

## 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.



### 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**

### 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

## 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 keeps 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.



### 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**

### MARKETING BENEFITS

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

## eNEWSLETTER DELIVERY

	Reach	Targeted
<b>TASTING ROOM FOCUS</b>	Sent to 8,869 winery tasting room contacts at U.S. wineries. Sourced from our proprietary database that contains over 32,000 individual contacts.	By winery size and contact function. Function-driven marketing is proven to deliver significantly better sales and direct response results.
<b>WINERY PRODUCT NEWS</b>	Sent to 15,621 winery and grower decision-makers at U.S. Wineries. Sourced from our proprietary database that contains over 32,000 industry contacts.	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.

### ADVERTISING REPRESENTATIVES

<b>Jacques Brix, Vice President</b> (707) 473-0244 jbrix@winesandvines.com	<b>Lydia Hall (West)</b> (415) 453-9700, ext. 103 F: (415) 453-2517 lydia@winesandvines.com	<b>Hooper R. Jones (Midwest)</b> (847) 486-1021 F: (847) 486-1025 hooperhja@aol.com	<b>David Bayard (N.Y. &amp; International)</b> (973) 822-9275 F: (973) 822-9273 dave@bayard.com	<b>Laura Lemos (East)</b> (973) 822-9274 F: (973) 822-9273 laura@boja.com
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