
WINES & VINES

2014 Planning Guide



Integrated Marketing Solutions
for the Wine & Grape Industry

NOW INCLUDES:

PW PRACTICAL
Winery & Vineyard

OVERVIEW

- 2 Integrated Marketing Solutions
- 3 Wine & Grape Industry Overview
- 4 Products & Reach

MAGAZINE

- 5 Editorial Calendar
- 6 Editorial Team
- 7 Practical Winery & Vineyard
- 8 Regional Editorial
- 9 Circulation

DIRECTORY

- 10 Annual Directory/Buyer's Guide

WEBSITES

- 11 Demographics & Features
- 12 Rates, Positioning, Specs

MARKETING

- 13 Online Marketing System (OMS)
- 14 eNewsletter—Tasting Room Focus
- 15 eNewsletter—Winery Product News
- 16 Testimonials

RATES & GENERAL INFORMATION

- 17 Space Rates—Magazine & Directory
- 18 Ad Specs & General Information
- 19 Contract, Insertion Order & Billing

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

12 Issues per year

7,854 Combined print and digital circulation

208,766 Total media impressions per year

DIRECTORY/BUYER'S GUIDE

800 Number of pages

40,000 Number of industry listings

300 Number of advertisers each year

WEBSITE

129,000 Page views per month

46,000 Monthly unique visitors

TARGETED MARKETING

8,147 Number of wineries in North America

17,900 Our winery contacts with email addresses

9,000 Targeted eNewsletter recipients monthly

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, 945,000 grape bearing acres, \$3.5 billion in farm gate grape sales.
- **Wine Industry Direct Impact:** 7,558 wineries in 2013, up from 2,904 in 2000, wineries now in all 50 states; \$11.4 billion in winery sales revenues.
- **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)

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

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.

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

¹ All wine types including sparkling wine, dessert wine, vermouth, other special natural and table wine. Based upon Bureau of the Census estimated resident population. Per capita consumption will be higher if based on legal drinking age population.

² Because of changes in reporting, these numbers include all still wines not over 14 percent alcohol. History revised.

7,558
U.S. wineries in 2012, up from 2,904 in 2000, a 155% increase



Products

1 Wines & Vines Magazine

Wines & Vines reaches industry decision-makers through our emphasis on Boutique wine-making 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.



2 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.



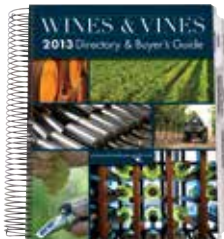
3 Online Marketing System (OMS)

Web-based marketing tool to search and download data on over 8,099 wineries in North America. Helps improve marketing effectiveness, manage customers and identify new leads. Grower, distributor, retailer and custom databases also available.



4 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.



5 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.



6 PracticalWineryLibrary.com

Users can search the archives of Practical Winery & Vineyard and read the timeless educational content created by the industry's most respected technical publication. Requested by PWV readers for years, this valuable digital archive will continue to grow. Access is included for all current subscribers to Wines & Vines.



7 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.



8 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.



9 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.



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.

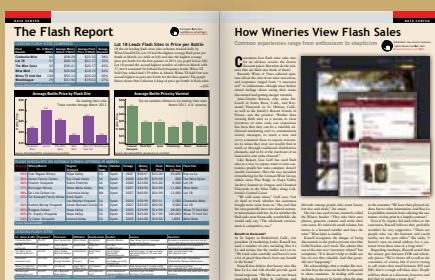
	JANUARY	JANUARY	FEBRUARY	MARCH	APRIL
Theme of Issue	Unified Trade Show	Practical Winery & Vineyard	Barrels	Vineyard Equipment/Technology	Oak Alternatives
Additional Editorial	<ul style="list-style-type: none"> • Construction • Packaging • Tasting Rooms • Winery Equipment 	<ul style="list-style-type: none"> • Winery Upgrades • Oak Flavor Compounds • Barrels • Bottling, Closures, O2 	<ul style="list-style-type: none"> • Winery Equipment • Nurseries • Vineyard Science 	<ul style="list-style-type: none"> • Packaging • Bottles • Smart Viticulture 	<ul style="list-style-type: none"> • Yeasts • Tanks • Compliance
Bonus Distribution	<ul style="list-style-type: none"> • Unified Symposium (CA) • Zinfandel Advocates & Producers (CA) • WAWGG Annual Meeting (WA) 	<ul style="list-style-type: none"> • Unified Symposium (CA) • Zinfandel Advocates & Producers (CA) • WAWGG Annual Meeting (WA) 	<ul style="list-style-type: none"> • WAWGG Annual Meeting (WA) • Oregon Wine Industry Symposium (OR) • EWE (Eastern Winery Exposition) (PA) 	<ul style="list-style-type: none"> • WiVi Central Coast (CA) • Central Coast Insights (CA) • UC Davis Wine Executive Program (CA) • Rhone Rangers (CA) • EWE (Eastern Winery Exposition) (PA) 	<ul style="list-style-type: none"> • Earth Day Food & Wine Festival (CA) • Sonoma State Mixer (CA) • Vine to Wine (WA)
Ad Close/ Due Date	November 30	November 30	January 4	January 25	February 26
	MAY	JUNE	JULY	AUGUST	
Theme of Issue	Packaging	Enology & Viticulture	Technology	Closures	
Additional Editorial	<ul style="list-style-type: none"> • Vineyard Equipment • Tasting Rooms • Labels • Smart Viticulture 	<ul style="list-style-type: none"> • ASEV Preview & Schedules • Construction • Pest Control • Vineyard Practices 	<ul style="list-style-type: none"> • Barrels • Software • Winery Equipment/Filtration • Tanks 	<ul style="list-style-type: none"> • Capsules • Corks • Alternative Closures • Smart Viticulture 	
Bonus Distribution	<ul style="list-style-type: none"> • Vineyard Economics Seminar (CA) • Anderson Valley Pinot Noir Festival (CA) • Grayson Enology Outreach (TX) • Zinfest (CA) 	<ul style="list-style-type: none"> • TAPAS (CA) • ASEV (CA) • AAWE (American Assoc. of Wine Economists) (ZA) • Direct Shipping Seminar (CA) • Wine Bloggers Conference (BC) 	<ul style="list-style-type: none"> • Central Coast Wine Classic (CA) • WITS (CA) • ASEV/ES (NC) • BC Enology & Viticulture Conference (BC) • Organic Winegrowing Conference (CA) 	<ul style="list-style-type: none"> • Family Winemakers of California (CA) • Napa Farm Bureau Centennial (CA) • Taste of Sonoma at MacMurray Ranch (CA) • Wine Anti-Counterfeiting Seminar (CA) 	
Ad Close/ Due Date	March 25	April 25	May 24	June 25	
	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Theme of Issue	Wine Industry Finance	Bottles & Labels	Equipment, Supplies & Services	Unified Sessions Preview	
Additional Editorial	<ul style="list-style-type: none"> • Winery Equipment/Filtration • Construction • Real Estate 	<ul style="list-style-type: none"> • Barrels • Bottles • Package Design • Winery Equipment 	<ul style="list-style-type: none"> • Packaging • New Product Listings • Winery Equipment • Smart Viticulture 	<ul style="list-style-type: none"> • Winemakers of the Year • Vineyard Equipment • Barrels • Vineyard Practices 	
Bonus Distribution	<ul style="list-style-type: none"> • Wine Industry Financial Symposium (CA) • Euphoria (NC) 	<ul style="list-style-type: none"> • Exports to China Seminar (CA) • Martha's Vineyard Food & Wine Festival (MA) • SIMEI (IT) • VITEFF (France) 	<ul style="list-style-type: none"> • Napa Wine & Grape Expo (CA) • United SE Grape & Wine Symposium (NC) • Sustainable Ag Expo (CA) • Wine Business Valuation Seminar (CA) • Wine Purchase & Sale Seminar (CA) 	<ul style="list-style-type: none"> • Unified Symposium (CA) • Zinfandel Advocates & Producers (CA) 	
Ad Close/ Due Date	July 25	August 23	September 25	October 25	

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.



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. *(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.

93%

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

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



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

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.

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.

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.

**THE TECHNICAL
AUTHORITY
—SUPERB
EDITORIAL**

“Practical Winery & Vineyard is the recognized technical publication of the wine industry. It has defined itself as the technical authority – the superb editorial is accurate, interesting, and complete. I believe PWV's technical articles are the *Wall Street Journal* of the wine industry.”

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

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.

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.

WineEast

A Study in Riesling

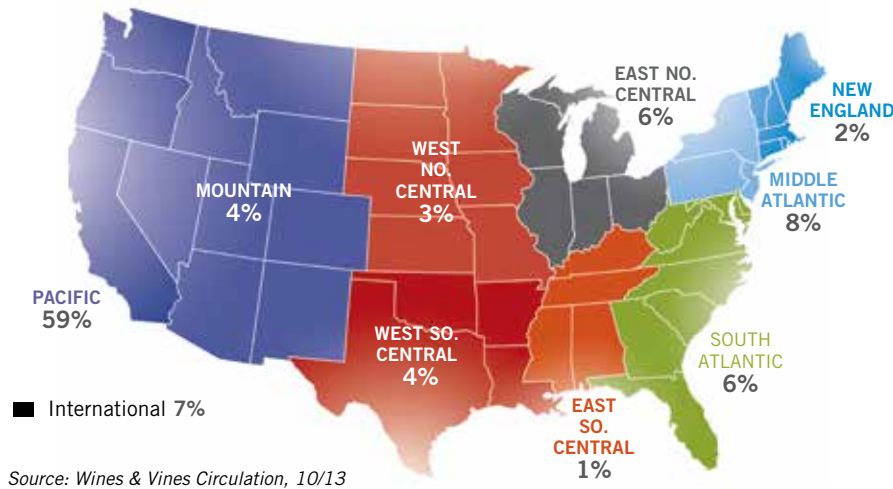
Virginia Industry Gets More Funds

GREEN GR Specialized Tool

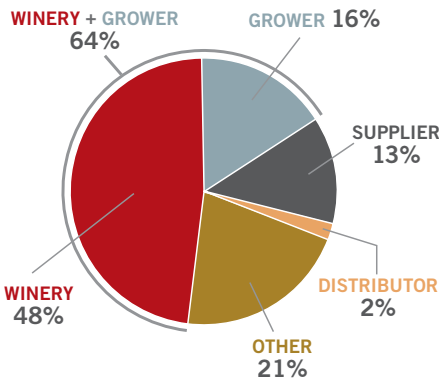
Winery Group Is For Large properties will be

Circulation Overview

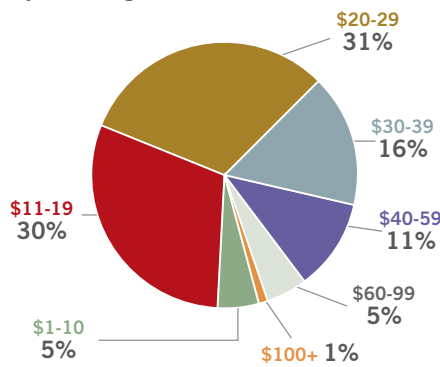
PRINT CIRCULATION by Geographic Region



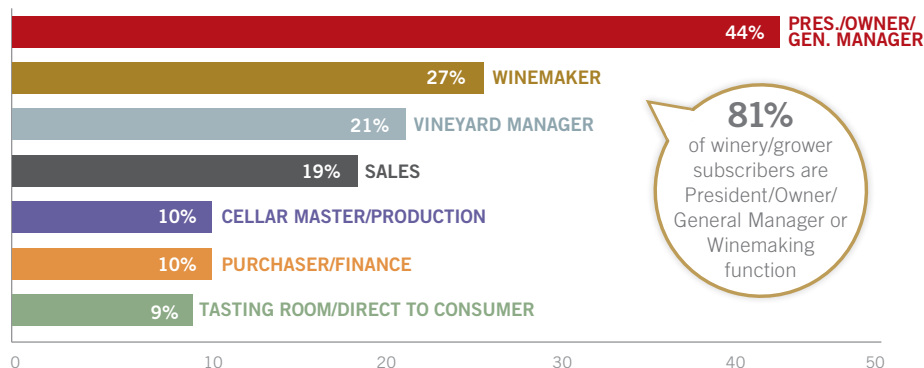
PRINT CIRCULATION by Business Type



PRINT CIRCULATION by Average Bottle Price



PRINT CIRCULATION by Job Function



No wine trade publication has higher circulation than Wines & Vines.

Wines & Vines Total Circulation	
12	Issues per year
7,096	Paid or Requested Print/Digital
1,002	Bonus/Shows
8,098	Total Circulation

Sources: Audited postal statements, average for 12 months ending October 2013. Wines & Vines: 2013 Wines & Vines USPS Statement.

- Wines & Vines, publisher of the wine industry's premier trade magazine and purveyor of data services, now has the largest circulation of any wine trade publication.
- Our magazines go to paying subscribers, key events and conferences, with the option of print and digital readership.
- Monthly circulation of Wines & Vines rose when we merged with Wine East to offer great coverage of winery and vineyard information in eastern North America, and it has risen again dramatically now that Practical Winery & Vineyard, the most respected technical publication for winemakers and grapegrowers, is published in our pages.
- Advertise in the pages of Wines & Vines. One price gets you both print and digital readers for your ad.

"Practical Winery & Vineyard is the recognized technical publication of the wine industry. The superb editorial is accurate, interesting, and complete. PWV's technical articles are the Wall St. Journal of the wine industry."

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

**THE TECHNICAL AUTHORITY—
SUPERB EDITORIAL**

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:



1 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.

2 WINERIES—(Available in print and online) Winery listings in the United States, Canada and Mexico, giving you complete information on over 8,147 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.

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

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

5 DISTRIBUTORS—An exhaustive list of over 800 distributors by state.

6 ESSENTIAL INDUSTRY CONTACTS—Including Trade, Winery and Grower Associations, U.S. Grape Crop Authorities, Government Agencies, Wine Competitions, University Programs, Wine Writers, Wine Retailers, PR Companies, Custom Crush Facilities, Industry Phone Book (online only).

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, more than 300 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.

WinesandVines.com

News, features and the leading industry Directory/Buyer's Guide website

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.

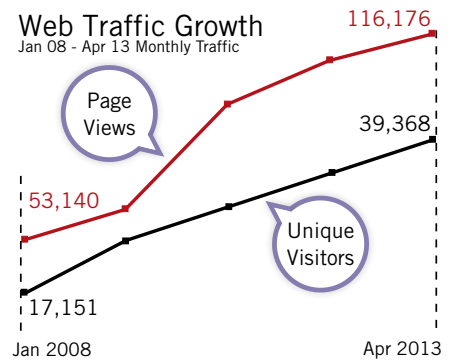
ONLINE & PRINT COMBO

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)

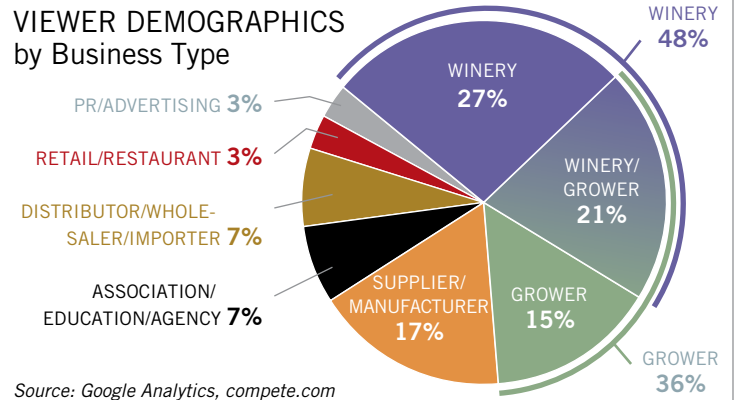


Web Traffic Growth

Jan 08 - Apr 13 Monthly Traffic



VIEWER DEMOGRAPHICS by Business Type



Source: Google Analytics, compete.com

ONLINE LISTINGS

Three levels of listing types are available to all industry suppliers:

1 PREMIUM SPOTLIGHT: \$1,800

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.

2 STANDARD: \$85 – \$1,799

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

Company and category searches return standard listings second.

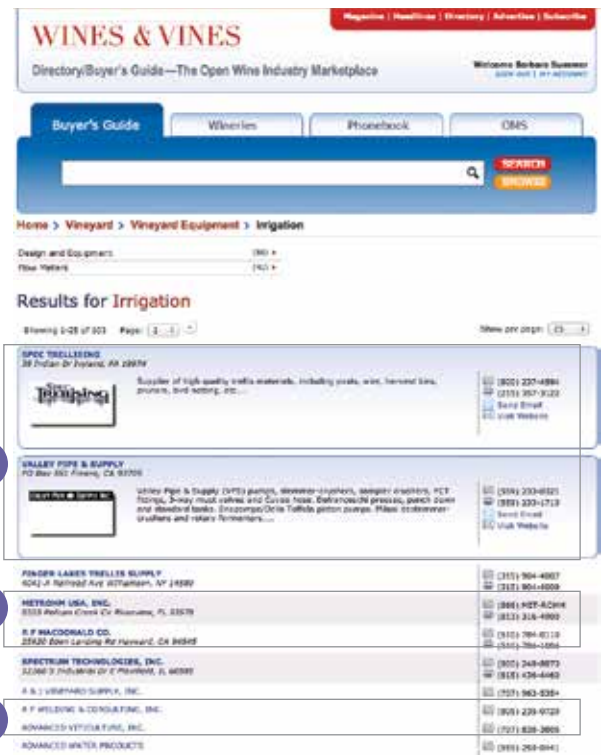
3 BASIC: Free to all industry suppliers

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.



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	1x	4x	7x	13x	20x
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 1 PLACEMENT

HOME PAGE

Homepage Features:

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

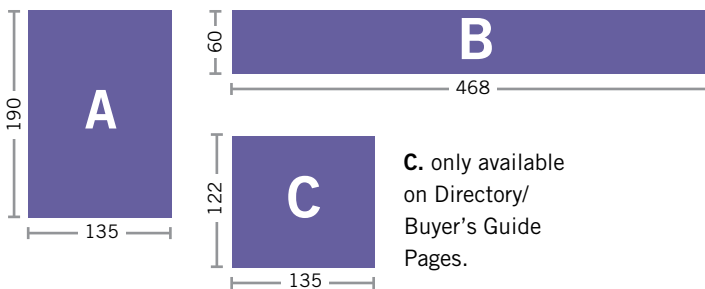


OPTION 2 PLACEMENT

HEADLINES HOME & HEADLINES INDIVIDUAL PAGE

Headline Features:

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



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



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

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

Laura Lemos (Northeast)
973.822.9274
F:973.822.9273
laura@boja.com

ONLINE MARKETING SYSTEM

WINES VINES ANALYTICS

The Wines & Vines Online Marketing System (OMS) is the industry standard marketing application designed to help companies:

17,909
Email addresses

- Improve marketing effectiveness
- Generate and increase leads
- 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

21,091
Winery contacts

and services to wineries. Because the OMS is a web-based application, it can be accessed from any browser, there is nothing to install and the OMS is continually upgraded to the latest version at no additional cost to customers.

PRICING

OMS Basic \$995*

OMS Advanced \$1,000 first payment, then \$500 quarterly.

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

8,163
Wineries in North American



The OMS enables users to create and save searches using multiple selection criteria to get highly targeted results. Results easily output into advanced report types, including market systems, index reports, mailing labels and downloadable data exports. Reports include winery name, personnel (title and function), winery address, phone numbers, e-mail addresses, status, brands, average bottle price, and winery case production.

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

912
Monthly data updates

OMS VERSIONS

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:

Winery parent/child hierarchy linkage

- Create searches based on related enterprises, winery companies, 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 / Average bottle price

- Search by actual case production volume and average bottle price value
- Export reports include exact case production and average bottle price figures

Market segments & reporting tools

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

Monthly updates

- Access new wineries as they are added to database
- See key personnel changes and new contact information
- Stay updated on winery production changes

Grower Online Marketing System (GOMS) is also available.

Tasting Room Focus

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.

The Wines & Vines difference:

- Cross-platform advertising
- Proprietary industry database
- Original content and analysis
- More than 10x web traffic

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

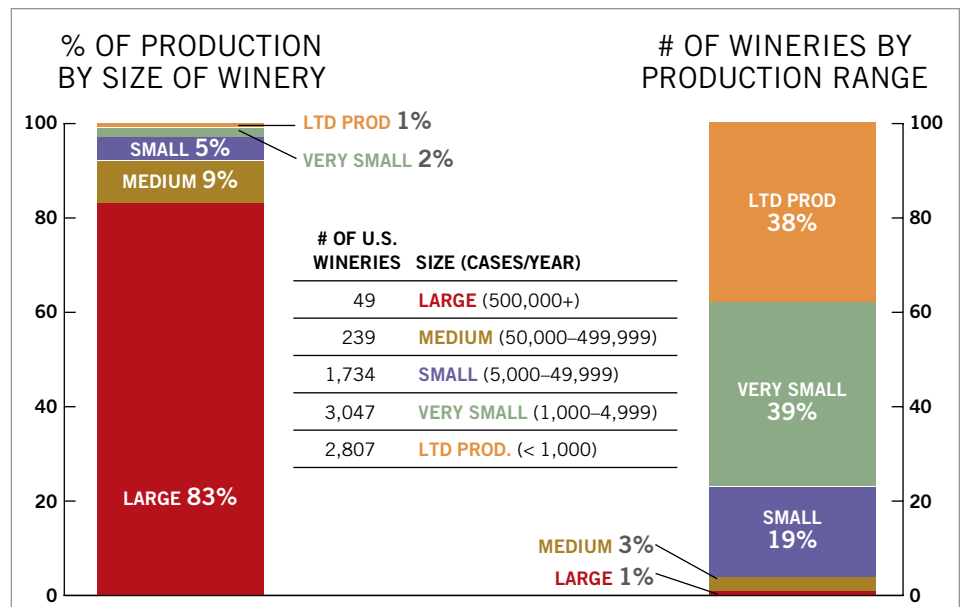


FREQUENCY, SPECS & RATES

- Monthly with national distribution
- File size/max: 100 x 130 pixels/100K
- Logo/product file as .gif, .jpg, or .png, RGB, 72dpi
- Title up to 8 words. Description up to 140 characters
- Provide link associated to product page
- \$150/month

eNEWSLETTER 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.



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

Laura Lemos (Northeast)
973.822.9274
F:973.822.9273
laura@boja.com

Winery Product News

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.

FREQUENCY, SPECS & RATES

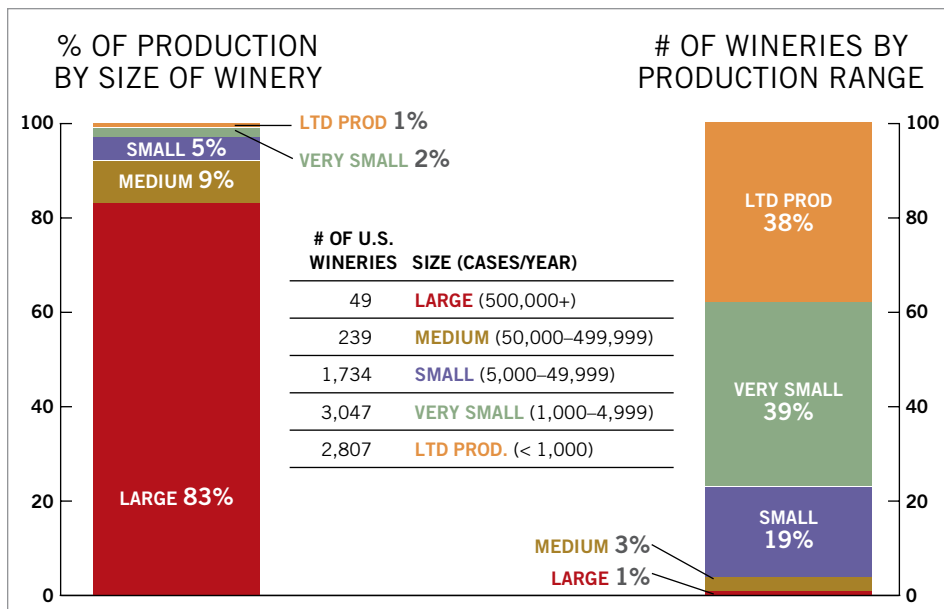
- Semi-monthly (2x) email newsletter with national distribution
- Monthly magazine (supplier advertising opportunities available)
- File size/max: 135 x 190 pixels/100K
- File formats accepted: .gif, .jpg, or .png, RGB, 72dpi
- Please provide URL you would like associated with your ad
- \$375/month

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)



49 wineries produce 83% of all U.S. wine



eNEWSLETTER 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.

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

Laura Lemos (Northeast)
973.822.9274
F:973.822.9273
laura@boja.com

**MAGAZINE:
REACH
DECISION
MAKERS**

“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.”

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



“Practical Winery & Vineyard is the recognized technical publication of the wine industry. It has defined itself as the technical authority—the superb editorial is accurate, interesting, and complete. I believe PWV’s technical articles are the Wall St. Journal of the wine industry.”

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

**MAGAZINE:
THE
TECHNICAL
AUTHORITY
—SUPERB
EDITORIAL**

**WINES &
VINES BUYER’S
GUIDE:
A KEY
REFERENCE
FOR
SUPPLIERS**

“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.”

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



“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.”

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

**WINES &
VINES
DIRECTORY:
IT’S THE
BIBLE**

**WINES & VINES
BUYER’S
GUIDE:
A WONDERFUL
TOOL**

“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 names. Wines & Vines is an industry standard.”

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



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

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

**OMS: PAID
FOR ITSELF
RIGHT AWAY**

4 COLOR

	1x	4x	7x	13x	20x
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	\$2,205
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

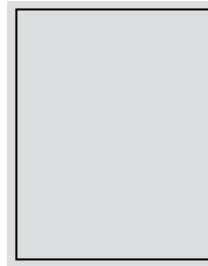
*2-color standard cyan/magenta/yellow—add \$350 to prices above

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)

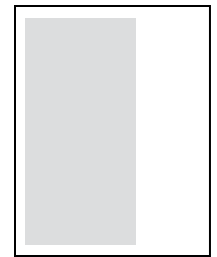
BACK COVER	\$4,910	\$4,580	\$4,385	\$4,195	\$3,780
INSIDE FRONT COVER	\$4,695	\$4,375	\$4,235	\$4,040	\$3,640
INSIDE BACK COVER	\$4,580	\$4,305	\$4,135	\$3,965	\$3,570



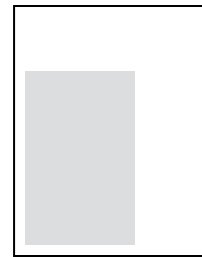
FULL PAGE BLEED
8.75 x 11.125 inches includes
.125-inch bleed*



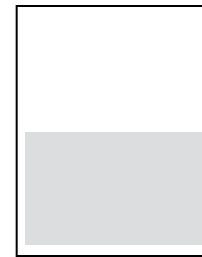
FULL PAGE
7.625 x 9.875 inches



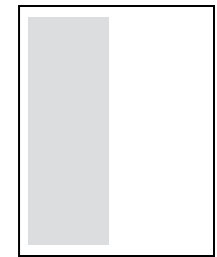
2/3-PAGE VERTICAL
4.75 x 9.875 inches



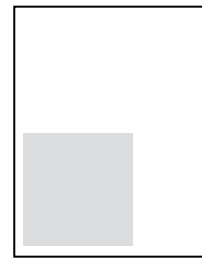
ISLAND 1/2
4.75 x 7.5 inches



1/2 PAGE HORIZONTAL
7.625 x 4.875 inches



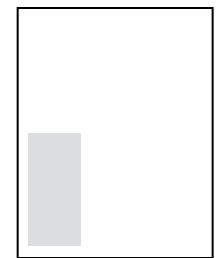
1/2 PAGE VERTICAL
3.5 x 9.875 inches



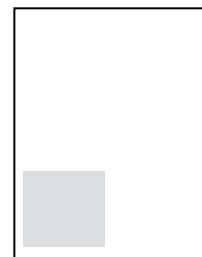
1/3 PAGE SQUARE
4.75 x 4.875 inches



1/4 PAGE VERTICAL
3.5 x 4.875 inches



1/6 PAGE VERTICAL
2.25 x 4.875 inches



1/6 PAGE SQUARE
3.5 x 3.25 inches



1/8 PAGE
3.5 x 2.375 inches

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

Frequency Discount: Directory/Buyer's Guide advertising combines with web display and magazine issues for frequency discounts.

Inserts: Rates and specifications available upon request. Call your *Wines & Vines* representative (listed on page 14) for details.

Classified Advertising: (agency discount N/A) 65¢ per word—\$40 minimum; Display rate—\$70 per column inch; Blind ad handling charge—\$7.

Website Advertising: See page 11.

Pricing subject to change for insertions booked after Dec. 31, 2013.

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

- All fonts and images must be embedded.
- All embedded images must be at 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 CS6 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:

- Wines & Vines is no longer accepting ad files via email. Ads are to be uploaded to our ad portal at <https://winesandvines.sendmyad.com>
- If you are a first-time user, it takes only a minute to register and log in. After logging into the portal, if you have any questions on how to upload an ad, simply watch the short video tutorials and read the Frequently Asked Questions. There is additional info under the "Get Help" tab.
- If you have any questions, please feel free to contact Christina Ballinger by email at ads@winesandvines.com or phone at (415) 453-9700, ext. 104.

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 Scale6

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.
- MasterCard/Visa/AmEx 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

Laura Lemos (Northeast)
973.822.9274
F:973.822.9273
laura@boja.com

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

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

Contract Year: 2014 Frequency: _____ Rate per insertion: _____ Monthly Magazine Issue(s):
 January Unified Trade Show
 March Vineyard Equipment/Technology
 June Enology & Viticulture
 August Closures
 November Equipment, Supplies & Services
 January Practical Winery & Vineyard Special Issue
 April Oak Alternatives
 July Computer Technology
 September Wine Industry Finance
 December Unified Sessions Preview
 February Barrel
 October Bottles & Labels

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/Size: W&V Web Ad: 135x190 px 468x60 px 135x122 px (Dir/BGO only) PWV Web Ad: 190x190 px only
 Ad Type: Winery Product News eNewsletter Tasting Room Focus eNewsletter 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.

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.

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	Laura Lemos (Northeast) 973.822.9274 F:973.822.9273 laura@boja.com
---	---	--	---	--

Wine East

Wine East, the wine industry magazine that has focused exclusively on Eastern North American readers for over 30 years, is now presented in a special section within Wines & Vines magazine to bring more frequent and improved coverage of Eastern grapegrowing and winemaking. The editors of Wine East and their team of experienced contributors provide wine industry editorial content exclusively to Wines & Vines.

Throughout Eastern North America, grapegrowing conditions and varieties differ from any other wine region of the world, and winemaking techniques also vary. The Wine East section offers advanced information for growers and winemakers in this unique geographical area.

Wines & Vines serves wine industry readers across North America. The explosive growth in wineries across the continent in recent years—now totaling over 8,100 bonded and virtual wineries listed in the Wines & Vines print/online Directory—has encouraged Wines & Vines to increase its coverage of issues relevant to the wine industry in Eastern regions.



1x 3x 6x 9x 12x

4 COLOR

FULL PAGE	\$2,560	\$2,375	\$2,205	\$2,060	\$1,790
2/3 PAGE	\$2,195	\$2,075	\$1,955	\$1,825	\$1,585
1/2 PAGE	\$1,985	\$1,885	\$1,805	\$1,685	\$1,465
1/3 PAGE	\$1,860	\$1,780	\$1,710	\$1,595	\$1,385
1/4 PAGE	\$1,775	\$1,705	\$1,650	\$1,540	\$1,335
1/6 PAGE	\$1,655	\$1,615	\$1,570	\$1,465	\$1,270

BLACK & WHITE

FULL PAGE	\$1,235	\$1,050	\$885	\$825	\$715
2/3 PAGE	\$880	\$740	\$630	\$585	\$505
1/2 PAGE	\$670	\$565	\$480	\$445	\$385
1/3 PAGE	\$530	\$465	\$390	\$360	\$310
1/4 PAGE	\$450	\$370	\$325	\$300	\$260
1/6 PAGE	\$330	\$280	\$250	\$230	\$200

*2-color standard cyan/magenta/yellow—add \$255 to prices above

*Wine East rates are net and agency discounts are not provided.

Special Wine East advertising rates are for incremental business, over and above insertions already scheduled in Wines & Vines. Advertisers will be placed in special Wine East section of Wines & Vines.

FULL PAGE BLEED 8.75 x 11.125 includes .125-inch bleed*	FULL PAGE 7.625 x 9.875 inches	2/3 PAGE VERTICAL 4.75 x 9.875 inches	ISLAND 1/2 4.75 x 7.5 inches
1/2 PAGE HORIZONTAL 7.625 x 4.875 inches	1/2 PAGE VERTICAL 3.5 x 9.875 inches	1/3 PAGE SQUARE 4.75 x 4.875 inches	1/4 PAGE VERTICAL 3.5 x 4.875 inches
1/6 PAGE VERTICAL 2.25 x 4.875 inches	1/6 PAGE SQUARE 3.5 x 3.25 inches		

Please refer to page 18 of the Wines & Vines media kit for file specifications.