

WinesandVines.com

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

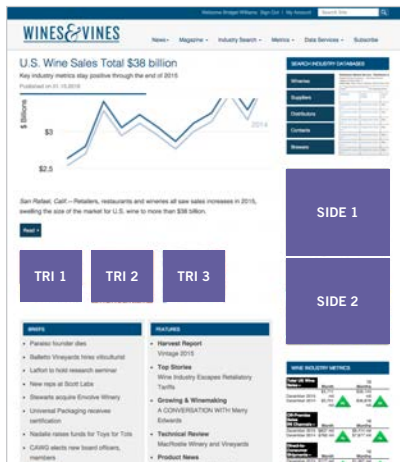


ADVERTISER FAVORITE

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

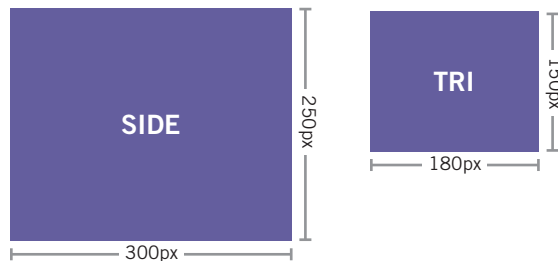
- Features:
- Original Daily News Headlines
 - Wine Industry Metrics
 - Feature Articles
 - Columns
 - Events
 - Industry Search



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

ADVERTISING REPRESENTATIVES

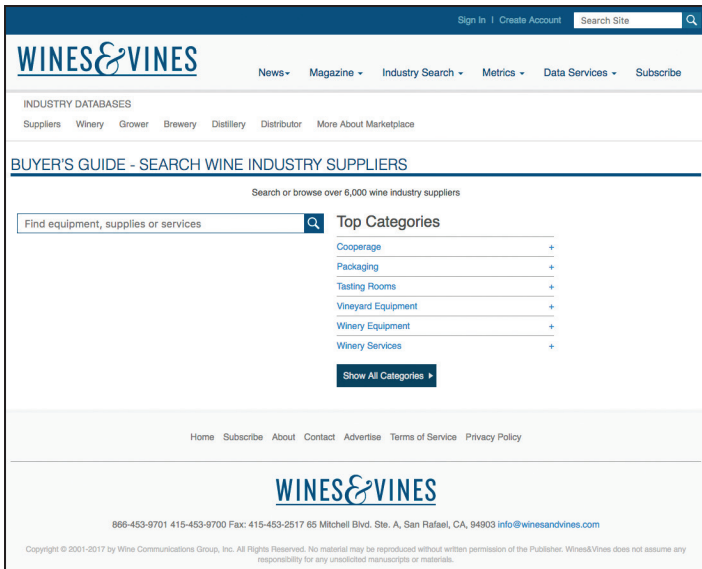
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GET THE MOST OUT OF YOUR WINES & VINES BUYER'S GUIDE LISTING!

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

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.

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.

This is an example of a Premium Spotlight Listing for G3 Enterprises. It features a large logo at the top left. To the right of the logo is the company name 'G3 Enterprises', website 'www.g3enterprises.com', and email 'g3info@g3enterprises.com'. Below this is a short company description. A contact card for 'Krittaya Boonma', Marketing Manager, includes her phone number and email. There are links for 'Spec Sheets' (with 'View' and 'Download' options) and 'Brands' (listing Atlas, Diam, C Fresh, C Ink, C Tree, Merik, Petanor, Zjar). A 'Details' section provides background on the company's history. At the bottom, there is a 'Videos' section with a row of video thumbnails.

This is an example of a Standard Listing for Tapp Label Co. It starts with the company logo and name. Below that is the website 'www.tapplabel.com' and email 'info@tapplabel.com'. A short description follows: 'Tapp Label specializes in high-decoration label, shrink-sleeve and flexible packaging printing for the wine, spirits, beer and beverage industries.' The main part of the listing consists of six employee contact cards arranged in a 2x3 grid. Each card includes the employee's name, title, and phone number. The employees listed are David Bowyer (President & CEO), Steven F Miller (COO), Rod Smith (VP Sales & Marketing), Brian Sharpe (VP Finance), Dawn Moreci (VP Human Resources), and Vinod Sharma (VP Sales). A 'Details' section at the bottom provides a brief history of the company.

This is an example of a Basic Listing for ReCoop Barrels. It features the company logo and name at the top. Below is the website 'www.recoopbarrels.com' and email 'sales@recoopbarrels.com'. A short description follows: 'Taking special care to select only barrels that pass our inspection process, ReCoop hand-picks barrels from premier wineries following proven barrel maintenance programs. Specially designed patented machinery planes 1/4 inch of the interior wood.' A contact card for 'Lori Marie Adams', Director Business Operations, includes her phone number and email. At the bottom, there are two boxes for 'Location Address' and 'Mailing Address', both listing the same address: 2010 Barlow Ln, Sebastopol, CA 95472.