

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

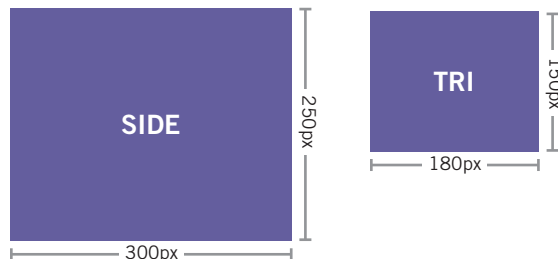


HEADLINES HOME & HEADLINES INDIVIDUAL PAGE

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

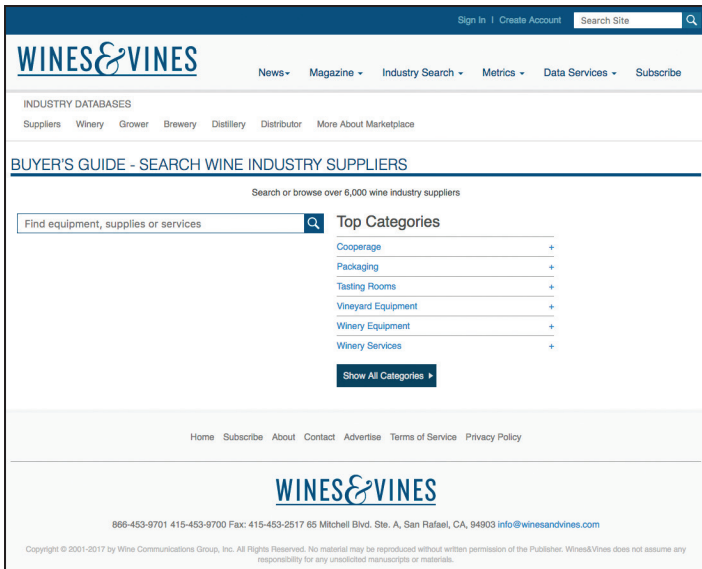
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GET THE MOST OUT OF YOUR WINES & VINES BUYER'S GUIDE LISTING!

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 screenshot shows a Premium Spotlight Listing for G3 Enterprises. It features the company logo, a contact card for Krittaya Boonma (Marketing Manager), and a 'Spec Sheets' section with links to download product information. There is also a 'Brands' section listing various products and a 'Details' section with a brief company history. A 'Videos' section at the bottom contains several video thumbnails.

This screenshot shows a Standard Listing for Tapp Label Co. It includes the company logo and a list of key personnel with their titles and contact information: 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).

This screenshot shows a Basic Listing for ReCoop Barrels. It includes the company logo, a contact card for Lori Marie Adams (Director Business Operations), and a 'Location Address' section with the company's physical address in Sebastopol, CA.