WINES & VINES

2018
ADVERTISING PLANNING GUIDE

Integrated Marketing Solutions
for the Wine & Grape Industry
Products

Wines & Vines Magazine
Wines & Vines reaches industry decision-makers through our emphasis on boutique winemaking, industry metrics, technical, peer-reviewed articles and wine regions throughout North America.

winesandvines.com

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.

Industry Data Services
Web-based marketing tools to search and download data and reports. Available subscriptions to databases include Wineries, Growers, Brewers and the Distributor Market Service.

Winery Product News
New product releases feature the latest technology developments and news from industry suppliers. Emailed to more than 15,000 winery and grower contacts twice per month and delivered to magazine subscribers.

Tasting Room Focus Newsletter
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.

practicalwinerylibrary.com
Users can search the archives of Practical Winery & Vineyard and read the timeless educational content.

MAGAZINE
3 Editorial Calendar
4 Editorial Team & Coverage
5 Circulation

DIRECTORY
6 Annual Directory/Buyer’s Guide

WEBSITE
7 Online Ads—winesandvines.com
8 Online Ads—Buyer’s Guide

MARKETING
9 Industry Data Services
10 eNewsletters

RATES & GENERAL INFO
11 Space Rates—Magazine & Directory
12 Ad Specs & General Information
13 Contract, Insertion Order & Billing

Event/Seminar Sponsorships
Wines & Vines hosts two conferences per year, covering trends in Packaging and Oak. We also sponsor and participate in more than 50 key industry events and seminars annually.

Social Media Networks—Your brand and messaging can be promoted through product news, articles, headlines and events circulated throughout Wines & Vines’ social networks on Twitter and Facebook.
# 2018 Planning Guide

## Magazine Editorial Calendar

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<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<tr>
<td>Theme of Issue</td>
<td>Unified Wine &amp; Grape Symposium</td>
<td>Barrels</td>
<td>Vineyard Equipment/Technology</td>
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| Featured Editorial | • Construction  
• Packaging  
• Tasting Rooms  
• Winery Equipment | • Winery Equipment  
• Nurseries | • Packaging  
• Bottles  
• Smart Viticulture | • Yeasts  
• Tanks / Alternative Vessels  
• Compliance |
| Bonus Distribution | • Unified Symposium (CA)  
• Zinfandel Advocates & Producers (CA) | • Oregon Wine Industry Symposium (OR)  
• TWGGA (TX) | • WiVi Central Coast (CA)  
• Eastern Winery Exposition (NY) | • Rhone Rangers (CA)  
• W&V OAK (CA) |
| Product Focus | Capsules | Micro-oxygenation systems | New barrels, toasts and types | New oak barrel alternative products |
| Ad Close/Due Date | November 27 | December 29 | January 26 | February 23 |

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<tr>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
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<tr>
<td>Theme of Issue</td>
<td>Packaging</td>
<td>Pre-Harvest</td>
<td>Technology</td>
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| Featured Editorial | • Vineyard Equipment  
• Tasting Rooms  
• Labels  
• Smart Viticulture | • Lab Equipment  
• Fermentation Supplies  
• Crush Equipment  
• ASEV Preview & Schedules  
• W&V OAK Conference Summary & Highlights | • Barrels  
• Software  
• Winery Equipment/Filtration  
• Tanks | • Package Design Awards  
• Capsules  
• Corks  
• Alternative Closures  
• Smart Viticulture |
| Bonus Distribution | • Vineyard Economics Sem. (CA)  
• Direct 2018 (CA)  
• USA Trade Tasting (NY) | • ASEV Annual Meeting (CA)  
• American Assoc. of Wine Economists (WA) | • ASEV-ES (NY)  
• BC Enology & Viticulture Conference (BC) | • Family Winemakers of California (CA)  
• W&V PACK (CA) |
| Product Focus | Cap management tools | Clones and vines for planting | Glass washers | Natural corks QC tested |
| Ad Close/Due Date | March 26 | April 27 | May 25 | June 29 |

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<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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<td>Distributors</td>
<td>Bottles &amp; Labels</td>
<td>Equipment, Supplies &amp; Services</td>
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</table>
| Featured Editorial | • Distribution  
• Wine Industry Finance  
• Real Estate  
• Winery Equipment/Filtration | • Barrels  
• Bottles  
• Package Design  
• Winery Equipment  
• W&V PACK Conference Summary & Highlights | • Packaging  
• New Product Listings  
• Winery Equipment  
• Smart Viticulture | • Best of 2018  
• Vineyard Equipment  
• Barrels |
| Bonus Distribution | • Wine Industry Financial Symposium (CA)  
• winejobs.com Summit (CA) | • VITEFF (France)  
• Pinot on the River (CA) | • Rootstock (CA)  
• United SE Grape & Wine Symposium (NC) | • Unified Symposium (CA)  
• Zinfandel Advocates & Producers (CA) |
| Product Focus | Forklifts | New bottles | Cellar drains and flooring | Basket presses |
| Ad Close/Due Date | July 27 | August 24 | September 28 | October 26 |
CONTENT

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.

Wines & Vines is well balanced to serve the entire industry and reach key industry decision-makers through our emphasis on boutique winemaking and wine regions throughout North America. Wine Industry Metrics provides leading data analysis on the economic direction of the industry.

PRACTICAL WINERY & VINEYARD

In the tradition of professional journals in fields as diverse as medicine, law and engineering, Practical Winery & Vineyard offers in-depth editorial content within Wines & Vines that follows the grapegrowing/winemaking year. Editor Don Neel leads a respected group of industry writers and has 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.

WINE EAST SECTION

Editor Linda Jones McKee and her team of experienced contributors report on all aspects of the eastern North American wine industry. In identifying that industry members in each region have their own challenges and need their own solutions, we present stories about winemaking, grapegrowing and marketing trends that are especially relevant to the eastern region of North America.
Circulation Overview

PRINT CIRCULATION by geographic region

Wines & Vines now has the largest circulation of any wine trade publication.

- Monthly circulation to paid and qualified subscribers
- Circulated at key industry events and conferences
- Print AND digital readership for each ad you place
- Wines & Vines reaches all of the largest wineries >500,000 cases
- 87% of Wines & Vines readers are at wineries <50,000 cases—the majority of the wine industry in North America

PRINT CIRCULATION by winery/grower job function

PRINT CIRCULATION by winery size

Source: Wines & Vines audited USPS Statement for 12 months ending October 2017

(866) 453-9701 • www.winesandvines.com
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 9,000 virtual and bonded wineries in North America. Each winery listing includes: address, telephone and fax numbers, email and website addresses, personnel contact names with job title, and winery production details.

3 **GROWERS**—Section featuring wine grape 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 more than 1,000 distributors by state.

6 **ESSENTIAL INDUSTRY CONTACTS**—Including trade, winery and grower associations, U.S. viticultural areas, government agencies, wine competitions, university programs, wine writers, 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.

- **MASSIVE RESOURCE**—With nearly 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.

- **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.

“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, Kandarian Wine Cellars, Eugene, Ore.

“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
WinesandVines.com
News, features and the leading industry online Directory/Buyer’s Guide

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 Net Rates for Home Page and Headlines Pages

<table>
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*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 (3-slide maximum). Please keep file size less than 100kb. Please provide the link you would like associated with your ad.

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2018 PLANNING GUIDE ONLINE ADS—BUYER’S GUIDE

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.

2 STANDARD LISTING ($250 - $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 Standard and Premium Buyer’s Guide listings.

GET THE MOST OUT OF YOUR WINES & VINES BUYER’S GUIDE LISTING!

40% of our website traffic is being generated by mobile or tablet users, up from 10% five years ago. As a result, we launched powerful new mobile and search capabilities with our Buyer’s Guide Online (BGO).

The new Wines & Vines BGO is:

• Content-driven
• Search-Focused, Results Oriented
• Mobile-friendly and enhanced search for all devices
• Optimized search for users to accurately find your company
• Improved search engine optimization (SEO), delivering better results on Google and other search engines when purchasing decision-makers are looking for products and services your company offers.
The industry leader for data and analytics, Wines & Vines offers multiple data services for wineries, suppliers and wine industry business managers of all kinds to use in building their business.

<table>
<thead>
<tr>
<th>Service</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Winery OMS**              | - The Winery Online Marketing System contains nearly 10,000 wineries and 26,000 contacts as of the May 2017 data release  
- Search and sort by winery, geography, varietals, production levels, tasting room, custom crush, sparkling wine production, bottle price, vineyards owned and grapes sold  
- Reports include top U.S. wine companies, index reports, market segments, mailing labels or export to Excel  
- Download by winery or by job functions  
Visit winesandvines.com/oms for information, sample data, live demo or to order service. |
| **Distillery Database**     | - The Distillery Database is the first of its kind. Search, sort and pull reports never before available for spirits distilleries.  
- Search and sort by Distillery Name, Geography, Distillery type/size, type of spirits.  
- Output reports to screen or xlsx, sorted by name, location or size, with addresses, contact names and titles, job function, telephone, email, website.  
Visit winesandvines.com/distillery for information, sample data, live demo, or to order service.  |
| **Grower OMS**              | - The Brewer Online Marketing System contains more than 4,600 brewers as of the May 2017 data release  
- Search and sort by brewer name, size, geographic areas  
- Brewer profiles include brewer size, locations, telephone, fax, websites, emails, beer club, production figures, and contacts  
- Export data reports to screen or Excel  
Visit winesandvines.com/boms for information, sample data, live demo or to order service.  |
| **Distributor Market Service** | - Contains over 1,100 North American distributors and 1,850 distributor contacts, with more than 3,600 unique wineries linked to a distributor portfolio (as of the May 2017 release).  
- Identify distributors by market, name, or winery and access distributor contact information.  
- Analyze distributor portfolios and view the wineries they represent  
- Monitor a distributor’s performance in US markets  
- Download on-demand contact and performance reports  
Visit winesandvines.com/dms for more information, demo video, sample data or to order service.  |
| **Brewer OMS**              | - The Brewer Online Marketing System contains more than 8,000 growers and 21,100 contacts as of the May 2017 data release  
- Search and sort by company, geography, varietals, vineyard acreage and grapes sold  
- Download by company or by job functions  
- Reports include market segments, index reports, mailing labels or export to Excel  
- Download by company or by job functions  
Visit winesandvines.com/dms for more information, demo video, sample data or to order service.  |
Tasting Room Focus
Sign up now to advertise in the Tasting Room Focus (TRF) eNewsletter. This email provides original information directed at tasting room personnel to help improve sales efficiencies and understand current trends of the direct-to-consumer (DtC) channel. TRF includes the latest DtC and flash site analysis, and expert tips on tasting rooms, inside sales, wine clubs, leadership, online marketing and data metrics.

By advertising, you reach exactly the right targets that will drive direct response to help sell your tasting room products.

**MARKETING BENEFITS**
- Company logo or product shot
- Product description and special offer
- Link to product website
- Social Media: circulated on the Wines & Vines social media community through Facebook, Twitter and LinkedIn
- Buyer’s Guide Online Placement

**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
- Please provide URL
- 3 month minimum
- $250/month

Winery Product News
Sign up now to advertise in the Winery Product News (WPN) eNewsletter. This email provides cutting edge and just released new equipment, products, services and product videos. WPN helps keep the industry informed on the latest technologies to help produce wine, grow grapes and operate their winery businesses.

By advertising, you reach exactly the right winery and grower decision-makers, twice per month, to help sell your products and services.

**MARKETING BENEFITS**
- Banner advertising
- Product videos
- Link to product website
- Social Media Distribution: circulated on the Wines & Vines social media community through Facebook, Twitter, Linkedln and YouTube
- Buyer’s Guide Online Placement

**FREQUENCY, SPECS & RATES**
- Twice monthly national newsletter
- 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
- $500/month

**eNEWSLETTER DELIVERY**

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<tr>
<th>TASTING ROOM FOCUS</th>
<th>Targeted</th>
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<tbody>
<tr>
<td>Reach: 8,942 winery tasting room contacts at U.S. wineries. Sourced from our proprietary database that contains over 32,000 individual contacts.</td>
<td>By winery size and contact function. Function-driven marketing is proven to deliver significantly better sales and direct response results.</td>
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<tr>
<th>WINERY PRODUCT NEWS</th>
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<tr>
<td>Reach: 16,480 winery and grower decision-makers at U.S. Wineries. Sourced from our proprietary database that contains over 32,000 industry contacts.</td>
<td>By winery size and contact function (winemakers, cellar/production, growers, president/owner/general managers, sales &amp; purchasing). Function-driven marketing is proven to deliver significantly better sales and response rates.</td>
</tr>
</tbody>
</table>

**ADVERTISING REPRESENTATIVES**

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F: (973) 822-9273
laura@boja.com
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<td>$3,030</td>
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<td>$1,100</td>
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<tr>
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<td>$1,110</td>
<td>$1,020</td>
<td>$915</td>
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<td>2 COLOR</td>
<td>$1,245</td>
<td>$1,155</td>
<td>$1,110</td>
<td>$1,020</td>
<td>$950</td>
</tr>
<tr>
<td>BLACK &amp; WHITE</td>
<td>$875</td>
<td>$780</td>
<td>$735</td>
<td>$660</td>
<td>$590</td>
</tr>
<tr>
<td><strong>1/8 PAGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 COLOR</td>
<td>$2,440</td>
<td>$2,225</td>
<td>$2,180</td>
<td>$2,145</td>
<td>$1,895</td>
</tr>
<tr>
<td>2 COLOR</td>
<td>$1,015</td>
<td>$920</td>
<td>$800</td>
<td>$755</td>
<td>$705</td>
</tr>
<tr>
<td>BLACK &amp; WHITE</td>
<td>$645</td>
<td>$550</td>
<td>$505</td>
<td>$465</td>
<td>$415</td>
</tr>
</tbody>
</table>

**Website Demographics & Features**

**Space Rates—Magazine & Directory**

- **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 12) 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 pages 7 and 8. Pricing subject to change for insertions booked after Dec. 31, 2017.

**MAGAZINE COVERS**

<table>
<thead>
<tr>
<th>Size</th>
<th>BACK COVER</th>
<th>INSIDE FRONT COVER</th>
<th>INSIDE BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X 4 COLOR</td>
<td>$4,630</td>
<td>$4,375</td>
<td>$4,240</td>
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<tr>
<td>4X 4 COLOR</td>
<td>$4,235</td>
<td>$4,010</td>
<td>$3,900</td>
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<tr>
<td>7X 4 COLOR</td>
<td>$4,015</td>
<td>$3,830</td>
<td>$3,720</td>
</tr>
<tr>
<td>13X 4 COLOR</td>
<td>$3,780</td>
<td>$3,610</td>
<td>$3,520</td>
</tr>
<tr>
<td>20X 4 COLOR</td>
<td>$3,405</td>
<td>$3,245</td>
<td>$3,165</td>
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</tbody>
</table>

**DIRECTORY COVERS**

<table>
<thead>
<tr>
<th>Size</th>
<th>BACK COVER</th>
<th>INSIDE FRONT COVER</th>
<th>INSIDE BACK COVER</th>
<th>TAB DIVIDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X 4 COLOR</td>
<td>$5,400</td>
<td>$5,335</td>
<td>$5,210</td>
<td>$4,680</td>
</tr>
<tr>
<td>4X 4 COLOR</td>
<td>$5,095</td>
<td>$4,970</td>
<td>$4,900</td>
<td>$4,520</td>
</tr>
<tr>
<td>7X 4 COLOR</td>
<td>$4,985</td>
<td>$4,815</td>
<td>$4,700</td>
<td>$4,335</td>
</tr>
<tr>
<td>13X 4 COLOR</td>
<td>$4,770</td>
<td>$4,595</td>
<td>$4,505</td>
<td>$4,115</td>
</tr>
<tr>
<td>20X 4 COLOR</td>
<td>$4,295</td>
<td>$4,140</td>
<td>$4,060</td>
<td>$3,780</td>
</tr>
</tbody>
</table>

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

**Bleed size**

8.75" x 11.125"

**Page/Trim size**

8.5" x 10.875"

**Safety Zone**

7.5" x 10.625"
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 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 your file format can be accepted.

WEB FILE FORMATS ACCEPTED: We accept .jpg, .gif, and animated .gif (3 slide maximum). Please keep file size less than 100kb. Please provide the link you would like associated with your ad.

FONTS & DIGITAL LINKING: In order for url and email addresses in your ads to function as links on our digital page, the characters in your original file must be real text; not outlined and not an image. 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 Manager at ads@winesandvines.com or (866) 453-9701.

AD FILE SUBMISSION:
• Wines & Vines is no longer accepting print ad files via email. Print ads to be 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 the Ad Department by email at ads@winesandvines.com or phone at (415) 453-9700, ext. 114.

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

PRODUCTION QUESTIONS:
April Kushner, Advertising Production 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.

SPECIAL POSITION REQUESTS: For cover positions, see Space Rates page (p11; third & fourth tables). For all other special positions in monthly magazine and Annual Directory (excluding tabs), add 10% to prices on Space Rates page. Special position placement in first half of the magazine is only guaranteed for 1/2 page and larger format ads. Publisher is not required to accommodate all position requests noted on insertion orders. Ad placement requests noted on insertion orders cannot be guaranteed. Special rates apply for guaranteed positions.

SPONSORED CONTENT: Sponsored content can allow an advertiser to more fully express an idea or draw more focused attention to their products and services. Wines & Vines provides a valuable platform and audience for your company’s story. Sponsored content will be produced in collaboration with our associate publisher, Tina Vierra and our design services team. Content will be marked as sponsored. Minimum of one full page is required. Additional fees apply for sponsored content, please contact us for price quotes.

CLOSING DATES:
Monthly issues—Close one month and one week preceding the month of publication. For example, the November issue closes September 25.

Annual Directory & Buyer’s Guide—Closing date is October 1. Release date is in January.

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, Vice President (707) 473-0244 jбриx@winesandvines.com
Lydia Hall (West) (415) 453-9700, ext. 103 F: (415) 453-2517 lydia@winesandvines.com
Hooper R. Jones (Midwest) (847) 486-1021 F: (847) 486-1025 hooperja@aol.com
David Bayard (N.Y. & International) (973) 822-9275 F: (973) 822-9273 dave@bayard.com
Laura Lemos (East) (973) 822-9274 F: (973) 822-9273 laura@boja.com
(866) 453-9701 • www.winesandvines.com
ADVERTISER CONTRACT, INSERTION ORDER & BILLING

Contract Date: ___________  Amended Contract Date: ___________  Contract Year: ___________

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):


<table>
<thead>
<tr>
<th>Magazine Issue</th>
<th>Rate per insertion</th>
<th>Directory &amp; Buyer’s Guide Only:</th>
<th>PWV:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Directory &amp; Buyer’s Guide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January Unified</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February Barrels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March Vineyard Equipment/Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April Harvest Winery Equipment &amp; Oak Alternatives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May Packaging</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June Pre-Harvest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August Closures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September Distributors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October Bottles &amp; Labels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November Equipment, Supplies &amp; Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December Unified Sessions Preview</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ad Size

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Layout (if applicable)</th>
<th>Ad Color</th>
<th>Ad Placement Preference*</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Bleed</td>
<td>☐ Vertical</td>
<td>☐ 4c</td>
<td>☐ Please run our ad as it ran in the ____________ issue</td>
</tr>
<tr>
<td>☐ No Bleed</td>
<td>☐ Horizontal</td>
<td>☐ 2c:</td>
<td>☐ Please run the new ad we send</td>
</tr>
<tr>
<td>☐ Square</td>
<td>☐ Black &amp; White</td>
<td>☐ Please run the new ad we send</td>
<td></td>
</tr>
</tbody>
</table>

Rate per insertion: ___________________________  Magazine Frequency: ___________________________  Contract Year: ___________________________

Check one: ☐ Please run our ad as it ran in the ____________ issue  ☐ Please run the new ad we send
Directory & Buyer’s Guide ad placement preference in this category: ___________________________

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

Notes ________________________________________________________________

Web

<table>
<thead>
<tr>
<th>Web Issue</th>
<th>Web Issue</th>
<th>Web Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ January</td>
<td>☐ February</td>
<td>☐ March</td>
</tr>
<tr>
<td>☐ April</td>
<td>☐ May</td>
<td>☐ June</td>
</tr>
<tr>
<td>☐ July</td>
<td>☐ August</td>
<td>☐ September</td>
</tr>
<tr>
<td>☐ October</td>
<td>☐ November</td>
<td>☐ December</td>
</tr>
</tbody>
</table>

Rate per insertion: ___________________________  Frequency: ___________________________  Contract Year: ___________________________

Ad Type/Size: W&V website: 300x250 px  180x150px  Directory & Buyer’s Guide Only: 135x190px  468x60px  PWV: 190x190px

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

Notes ________________________________________________________________

eNewsletters

<table>
<thead>
<tr>
<th>eNewsletter Issue</th>
<th>eNewsletter Issue</th>
<th>eNewsletter Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ January</td>
<td>☐ February</td>
<td>☐ March</td>
</tr>
<tr>
<td>☐ April</td>
<td>☐ May</td>
<td>☐ June</td>
</tr>
<tr>
<td>☐ July</td>
<td>☐ August</td>
<td>☐ September</td>
</tr>
<tr>
<td>☐ October</td>
<td>☐ November</td>
<td>☐ December</td>
</tr>
</tbody>
</table>

Rate per insertion: ___________________________  Ad Type: ☐ Winery Product News eNewsletter  ☐ Tasting Room Focus eNewsletter

Check one: ☐ Please run our ad as it ran in ___________________________  ☐ Please run the new ad we send
Notes ________________________________________________________________

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.

Wines & Vines is no longer accepting ad files via email. Print ads are to be uploaded to our ad portal at http://winesandvines.sendmyad.com.

Please see rate card (pg. 11) and ad specs (pg. 12) 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.

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Lydia Hall (West)  (415) 453-9700, ext. 103  F: (415) 453-2517  lydia@winesandvines.com
Hooper R. Jones (Midwest)  (847) 486-1021  F: (847) 486-1025  hooperhja@aol.com
David Bayard (N.Y. & International)  (973) 822-9275  F: (973) 822-9273  dave@bayard.com
Laura Lemos (East)  (973) 822-9274  F: (973) 822-9273  laura@boja.com

(866) 453-9701  •  www.winesandvines.com 070918