

Integrated Marketing Solution for the Wine & Grape Industry



2013 MEDIA KIT

WINES & VINES

NOW INSIDE: **PRACTICAL**
Winery & Vineyard

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

Issues per year

5,370

Monthly Circulation

8,317

Combined print and digital circulation

159,000

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**114,000**

Page views per month

36,000

Monthly unique visitors

TARGETED MARKETING**7,994**

Number of bonded & virtual wineries in N. America

17,000

Our winery contacts with email addresses

9,000

Targeted eNewsletter recipients monthly

2013 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: 7,415 wineries in 2012, up from 2,904 in 2000, a 155% increase; wineries now in all 50 states; \$11.4 billion in winery sales revenues.

7,415 wineries in 2012, up from 2,904 in 2000, a 155% 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)

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

**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

2013 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.

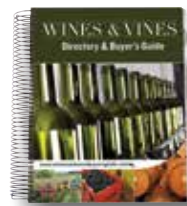
As your marketing partner we bring you to the marketplace.

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**

Wines & Vines reaches industry decision-makers through our emphasis on Boutique winemaking and wine regions throughout North America. Wine Industry Metrics provides the leading data analysis on the economic direction of the industry. The Practical Winery & Vineyard section adds highly technical, in-depth and peer-reviewed articles for winemakers and growers.

**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**

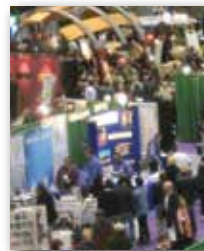
Daily news features, Wine Industry Data Center, Flash Sales, in-depth articles and events calendar. Over 114,000 pageviews and 37,000 unique visitors monthly.

**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 7,900 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.

2013 Media Kit | **MAGAZINE PLANNING GUIDE**

*Over 7,000 bonus copies distributed annually

<p>JANUARY Unified Trade Show Issue</p>  <p>Additional Editorial Construction Packaging Tasting Rooms Winery Equipment</p> <p>* Bonus Distribution: Unified Symposium (CA) ZAP (CA) DTCS (Direct to Consumer Symposium) (CA) WAWGG Annual Meeting (WA)</p> <p>CLOSE & MATERIAL DEADLINE 11/30</p>		<p>JULY Computer Technology Issue</p>  <p>Additional Editorial Barrels Software Winery Equipment/ Filtration Tanks</p> <p>* Bonus Distribution: Central Coast Wine Classic (CA) WITS (CA) ASEV/ES (NC) BC Enology & Viticulture Conference (BC) Organic Winegrowing Conference (CA)</p> <p>CLOSE & MATERIAL DEADLINE 5/24</p>	<p>Now inside every issue Practical Winery & Vineyard Section</p>
<p>FEBRUARY Barrel Issue</p>  <p>Additional Editorial Winery Equipment Nurseries</p> <p>* Bonus Distribution: WAWGG Annual Meeting (WA) Oregon Wine Industry Symposium (OR) CCWES (Central Coast Wine Equipment Show) (CA) SF Chronicle Wine Competition Tasting (CA) EWE (Eastern Winery Expo) (PA)</p> <p>CLOSE & MATERIAL DEADLINE 1/4</p>		<p>AUGUST Closures Issue</p>  <p>Additional Editorial Capsules Corks Alternative Closures</p> <p>* Bonus Distribution: Family Winemakers of California (CA)</p> <p>CLOSE & MATERIAL DEADLINE 6/25</p>	
<p>MARCH Vineyard Equipment/Tech Issue</p>  <p>Additional Editorial Packaging Vineyard Supplies Bottles</p> <p>* Bonus Distribution: Owning/Operating Winery Seminar (CA) VINE Symposium (CA) Central Coast Insights (CA) UC Davis Wine Exec. Program (CA) Rhône Rangers (CA) Fresno State Microbiology Sym. (CA) Texas Wine & Food Festival (TX) EWE (Eastern Winery Expo) (PA)</p> <p>CLOSE & MATERIAL DEADLINE 1/25</p>		<p>SEPTEMBER Wine Industry Finance Issue</p>  <p>Additional Editorial Winery Equipment/ Filtration Construction Real Estate</p> <p>* Bonus Distribution: Wine Industry Financial Symposium (CA) Euphoria (CA) Taste of Sonoma at MacMurray Ranch (CA)</p> <p>CLOSE & MATERIAL DEADLINE 7/25</p>	
<p>APRIL Oak Alternatives Issue</p>  <p>Additional Editorial Yeasts Tanks Compliance</p> <p>* Bonus Distribution: SF Vintners Market (CA) Hospice Du Rhône (CA)</p> <p>CLOSE & MATERIAL DEADLINE 2/25</p>		<p>OCTOBER Bottles & Labels Issue</p>  <p>Additional Editorial Barrels Bottles Package Design Winery Equipment</p> <p>* Bonus Distribution: Martha's Vineyard Food & Wine Festival (MA)</p> <p>CLOSE & MATERIAL DEADLINE 8/23</p>	
<p>MAY Packaging Issue</p>  <p>Additional Editorial Vineyard Equipment Tasting Rooms Labels</p> <p>* Bonus Distribution: Vineyard Economics Seminar (CA) Anderson Valley Pinot Noir Festival (CA) Nantucket Wine Festival (MA)</p> <p>CLOSE & MATERIAL DEADLINE 3/25</p>		<p>NOVEMBER Equipment, Supplies & Services</p>  <p>Additional Editorial Packaging New Product Listings Winery Equipment Advertising</p> <p>* Bonus Distribution: Green Wine Summit (CA) Napa Wine & Grape Expo (CA) Sustainable Ag Expo (CA) Napa Valley Vit Fair (CA)</p> <p>CLOSE & MATERIAL DEADLINE 9/25</p>	
<p>JUNE Enology & Viticulture Issue</p>  <p>Additional Editorial ASEV Preview & Schedules Construction Pest Control Vineyard Equipment</p> <p>* Bonus Distribution: TAPAS (CA) ASEV (OR) AAWE (American Assoc. of Wine Economists) (CA) Direct Shipping Seminar (CA) Alexander Valley Cellars Direct (CA)</p> <p>CLOSE & MATERIAL DEADLINE 4/25</p>		<p>DECEMBER Unified Sessions Preview Issue</p>  <p>Additional Editorial Vineyard Equipment Barrels Winemakers of the Year/Unified Sessions Preview</p> <p>* Bonus Distribution: Unified Symposium (CA) DTCS (Direct to Consumer Symposium) (CA) ZAP (CA)</p> <p>CLOSE & MATERIAL DEADLINE 10/25</p>	

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

2013 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
- * Market research and leading indicator data for wineries and suppliers.
- * Practical Winery & Vineyard section provides highly technical, in-depth and peer-reviewed articles for winemakers and growers.

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 its Practical Winery & Vineyard section that provides highly technical, in-depth and peer-reviewed articles for winemakers and growers. We also lead the industry 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.)

Wine Industry Metrics provides the leading data analysis and trends on the economic direction of the industry.

EXPERIENCE



Jim Gordon
Editor



Kate Lavin
Managing Editor



Don Neel
PWV Editor



Andrew Adams
Staff Writer



Jane Firstenfeld
Contributing Editor



Paul Franson
Senior Correspondent



Tim Patterson
Winemaking Columnist



Peter Mitham
Northwest Correspondent



Cliff Ohmart, Ph.D.
Grapegrowing Columnist



Glenn McGourty
Grapegrowing Columnist

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



Flash Report

Let 18 Lead Flash Sites in Price per Bottle

Of the 18 leading flash sites, the most popular was Daily Wine Deals (DWD), which had the highest number of deals per week. DWD's success is due to its focus on high-quality, low-price wines. Other top performers include Wine.com, WineAuction.com, and WineDirect.com.

Flash Site	Deals per Week	Price per Bottle
Daily Wine Deals	120	\$12.50
Wine.com	80	\$13.00
WineAuction.com	60	\$13.50
WineDirect.com	50	\$14.00
WineSearcher.com	40	\$14.50
Wine24.com	30	\$15.00
WineSpectator.com	20	\$15.50
WineTasting.com	15	\$16.00
WineVest.com	10	\$16.50
WineWorld.com	8	\$17.00
WineZone.com	5	\$17.50
WineCountry.com	3	\$18.00
WineLovers.com	2	\$18.50
WineGalore.com	1	\$19.00
WineGiant.com	1	\$19.50
WineGarden.com	1	\$20.00
WineGrowth.com	1	\$20.50
WineHarvest.com	1	\$21.00
WineHarvest.com	1	\$21.50
WineHarvest.com	1	\$22.00

How Wineries View Flash Sales

Common experiences range from enthusiasm to skepticism.

Wineries have mixed feelings about flash sales. Some see them as a way to reach new customers and increase sales, while others are skeptical of the low prices and potential damage to their brand. The success of flash sales depends on the quality of the wines and the marketing strategy used.

2013 Media Kit | PRACTICAL WINERY & VINEYARD IN WINES & VINES**IN-DEPTH TECHNICAL CONTENT FOR WINERIES AND GROWERS**

In the best tradition of professional journals in fields as diverse as medicine, law, and engineering, Practical Winery & Vineyard offers in-depth editorial content that follows the grape growing/winemaking year.

The advantages of advertising in Practical Winery & Vineyard are clear. The PWV section in Wines & Vines brings a highly-targeted readership and circulation along with it. Readership audits show that PWV is 100% reader-requested and valued content, with 97% paid circulation. Readers include winemakers, winery and vineyard presidents, owners, general managers, cellar masters, production managers, purchasing/finance managers, tasting room professionals, sales and marketing managers.

PWV's fact-checked, peer-reviewed content is the most valued in the U.S. industry. Editors Don Neel and Tina Vierra lead a respected group of industry writers, and have contacts among the most vital peer reviewers. Winemakers review the winemaking and production content, and vineyard managers review the vineyard content prior to publication, to ensure we have provided relevant, accurate reports of the practices they most want to see.

PWV subscribers read the magazine from cover to cover, and retain each edition for future reference. 91% of readers keep and re-use past editions. Requested by readers for years, the timeless content of the PWV archives will be made available online in 2013.

The combined circulation of PWV and Wines & Vines brings with it a highly unique and targeted readership. 49% of PWV subscribers (now Wines & Vines subscribers) are unique subscribers to this publication and did not read other monthly wine trade publications prior to our merger. Industry readers overwhelmingly ranked PWV as the publication with the most relevance to their vineyard/winery operation. Only in PWV can advertisers reach this important market segment.



49% of PWV subscribers (now Wines & Vines subscribers) are unique subscribers to this publication and did not read other monthly wine trade magazines prior to our merger.

2013 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.



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.

2013 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.

■ Combined circulation with Wines & Vines and Practical Winery & Vineyard, boosts our subscriber base by over 1,800 readers per month. Forty Nine Percent of PWV subscribers are unique and read no other publication in the industry.

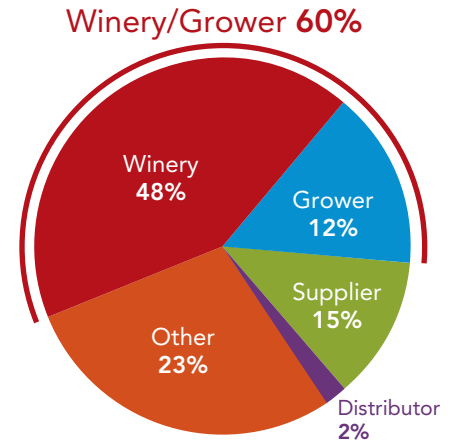
■ With an average pass-along readership of 2.3 readers per copy, total readership is more than doubled each month.

■ A digital edition of each issue is available to subscribers to read on any PC, tablet, or smart phone. 38% of our readers choose to view this version in addition to the printed magazine.

CIRCULATION BY THE NUMBERS:

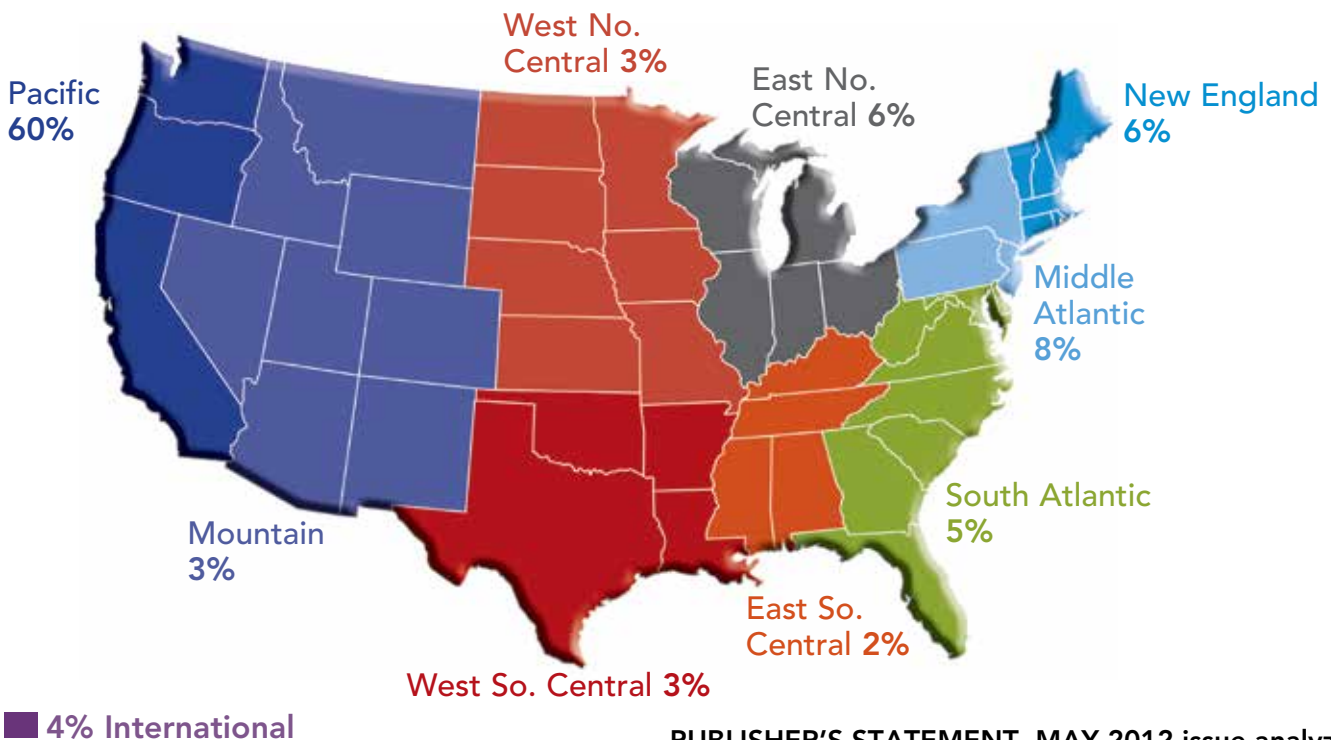
- * Monthly Print Circulation = 5,370
- * Total Circulation Reach Per Month = 8,317
- * Annual Bonus Copies = 8,505
- * Average Readers Per Copy = 2.3
- * Issues Per Year = 12

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, MAY 2012 issue analyzed

2013 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

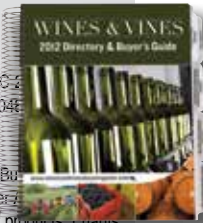
Telephone: (336) 677-6831 **Fax:** (336) 677-1045

E-mail: sales@carolinawinesupply.com

Website: www.carolinawinesupply.com

Brands: All World Scientific laboratory supplies, Bunn Presses, Costral Bottling Lines, Cummins-Wagner pumps, Delta Destemmers/Crushers, DSM yeast products, Ltrius 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.

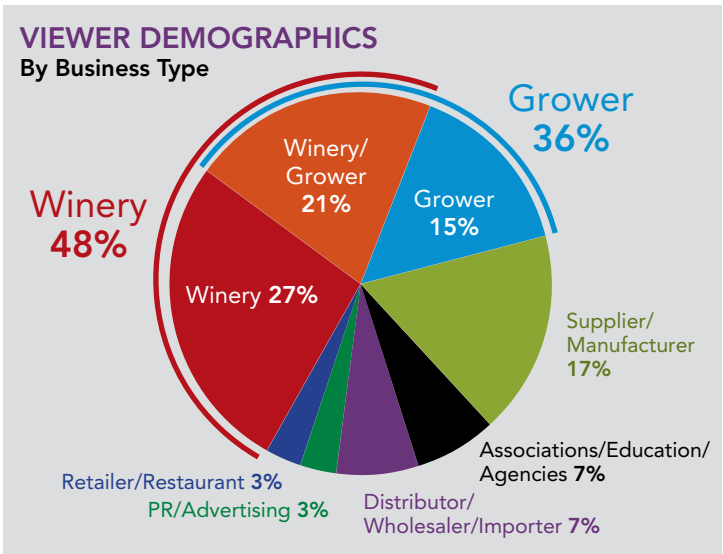
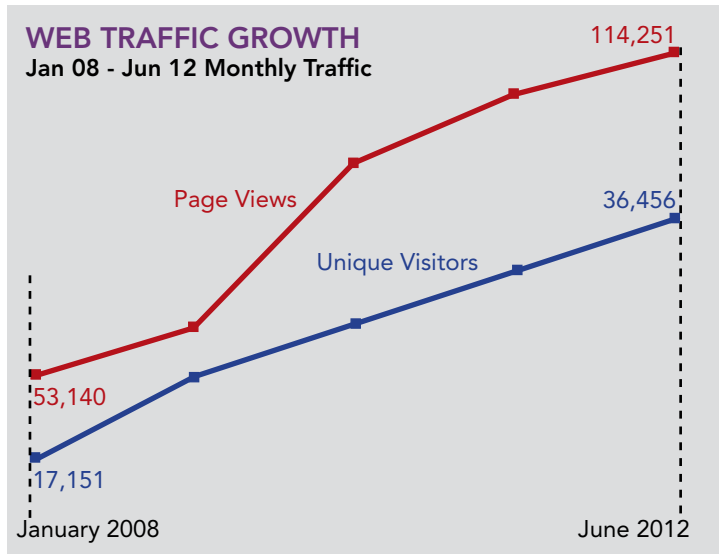
Most Advertising Pages—Each year, the Wines & Vines Annual Directory/Buyer's Guide consistently has nearly three times as many paid advertising pages as our competition. Our advertisers know which publication gets results.

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

2013 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

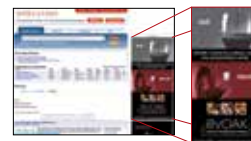
Three levels of listing types are available to all industry suppliers

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)

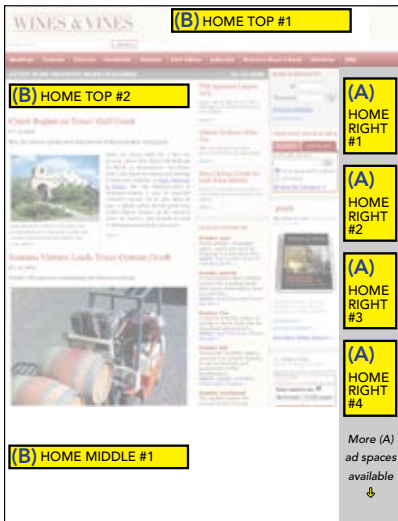
Includes company name and address.

☞ 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.

2013 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	\$785	\$700	\$650	\$575	\$475
(B) 468 X 60 pixels	\$785	\$700	\$650	\$575	\$475
(C)* 135 X 122 pixels	\$525	\$470	\$440	\$390	N/A

Rotating

(A) 135 X 190 pixels	\$395	\$335	\$315	\$280	N/A
(B) 468 X 60 pixels	\$395	\$335	\$315	\$280	N/A
(C)* 135 X 122 pixels	\$265	\$225	\$210	\$190	N/A

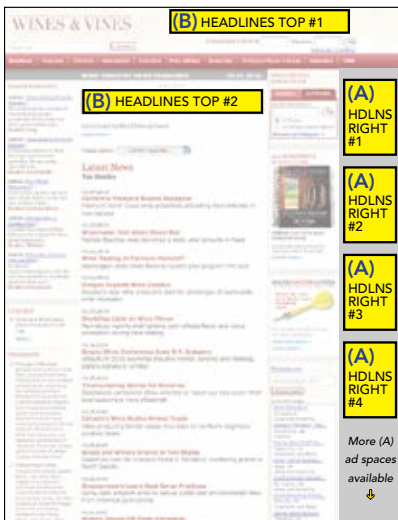
Roadblock Placement: Roadblock ads will automatically be placed in best position available.

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

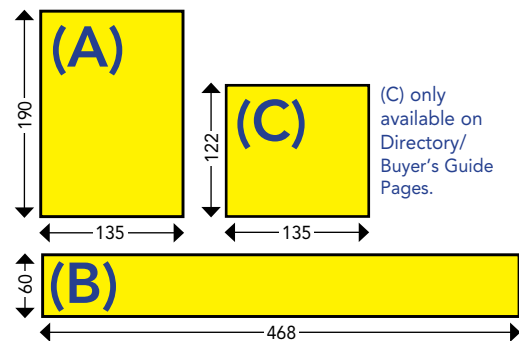


OPTION 3 PLACEMENT
1.) Supplier Pages
2.) Winery Pages
3.) Phonebook Pages

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

2013 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 companies, 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)
- average 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

Market Analysis & Reporting Tools

- Analyze individual wineries, winery groups and entire wine regions
- Generate and output powerful reports for analysis and market insight

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 \$995*
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
 *Effective January 1, 2013

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:

7,921

Number of bonded and virtual wineries in North America

19,725

Number of individual winery contacts

9,428

Number of individual winery contact email addresses

16,748

Total number of email addresses

632

Average number of monthly data updates

2013 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

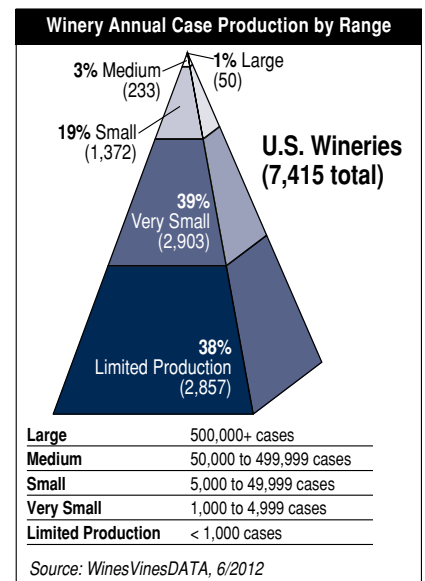
Featured Suppliers



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



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

- \$85 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

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

2013 Media Kit | eNewsletter—Winery Product News: Advertising Opportunities

Sign up now to advertise in the Winery Product News (WPN) eNewsletter. 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

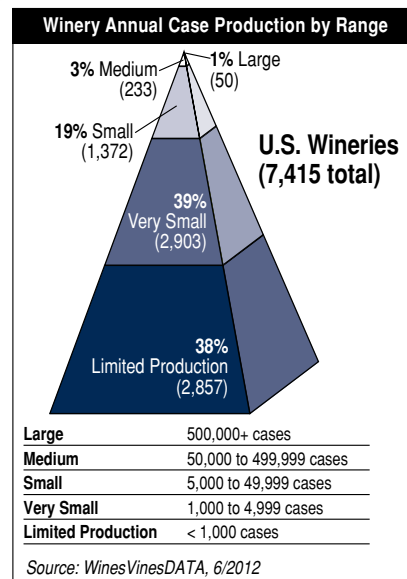
Semi-monthly (2x) email newsletter
 Monthly magazine (supplier advertising opportunities available)

Pricing

\$375 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.



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

2013 Media Kit | TESTIMONIALS



Jeff Kandarian
Winemaker
King Estate Winery



Natasha Granoff
Dir. Bus. Development
Sonoma Wine Company



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

**Natasha Granoff, Director of Business
Development, Sonoma Wine Company
Graton, CA**

"I use your Winery listings to increase my network of potential customers. Your guide saves me time tracking down industry references because they are all in one place."

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."

2013 Media Kit | **SPACE RATES—MAGAZINE & DIRECTORY**

1x 4x 7x 13x 20x

4 COLOR

FULL PAGE BLEED	\$3,410	\$3,205	\$3,045	\$2,850	\$2,555
FULL PAGE	\$3,410	\$3,205	\$3,045	\$2,850	\$2,555
2/3 PAGE VERTICAL	\$2,965	\$2,780	\$2,710	\$2,575	\$2,255
ISLAND 1/2	\$2,870	\$2,720	\$2,620	\$2,510	\$2,135
1/2 PAGE HORIZONTAL	\$2,715	\$2,585	\$2,495	\$2,385	\$2,135
1/2 PAGE VERTICAL	\$2,715	\$2,585	\$2,495	\$2,385	\$2,135
1/3 PAGE SQUARE	\$2,460	\$2,350	\$2,280	\$2,210	\$2,020
1/4 PAGE VERTICAL	\$2,270	\$2,195	\$2,155	\$2,085	\$1,870
1/6 PAGE VERTICAL	\$2,080	\$1,995	\$1,965	\$1,925	\$1,725
1/6 PAGE SQUARE	\$2,080	\$1,995	\$1,965	\$1,925	\$1,725
1/8 PAGE	\$1,970	\$1,925	\$1,890	\$1,870	\$1,675

BLACK & WHITE

FULL PAGE BLEED	\$1,930	\$1,725	\$1,550	\$1,335	\$1,200
FULL PAGE	\$1,930	\$1,725	\$1,550	\$1,335	\$1,200
2/3 PAGE VERTICAL	\$1,465	\$1,280	\$1,190	\$1,055	\$955
ISLAND 1/2	\$1,370	\$1,200	\$1,110	\$1,000	\$955
1/2 PAGE HORIZONTAL	\$1,200	\$1,065	\$980	\$865	\$780
1/2 PAGE VERTICAL	\$1,200	\$1,065	\$980	\$865	\$780
1/3 PAGE SQUARE	\$945	\$825	\$755	\$685	\$620
1/4 PAGE VERTICAL	\$745	\$665	\$625	\$550	\$495
1/6 PAGE VERTICAL	\$545	\$465	\$425	\$390	\$350
1/6 PAGE SQUARE	\$545	\$465	\$425	\$390	\$350
1/8 PAGE	\$430	\$390	\$360	\$320	\$285

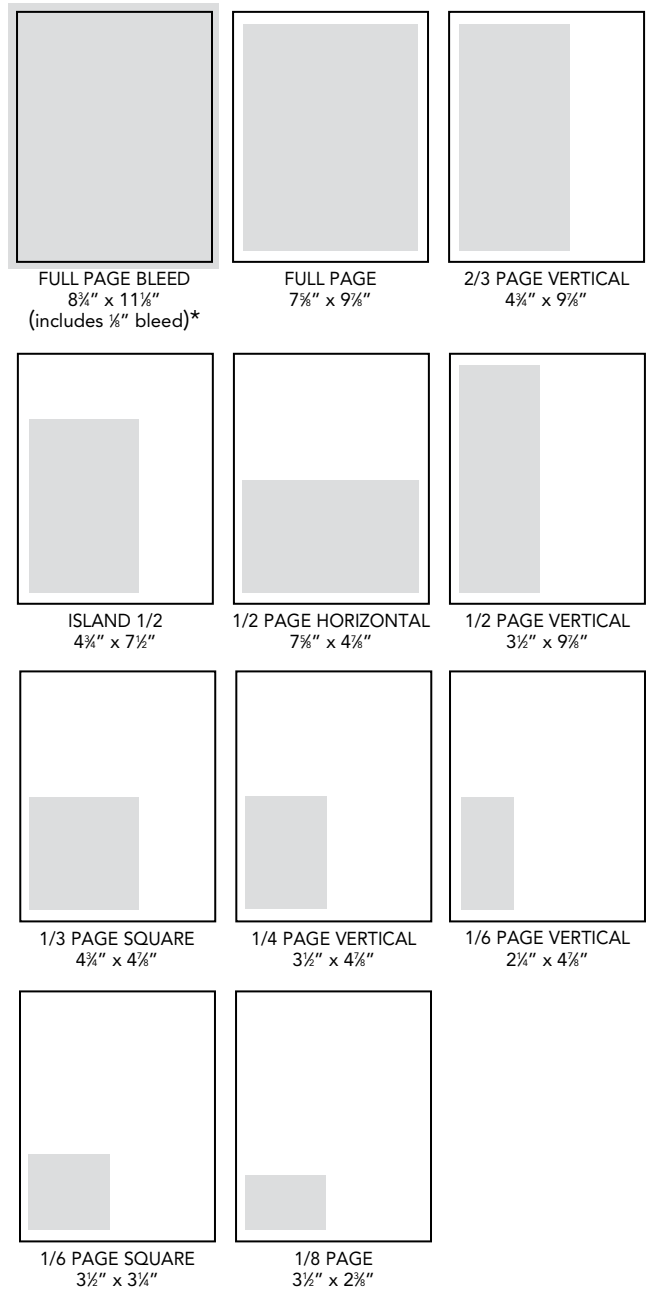
*2-color standard cyan/magenta/yellow—add \$350 to prices above

COVER POSITIONS MAGAZINE (4 COLOR)

BACK COVER	\$3,915	\$3,580	\$3,395	\$3,200	\$2,880
INSIDE FRONT COVER	\$3,700	\$3,390	\$3,240	\$3,050	\$2,745
INSIDE BACK COVER	\$3,585	\$3,295	\$3,145	\$2,975	\$2,675

COVER POSITIONS DIRECTORY/BUYER'S GUIDE (4 COLOR)

BACK COVER	\$4,910	\$4,580	\$4,385	\$4,195	\$3,780
INSIDE FRONT COVER	\$4,695	\$4,375	\$4,235	\$4,040	\$3,640
INSIDE BACK COVER	\$4,580	\$4,305	\$4,135	\$3,965	\$3,570



*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, 2012.

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.

2013 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.

InDesign version CS6 or earlier

- Include all linked graphics and fonts.

Adobe PhotoShop (.eps or .tiff files, version CS6 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: Embed real fonts for email/URL linking in Digital Edition but DO NOT convert fonts to outline. 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:

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

2013 Media Kit | ADVERTISER CONTRACT, INSERTION ORDER & BILLING

Contract Date: _____ Amended Contact Date: _____
 Advertiser: _____ Agency/Bill To: _____
 Address: _____ Address: _____
 City/State/Zip: _____ City/State/Zip: _____
 Phone: _____ Phone: _____
 Contact Name: _____ Contact Name: _____
 Contact Email: _____ Contact Email: _____

We hereby authorize Wines & Vines to publish advertisement(s) in the following print issue(s), web or eNewsletter(s):

Frequency: _____ Contract Year: 2012 - 2013

Monthly Magazine Issue(s):

- January Unified Trade Show
- February Barrel
- March Vyd. Equipment/Tech
- April Oak Alternatives
- May Packaging
- June Enology & Viticulture
- July Computer Technology
- August Closures
- September Wny. & Vyd. Economics
- October Artisan Winemaking
- November Equipment, Supplies & Svcs.
- December Unified Sessions Preview

Ad Size	Ad Layout		Ad Color			Ad Placement Preference*
<input type="checkbox"/> Full page	<input type="checkbox"/> Bleed	<input type="checkbox"/> No Bleed	<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> 2/3 page			<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> Island 1/2 page			<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> Half page	<input type="checkbox"/> Vert.	<input type="checkbox"/> Horiz.	<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> 1/3 page	<input type="checkbox"/> Vert.	<input type="checkbox"/> Sq.	<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> 1/4 page	<input type="checkbox"/> Vert.		<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> 1/6 page	<input type="checkbox"/> Vert.	<input type="checkbox"/> Sq.	<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	
<input type="checkbox"/> 1/8 page			<input type="checkbox"/> 4c	<input type="checkbox"/> 2c:	<input type="checkbox"/> Black & White	

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

Annual Directory/Buyer's Guide

Rate per insertion: _____ Size of Ad/Layout: _____

- 4-color 2-color (color?): _____ Black & White

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

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

Web/eNewsletters

- January February March April May June
- July August September October November December

Rate per insertion: _____

Ad Type: Web Banner Ad Winery Product News eNewsletter Tasting Room Focus eNewsletter

Size of Ad: 135x190 px 468x60 px 135x122 px (Dir/BGO only) Featured Supplier (TRF only)

If Web Banner Ad, check one: Roadblock Rotating

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

Web ad placement preference*: Home Page Headlines Directory/Buyer's Guide Online Other:

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

All new advertisers must submit check, Visa, MasterCard or AMEX payment on first ad to establish credit. Subsequent ads will be invoiced.

Materials: New digital materials should be submitted by _____.

Current ad will be repeated unless publisher receives new materials by issue close date.

Please see rate card (pg. 13) and ad specs (pg. 14) for rates and material specifications. Files of 20 MB or less can be emailed to ads@winesandvines.com.

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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