemaker & GM
Mazzocco Winery



Mark Zappala
CEO
winepicks

MAGAZINE

REACH DECISION MAKERS

**Brian Crettol, Sales Director,
Sunridge Nurseries, Bakersfield, CA**

"I advertise in *Wines & Vines* because it helps me reach the people making the decisions that affect the vineyard, which impacts my sales and my bottom line."

UNBEATABLE ADVERTISING VALUE

**Ed Barr, President, P&L Specialties,
Santa Rosa, CA**

"We advertise in *Wines & Vines* because we see our customers reading it! They're reading *Wines & Vines* because of the great format and variety of articles. We get great ad placement and super customer service. I think it's an unbeatable advertising value."

FIRST PUBLICATION I READ

**James Page, Winery Owner, Page
Cellars, Gig Harbor, WA**

"I'm limited on time, so *Wines & Vines* is the first publication I read. It offers the best perspective on trends in the industry, new products and marketing issues. I don't have to read 20 publications to get all of the information I need. It's all in *Wines & Vines*!"

BEST ADVERTISING SUCCESS STORY

**Charlie Arroyo, Sales & Marketing
Redback Boots USA, Escondido, CA**

"Thank you and your publication (*Wines & Vines*) for the great exposure of our products. This has to be one of our greatest success stories within our advertising campaign, which also pays tribute to your magazine. In the first month alone, we have received 100 orders and still counting. We are able to track the orders by the Sales Code coupon used when purchasing, and like I said, it has really sky rocketed."

ONLY MAGAZINE OUR COMPANY ADVERTISES IN

**David Bowyer, President, Vintage 99
Label, Livermore, CA**

"*Wines & Vines* is the only magazine our company advertises in because it works! It is a good value with good response

rates, offers great customer service, and in the end, has helped our company grow. It's really the only advertising vehicle we need. It also portrays a very professional image, which is important to a label company like ours that markets a high-end, high-quality product."

BEST COVERAGE

**John Bell, Owner/Winemaker, Willis Hall
Winery, Marysville, WA**

"As a winery owner, I read *Wines & Vines* because it has the best coverage of critical operational issues, such as winery compliance, direct shipment, FDA topics, etc. As a winemaker, I value the editorials and opinions in *Wines & Vines*, with columnists who write on topics such as wine appreciation and wine in restaurants."

DIRECTORY/BUYER'S GUIDE

CUSTOMERS FIND US

**Ron Glotzer, Global Brand Marketing Director,
Cork Supply Group, Benicia, CA**

"With *Wines & Vines*' Directory, I'm able to know that my customers are going to find us. It's a general resource for the industry and, frankly, it's a bit of a bible. Between the Buyer's Guide and the monthly magazine and the online resources, *Wines & Vines* is really a leader and innovator for the wine industry media space."

IT'S THE BIBLE

**Jeff Kandarian, Winemaker, King Estate
Winery, Eugene, OR**

"The *Wines & Vines* Directory is the industry's easy to use Yellow Pages. I use it regularly to find vendors' contact info and to research winery/vineyard equipment and supplies. It's the bible."

IT'S A WONDERFUL TOOL

**Antoine Favero, Winemaker &
General Manager, Mazzocco Winery,
Healdsburg, CA**

"The Directory and Buyer's Guide allows me to find equipment, supplies, everything that a winemaker needs to make ultra premium wines. Whether it's barrels,

corks, glass, labels, I'm amazed how I can find phone numbers and contact names. It's a wonderful tool. *Wines & Vines* is an industry standard. I've used the Buyer's Guide for years and years and have come to trust it. I'm delighted."

KEY REFERENCE FOR SUPPLIERS

**Tom Mackey, Director of Winemaking,
St. Francis Winery & Vineyards,
Santa Rosa, CA**

"For over 25 years, I've been using the Directory as a key reference for both production supplies and suppliers. It's well used by the time the new Directory comes out."

TOOL FOR MARKETING OUR PRODUCT

**Paul A. Doyle, North America Sales
Manager, C & E Closures, Fairfield, CA**

"We use the *Wines & Vines* Directory for a variety of reasons. The most important is to let industry professionals know who, what & where we are. We use it as a tool for marketing our product to potential clients."

OMS

RAVING ABOUT EFFECTIVENESS

**Peter Rosenfeld, Marketing Director
Harry & Davis & Co, Pittsburgh, PA**

"We used the OMS to promote a wine industry auction. With your database, we hit the right people that had not been on our lists. After sending out our promo, our phones were ringing off the hook. Emails were pouring in. The event was an undeniable success."

THOUSANDS OF NEW WINERIES

**Mark Zappala, CEO, winepicks,
Sewickley, PA**

"We are very pleased with our decision to purchase the *Wines & Vines* OMS. It integrated easily into our system, and provided us with thousands of wineries that weren't even on our radar."

PAID FOR ITSELF RIGHT AWAY

**Frederique Mary, Owner, Wine-n-gear,
Sonoma, CA**

"Your winery database was very useful and paid for itself after our first email blast."

Media Kit | **SPACE RATES—MAGAZINE & DIRECTORY**

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

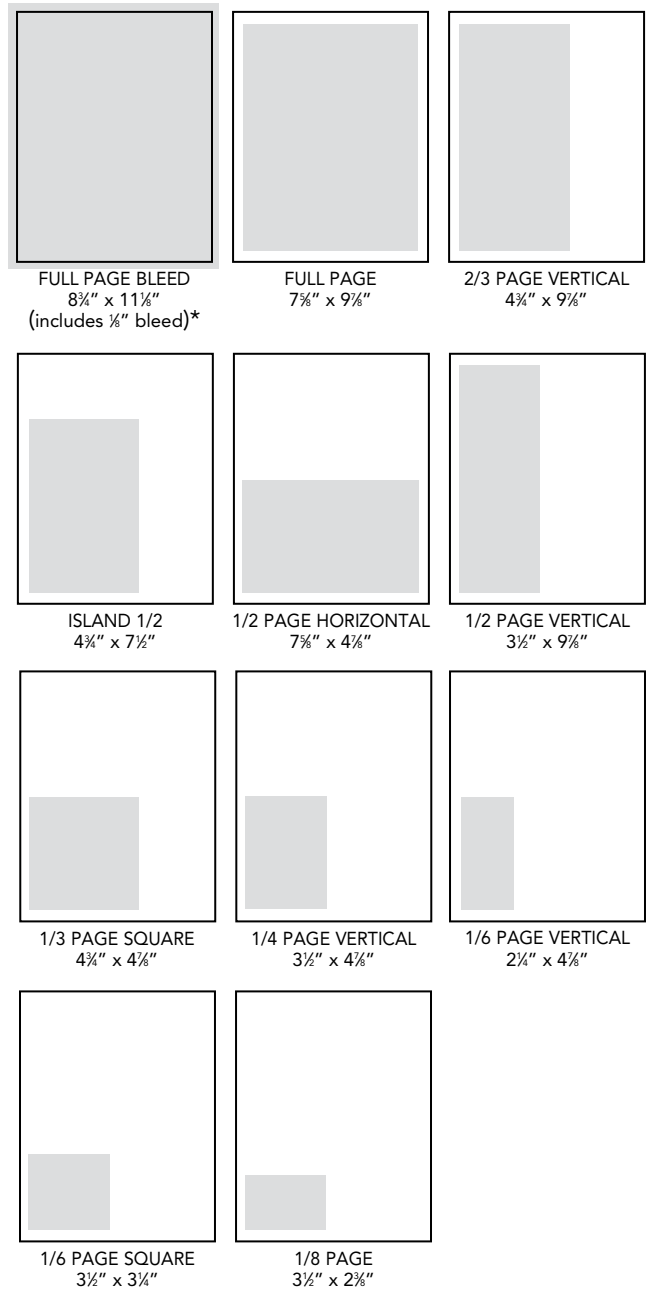
*2-color standard cyan/magenta/yellow—add \$350 to prices above
*2-color matched PMS—add \$515 to prices above

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) 65c per word—\$40 minimum; Display rate—\$70 per column inch; Blind ad handling charge—\$7.

Website Advertising: See page 11.

2012 Media Kit | AD SPECS & GENERAL INFORMATION—PRINT & WEB

PRINT FILE FORMATS ACCEPTED:**Press Quality PDF**

- All fonts and images must be embedded.
- All embedded images must be a least 300dpi.
- For color ads, all elements must be encoded as CMYK (not RGB).
- Black text should be built with black only.

Quark version 8.5 or earlier

- Include all linked graphics and fonts.

InDesign version CS5 or earlier

- Include all linked graphics and fonts.

Adobe PhotoShop (.eps or .tiff files, version CS5 or earlier)

- For color graphics only, please supply layered, unflattened .eps or .tiff files with fonts.
- All graphics should be supplied at a resolution of 300 dpi at 100% placement.
- Color files should be CMYK (not RGB) and black & white files should be grayscale.

Adobe Illustrator (.eps files, version CS5 or earlier)

- Include all linked graphics and fonts.

Other file formats accepted, but converted to work with Mac graphics software at advertiser's expense. Call production staff to verify if your file format can be accepted.

WEB FILE FORMATS ACCEPTED:

We accept .jpg, .gif, and animated .gif (6 slide maximum). Please keep file size less than 100kb. **Please provide the link you would like associated with your ad.**

FONTS: Except for ads supplied in PDF format, all fonts used in the final files and supporting files must be supplied. *Wines & Vines* operates on Mac based systems. PC/Windows fonts will be substituted with Mac fonts.

FULL PAGE AD WITH BLEED: Please note that any text or graphic you want seen clearly should get placed at least 1/2" in from all borders of page trim (**not the bleed**). More detailed instructions for full page bleed ads can be obtained through Ad Coordinator at ads@winesandvines.com or (866) 453-9701.

AD FILE SUBMISSION:

- CD or DVD
- E-mail submission of files under 15 megabytes permitted. Please e-mail files to ads@winesandvines.com.
- To upload via FTP, use FTP client software
Server: winesandvines.com
Username: advertisers
Password: wvads
- A laser print of the ad must be supplied. For color ads, a color laser print, analog or conventional color proof (matchprint) must be supplied.

TECHNICAL NOTES:


- Magazine printed on 70 lb. Productolith Matte, Perfect Bound
- Directory/Buyer's Guide printed on 70 lb. Sterling Gloss, Spiral Bound
- Line Screen 200 lpi, 400 dpi
- CMYK Color Scale

PRODUCTION QUESTIONS:

Christina Ballinger, Advertising Manager
(866) 453-9701, ads@winesandvines.com

FREQUENCY RATE CONTRACTS: Annual Directory combines with monthly issues and online display advertising for frequency discount. Contracts cannot be canceled after space reservation deadline has passed. All schedules fulfilled within year specified will be billed at rate earned. Contracts accepted at current rate but publisher reserves the right to charge for space in the following year at rate then prevailing. Advertiser, however, has the right to cancel insertions for the following year without incurring short rate penalty.

PAYMENT:

- All new advertisers must pre-pay their first ad to establish credit.
- Existing advertisers will be invoiced when ad is published.
- Compounding interest of 2% per month will be added to any balance unpaid 30 days after the invoice date.
-  accepted.

POSITIONS: For cover positions, see Space Rates page (p13; third & fourth tables). For all other special positions in monthly magazine and Annual Directory (excluding tabs), add 10% to prices on Space Rates page.

CLOSING DATES:

Monthly issues—Close one month and one week preceding the month of publication. For example, the November issue closing date would be September 25.

Annual Directory & Buyer's Guide—Closing date is October 3. Release date is January of the following year.

ADVERTISER'S AGREEMENT: It is agreed that the advertiser and its advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement or any claims or suits that may arise out of the publication of the advertiser's material. All advertising is subject to publisher's approval. If outside collection efforts are required to settle any account, the advertiser will be liable for any collector and/or attorney fees. The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

ADVERTISING REPRESENTATIVES:

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marshatabb@comcast.net

2012 Media Kit | **ADVERTISER CONTRACT, INSERTION ORDER & BILLING**

Date: _____

We hereby authorize Wines & Vines to publish the advertisement of:

Advertiser: _____ Tax ID#: _____ Website: _____
 Address: _____ City: _____ State: _____ Zip _____
 Telephone: _____ Fax: _____ Email: _____

In the following print issue(s):

Annual Directory & Buyer's Guide

January Unified Trade Show

February Barrel

March Vineyard Equipment/Tech

April Oak Alternatives

May Packaging

June Enology & Viticulture

July Computer Technology

August Closures

September Winery & Vineyard Economics

October Artisan Winemaking

November Equipment, Supplies & Services

December Unified Sessions Preview

Web:

January

February

March

April

May

June

July

August

September

October

November

December

Size of ad: _____ Frequency: _____ *Rate per insertion: \$ _____ Contract Year: _____

Check one: Please run our ad as it ran in the _____ issue. Please run the new ad we send.

Our ad will be (check one): black and white 4-color second color (what color?) _____

Annual Directory/Buyer's Guide ad placement preference: _____

Ad placement cannot be guaranteed. To guarantee position, special position rates apply.

We hereby authorize Wines & Vines to bill:

Agency/Company: _____ Invoice Number _____

Address: _____ City: _____ State: _____ Zip _____

Telephone: _____ Fax: _____ Email: _____

Authorized Signature: _____

Credit Card: Mastercard Visa AmEx

Name on the Card: _____ Please charge my credit card for _____ issues

Card Number: _____ Expiration Date: _____

**All new advertisers must prepay their first ad to establish credit. Submit check, Visa, Mastercard or AMEX with order.

Materials:

New digital materials should be submitted by _____. **Current ad will be repeated unless new materials are received by publisher by issue close date.**

Please see space rates (p13) and ad specs (p14) for rates and material specifications.

Files of 15 MB or less can be e-mailed to ads@winesandvines.com. Larger files should be sent on disk or uploaded to:

Christina Ballinger, Ad Coordinator Wines & Vines, 65 Mitchell Blvd., Ste. A, San Rafael, CA 94903

FTP upload information: server: winesandvines.com, username: advertisers, password: wvads

A laser proof of the ad may be submitted to help Wines & Vines achieve the closest color match possible.

In the event of any breach and/or default of any obligations to publisher either existing or arising in the future by the advertiser or agency, the advertiser and its agency shall be jointly and severally liable to the publisher, who shall be entitled to recover, in addition to all other damages, all costs and expenses, including court costs, reasonable attorney fees, and interest at the maximum rate provided by law. The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

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