

WinesandVines.com

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

MOST WEB TRAFFIC

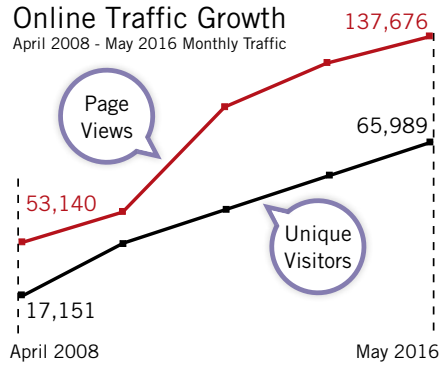
Our site gets 10 times more page views and unique visitors than any competing industry supplier directory site.

ADVERTISER FAVORITE

Our ad bookings average 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.)



HOME PAGE

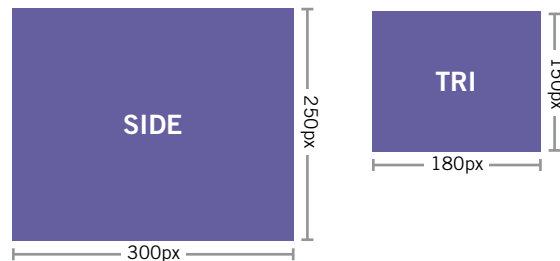
- Features:
- Original Daily News Headlines
 - Wine Industry Metrics
 - Feature Articles
 - Columns
 - Events
 - Industry Search



HEADLINES HOME & HEADLINES INDIVIDUAL PAGE

- Features:
- Original Daily News Headlines
 - Wine Industry Metrics
 - Events
 - Industry Search

Monthly Rates for Home Page and Headlines Pages		
	SIDE 1, 2	TRI 1, 2, 3*
1X	\$1,500	\$895
4X	\$1,325	\$795
7X	\$1,165	\$740
13X	\$1,025	\$660
20X	\$900	\$540



*Note: Tri ads appear on desktop computers and tablets in landscape mode. Tri ads are not optimized to appear on mobile phones.

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.

ADVERTISING REPRESENTATIVES

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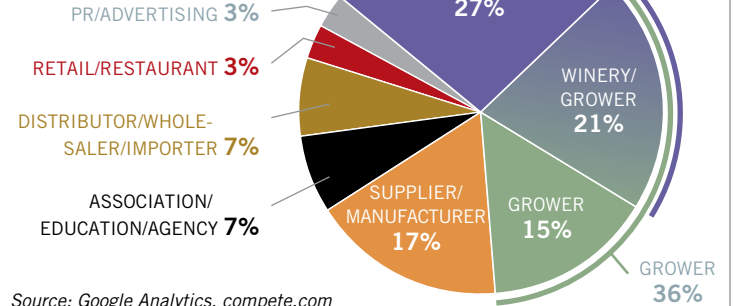
**BUYER'S GUIDE—
SUPPLIER PAGES
WINERY PAGES
PHONEBOOK PAGES**

Directory/Buyer's Guide

Features:

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

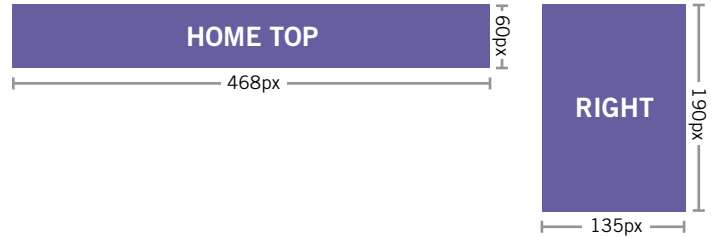
**VIEWER DEMOGRAPHICS
by business type**



Source: Google Analytics, compete.com

Monthly Rates for Buyer's Guide Pages

	HOME TOP	RIGHT, 1-7
1X	\$1,000	\$825
4X	\$880	\$735
7X	\$775	\$685
13X	\$685	\$605
20X	\$600	\$500



BUYER'S GUIDE LISTINGS

Your marketing dollars earn your company enhanced listings in the Buyer's Guide Online, read by more than 30,000 unique visitors each month.

1 PREMIUM SPOTLIGHT LISTING
(\$1,800/year spent on Wines & Vines marketing and ads)

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 LISTING
(\$225 - \$1,799/year spent on Wines & Vines marketing and ads)

Logo, web link, contact info, employee info, company summary. Company and category searches return standard listings second.

3 BASIC LISTING (Free to all industry suppliers)

Includes company name and address. Company and category searches return basic listings last.

Contact your ad rep (see page 7) to learn more about earning Spotlight and Premium Buyer's Guide listings.

