WHO WE ARE

Our Mission

The comprehensive source for the curious and cultured wine lover with an affinity for **global travel, modern food and dining, craft brews and quality cocktails**. Defined by mindset more than demographics, Wine Enthusiast readers are best recognized as discovery-driven learners and influencers who constantly seek new ways in which to enjoy and interact with the world.
Wine Enthusiast Magazine

Total Brand Footprint

PRINT
Audience: 940k+
Print + Digital Circulation: 271k*
Frequency: 13 issues per year

DIGITAL
Average monthly page views: 2.1M
Average unique monthly visitors: 1M
Average time spent per visit: 2 min.

PODCASTS
Current downloads: 550k

SOCIAL FOLLOWERS
Facebook: 338k
Twitter: 215k
Instagram: 322k
Pinterest: 20k

Total Combined: 875k+

Total Brand Footprint
4.7 Million

Source: Dec 2018 BPA; Google Analytics; Social as of August 2019
We Engage Our Audience Across all Platforms
Circulation Across the Country

AVERAGE CIRCULATION
271,237

Source: December 2018 BPA
Editorial Profile

- **WINE**: 40%
- **TRAVEL**: 16%
- **SPIRITS**: 18%
- **COOKING & DINING**: 26%

Wine Enthusiast
advertising.winemag.com
Front of Book: Our Crush
WHO WE ARE

Editorial Features

VOLCANIC CALIFORNIA

Triumphant wines and elegant wines emerge from the extreme soils of California’s Lake County.

SUN SAND GLASS IN HAND

Sea brine, sand, sun and fresh oysters make a perfect pairing.

LOCAL flavor

Chefs team up with wineries, coffee roasters and more for cocktails with regional flair.

Wine Enthusiast
advertising.winemag.com
Reader Profile: MRI 2017

The WE Audience is one of the most desirable audiences available today. Highly educated, affluent, professional, wine and food obsessed.

AGE & GENDER
Median Age: 45
Male: 50%
Female: 50%

EDUCATED & INFLUENTIAL
Graduated with a college degree: 55%
Managerial/professional: 43%

AFFLUENT
Median HHI: $112,262

Source: GfK MRI Doublebase June 2017
## Monthly Issue Themes and Features

### FEBRUARY

**Travel**

<table>
<thead>
<tr>
<th>FEATURES:</th>
<th>Wine Travel, Southwest France, Greece, Temecula, Vintage Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAIRINGS:</td>
<td>Desserts</td>
</tr>
<tr>
<td>WINE BUYING GUIDE:</td>
<td>Argentina, Australia, California, France, Germany, Greece, Italy, New York, Oregon, Portugal, Spain, Washington</td>
</tr>
<tr>
<td>SPIRIT BUYING GUIDE:</td>
<td>New Unflavored Vodkas <em>(released in past 24 months)</em></td>
</tr>
<tr>
<td>BEER BUYING GUIDE:</td>
<td>Sweet/Milk Stouts</td>
</tr>
</tbody>
</table>

*Bonus Circulation/Events: Wine Enthusiast Annual Wine Star Awards*

**PRINT**

- **AD CLOSE:** NOVEMBER 20
- **MATERIALS DUE:** NOVEMBER 27
- **IN HOME:** JANUARY 2
- **ON SALE:** JANUARY 14

**DIGITAL**

- **LAUNCH:** JANUARY 2020

### MARCH

**Advocacy**

<table>
<thead>
<tr>
<th>FEATURES:</th>
<th>The Wine World’s Top Progressive News Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINE BUYING GUIDE:</td>
<td>Austria, California, Canada, Chile, France, Italy, New Zealand, Other U.S., South Africa, Spain, Washington</td>
</tr>
<tr>
<td>SPIRIT BUYING GUIDE:</td>
<td>Rye Whiskey</td>
</tr>
<tr>
<td>BEER BUYING GUIDE:</td>
<td>Bocks</td>
</tr>
</tbody>
</table>

*Bonus Circulation/Events: ProWein, Women of the Vine*

**PRINT**

- **AD CLOSE:** DECEMBER 26
- **MATERIALS DUE:** JANUARY 2
- **IN HOME:** FEBRUARY 3
- **ON SALE:** FEBRUARY 18

**DIGITAL**

- **LAUNCH:** FEBRUARY 2020

### APRIL

**Chardonnay**

<table>
<thead>
<tr>
<th>FEATURES:</th>
<th>Chardonnay, Prosecco, Saké, Whiskey</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAIRINGS:</td>
<td>Middle Eastern Cuisine</td>
</tr>
<tr>
<td>WINE BUYING GUIDE:</td>
<td>Argentina, Australia, California, France, Germany, Idaho, Israel, Italy, Oregon, Other Europe, Portugal, Spain, Washington</td>
</tr>
<tr>
<td>SPIRIT BUYING GUIDE:</td>
<td>Anise-flavored Spirits</td>
</tr>
<tr>
<td>BEER BUYING GUIDE:</td>
<td>Wild/Sour Beers</td>
</tr>
</tbody>
</table>

*Bonus Circulation/Events: VinItaly*

**PRINT**

- **AD CLOSE:** JANUARY 15
- **MATERIALS DUE:** JANUARY 22
- **IN HOME:** FEBRUARY 24
- **ON SALE:** MARCH 10

**DIGITAL**

- **LAUNCH:** MARCH 2020
Monthly Issue Themes and Features

**MAY**  
**Wine & Culture**  
**FEATURES:** Wine and Culture, Sancerre, Tuscany, Petite Sirah  
**PAIRINGS:** Sandwiches  
**WINES:** California, Chile, France, Italy, New Zealand, Portugal, Other U.S., Other South America, South Africa, Washington  
**SPIRITS:** Blanco Tequila  
**BEER:** Dark Lagers  
**Bonus Circulation/Events:** WSWA  

**PRINT**  
**AD CLOSE:** FEBRUARY 12  
**MATERIALS DUE:** FEBRUARY 19  
**IN HOME:** MARCH 23  
**ON SALE:** APRIL 7  
**DIGITAL**  
**LAUNCH:** APRIL 2020

**JUNE**  
**California**  
**FEATURES:** Sonoma, Central California, Austria, Champagne, South Africa, Spirits  
**PAIRINGS:** Grilling  
**WINES:** Argentina, Australia, California, France, Germany, Greece, Italy, New York, Oregon, Spain, Washington  
**SPIRITS:** Spanish-style Rum  
**BEER:** Wheat Beers and Saison  
**Bonus Circulation/Events:** Hospice du Rhône  

**PRINT**  
**AD CLOSE:** MARCH 11  
**MATERIALS DUE:** MARCH 18  
**IN HOME:** APRIL 20  
**ON SALE:** MAY 5  
**DIGITAL**  
**LAUNCH:** MAY 2020

**JULY**  
**Rosé / Pacific NW**  
**FEATURES:** French Rosé, Oregon, Argentina, Washington, Cocktails  
**PAIRINGS:** Brunch  
**WINES:** Austria, California, France, Italy, New Zealand, Other U.S., Portugal, South Africa, Spain, Washington  
**SPIRITS:** Bourbon and American Wheat Whiskey  
**BEER:** Pale Lagers  

**PRINT**  
**AD CLOSE:** APRIL 8  
**MATERIALS DUE:** APRIL 15  
**IN HOME:** MAY 18  
**ON SALE:** JUNE 2  
**DIGITAL**  
**LAUNCH:** JUNE 2020
Monthly Issue Themes and Features

**AUGUST**

**Restaurants**

**FEATURES:** 100 Best Wine Restaurants, Burgundy, Soave, Australia

**WINE BUYING GUIDE:** Argentina, Australia, California, Chile, France, Germany, Italy, Oregon, Portugal, Spain, Washington

**SPIRIT BUYING GUIDE:** Flavored Gins

**BEER BUYING GUIDE:** Fruit/Vegetable Beers

**Bonus Circulation/Events:** Wine Enthusiast 100 Best Wine Restaurants Event

**PRINT**

AD CLOSE: MAY 6

MATERIALS DUE: MAY 13

IN HOME: JUNE 15

ON SALE: JUNE 30

**DIGITAL**

LAUNCH: JUNE 2020

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**SEPTEMBER**

**Italy**

**FEATURES:** Puglia, New Zealand, Chile, Rhône, Italy, Vodka

**PAIRINGS:** Italian

**WINE BUYING GUIDE:** Austria, California, France, Israel, Italy, New York, New Zealand, Other Europe, Other U.S., South Africa, Spain, Washington

**SPIRIT BUYING GUIDE:** Vermouth

**BEER BUYING GUIDE:** Pale Ales

**PRINT**

AD CLOSE: JUNE 10

MATERIALS DUE: JUNE 17

IN HOME: JULY 20

ON SALE: AUGUST 4

**DIGITAL**

LAUNCH: AUGUST 2020

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**OCTOBER**

**40 under 40**

**FEATURES:** 40 Under 40 Tastemakers, Spain, California, Germany

**PAIRINGS:** Cider Pairings

**WINE BUYING GUIDE:** Argentina, Australia, California, Canada, France, Germany, Greece, Idaho, Italy, Oregon, Washington

**SPIRIT BUYING GUIDE:** Calvados & Apple Spirits

**BEER BUYING GUIDE:** IPA

**Bonus Circulation/Events:** Spain’s Great Match

**PRINT**

AD CLOSE: JULY 15

MATERIALS DUE: JULY 22

IN HOME: AUGUST 24

ON SALE: SEPTEMBER 8

**DIGITAL**

LAUNCH: SEPTEMBER 2020
Monthly Issue Themes and Features

NOVEMBER
Best Buy/Value
FEATURES: Top 100 Best Buys, Oregon, Beaujolais, Sicily, England, Liqueurs
PAIRINGS: French Food
WINE BUYING GUIDE: Sparkling: California, Chile, England, New Zealand, Portugal, South Africa, Spain, Washington; France, Italy, Other U.S.
SPIRIT BUYING GUIDE: Cream Liqueurs
BEER BUYING GUIDE: Imperial IPA
PRINT AD CLOSE: AUGUST 19
MATERIALS DUE: AUGUST 26
IN HOME: SEPTEMBER 28
ON SALE: OCTOBER 13
DIGITAL LAUNCH: OCTOBER 2020

DECEMBER 1
Collecting
FEATURES: Top 100 Cellar Selections, Napa, Bordeaux, Barolo, Washington, Spirits
PAIRINGS: Entertaining
WINE BUYING GUIDE: Sparkling: Argentina, Australia, Austria, France, Germany, Italy, New York, Oregon; California, Spain, Washington
SPIRIT BUYING GUIDE: XO Cognac
BEER BUYING GUIDE: Barrel-Aged Dark Ales / Stouts
PRINT AD CLOSE: SEPTEMBER 16
MATERIALS DUE: SEPTEMBER 23
IN HOME: OCTOBER 26
ON SALE: NOVEMBER 10
DIGITAL LAUNCH: NOVEMBER 2020

DECEMBER 31ST
Best of Year Double Issue
FEATURES: The Enthusiast 100, Top 100 Spirits, Top 25 Beers, Wine Star Awards, Port, Roussillon, California’s Central Coast, Uruguay, Cocktails
PAIRINGS: Chinese Food
WINE BUYING GUIDE: California, Chile, France, Italy, New Zealand, Other Europe, Other South America, Other U.S., Portugal, South Africa, Washington
SPIRIT BUYING GUIDE: Blended Scotch
BEER BUYING GUIDE: Holiday-Themed/Spiced Beers
Bonus Circulation/Events: Wine Enthusiast Annual Wine Star Awards
PRINT AD CLOSE: OCTOBER 14
MATERIALS DUE: OCTOBER 21
IN HOME: NOVEMBER 23
ON SALE: DECEMBER 8
DIGITAL LAUNCH: DECEMBER 2020
**General Advertising Rates**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>13X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$35,268</td>
<td>$33,146</td>
<td>$32,464</td>
<td>$31,584</td>
<td>$30,701</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>$28,874</td>
<td>$28,460</td>
<td>$28,019</td>
<td>$27,658</td>
<td>$27,300</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$25,626</td>
<td>$25,112</td>
<td>$24,558</td>
<td>$24,220</td>
<td>$23,881</td>
</tr>
<tr>
<td>Junior</td>
<td>$23,881</td>
<td>$23,401</td>
<td>$22,890</td>
<td>$22,462</td>
<td>$22,034</td>
</tr>
<tr>
<td>1/3 Page Horizontal/Vertical</td>
<td>$15,371</td>
<td>$14,959</td>
<td>$14,511</td>
<td>$14,172</td>
<td>$13,831</td>
</tr>
</tbody>
</table>

**Full Page Advertorial** $44,006

**PREMIUM COVER POSITIONS**
- Back Cover 25% premium
- Inside Front Cover 20% premium
- Inside Back Cover 15% premium

**PREMIUM POSITIONS (Carry a 10% premium)**
- Page One*
- Opposite Table of Contents
- Opposite Masthead
- Opposite Editor’s Letter
- Opposite Out & About
- Opposite Our Crush
- Opposite Buying Guide Cover

*Please note if IFC/Page 1 spread is sold, your page 1 placement will be moved to the next available premium position.

*All prices are net
## Digital Advertising Rates*

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Days Run-of-Site Banners <em>(970x90, 300x600, 300x250, 320x50)</em></td>
<td>$9,500</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$17,500</td>
</tr>
<tr>
<td>Social Media Package <em>(Facebook, Instagram Story, Twitter)</em></td>
<td>$4,500</td>
</tr>
<tr>
<td>Branded Instagram Story</td>
<td>$6,500</td>
</tr>
<tr>
<td>Instagram Takeover <em>(48 hours)</em></td>
<td>$27,500</td>
</tr>
<tr>
<td>Native Buying Guide Ad <em>(30 days)</em></td>
<td>$16,000</td>
</tr>
<tr>
<td>BIE Sponsored Article</td>
<td>$15,125</td>
</tr>
<tr>
<td>BIE Dedicated Email Blast</td>
<td>$12,000</td>
</tr>
<tr>
<td>BIE Newsletter Banner</td>
<td>$9,075</td>
</tr>
</tbody>
</table>

*All prices are net

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[advertising.winemag.com](http://advertising.winemag.com)
## Print Specifications

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page with Bleed</td>
<td>9.25” x 11.0625” (234.95mm x 280.99mm)</td>
</tr>
<tr>
<td>Trim</td>
<td>9.0” x 10.8125” (228.6mm x 274.64mm)</td>
</tr>
<tr>
<td>Safety</td>
<td>8.5” x 10.3125” (215.9mm x 261.94mm)</td>
</tr>
<tr>
<td>Spread with Bleed</td>
<td>18.25” x 11.0625” (463.55mm x 280.99mm)</td>
</tr>
<tr>
<td>Trim</td>
<td>18” x 10.8125” (457.2mm x 274.64mm)</td>
</tr>
<tr>
<td>Safety</td>
<td>8.5” x 10.3125” (215.9mm x 261.94mm)</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.25” x 9.75” (133.35mm x 247.65mm)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.25” x 5” (209.55mm x 127mm)</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.5” x 9.75” (63.5mm x 247.65mm)</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>5.25” x 4.75” (133.35mm x 120.65mm)</td>
</tr>
<tr>
<td>Junior Page</td>
<td>5.25” x 7” (133.35mm x 177.8mm)</td>
</tr>
</tbody>
</table>

**BINDING:**

Perfect Bound, jog to foot—0.125” trim at foot

**FILE FORMAT:**

High resolution PDF and PDF/X1a files are accepted. PDF files need to be created using Adobe Acrobat Distiller with high resolution images and fonts embedded. All graphics minimum 300 dpi and CMYK format.

Total ink density should not exceed 320%.

**PRODUCTION GUIDELINES:**

For all bleed ads build files to trim size and add .125” bleed on all 4 sides. Ensure that crop marks are offset .125” from bleed.

For ads with a border we recommend the border size to be .25” minimum to avoid any variance when printing.

Allow .25” safety area inside trim on all 4 sides (no logos or type).

Spread ads must be supplied as 2 separate files and marked for "Left" and "Right".

**AD MATERIAL SUBMISSIONS:**

Send materials via email/mail to joakley@wineenthusiast.net

All files sent after deadline must be sent as packaged files with image links and fonts.

No press proofs will be provided without prior arraignment.
Advertising Guidelines

WINE ENTHUSIAST LOGO:
When using the Wine Enthusiast logo in your ad creative, please be sure to follow the rules below. We will not accept ads with outdated logos and ads with outdated logos will be returned for revision. For logo files, please contact Jill Oakley, joakley@wineenthusiast.net

Wine Enthusiast Magazine Logo Stylesheet

Logo on Black

Color value of logo should not exceed pictured when considering approval of a color logo.

Dotted line represents non-intrusion area of logo.

RATINGS:
You are encouraged to highlight Wine Enthusiast ratings in your ad creative.
However please remember that:
• All ratings, reviews and designations MUST be attributed to the correct wine and vintage with the corresponding publication date
• Designations should be listed and punctuated correctly: Editors' Choice, Best Buy or Cellar Selection

Wine Enthusiast will not publish ads with large competitor logos and call outs.

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Annual **TOP 100 ISSUES**

Wine Enthusiast’s highly anticipated annual Top 100 issues provide print and digital advertising opportunities.

**AUGUST**

**Top 100 Best Wine Restaurants**

We unveil the year’s definitive list of the best restaurants to wine and dine in the country.

**PRINT**

AD CLOSE: **MAY 6**
IN HOME: **JUNE 15**
ON SALE: **JUNE 30**

**DIGITAL**

LAUNCH: **JULY 2020**

**NOVEMBER**

**Top 100 Best Buys**

Our list of 100 top-ranked wines under $15 from around the globe to savor without breaking the bank.

**PRINT**

AD CLOSE: **AUGUST 19**
IN HOME: **SEPTEMBER 28**
ON SALE: **OCTOBER 13**

**DIGITAL**

LAUNCH: **OCTOBER 2020**

**DECEMBER**

**Top 100 Cellar Selections**

**December 1st Issue:**

Our definitive list of the most collectible and age worthy wines reviewed is the ideal holiday shopping guide for any wine fanatic.

**PRINT**

AD CLOSE: **SEPTEMBER 16**
IN HOME: **OCTOBER 26**
ON SALE: **NOVEMBER 10**

**DIGITAL**

LAUNCH: **NOVEMBER 2020**

**DECEMBER**

**Best of Year**

**December 31st Issue:**

The Enthusiast 100 Wines, Top 50 Spirits and Top 25 Beers, all featured in our last issue of the year!

**PRINT**

AD CLOSE: **OCTOBER 14**
IN HOME: **NOVEMBER 23**
ON SALE: **DECEMBER 8**

**DIGITAL**

LAUNCH: **DECEMBER 2020**

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
The 7 Best Wine Travel Experiences

The intrepid editors of Wine Enthusiast give you entree into the coolest and most coveted wine travel moments still a secret to most...until now! From riding through private vineyards on horseback through Mendoza, to a luxury wine tasting on the back of a safari Jeep in the South African bush, to whitewater rafting to a wine picnic on the banks of the Colorado River and beyond, these are the bucket list adventures every oenophile will clamor for.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
Celebrating the intersection of wine and all aspects of pop culture in one explosive issue, we tap top trends in the lifestyle world that appeal to wine drinkers. Music, fashion, film, sports and more...this package will comprehensively survey the exciting collision of wine and the world's most dynamic interests, featuring exclusive interviews with the world's most famous musicians, actors, designers and beyond who have a passion for wine, plus top pairings geared towards your favorite cultural tastes, quizzes, contests and much more.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
Wine Enthusiast tackles four of-the-moment issues in global news—Gender, Diversity, The Environment and Immigration—and looks in-depth at how these conversations are affecting what, why and how you drink.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
This annual list salutes the leaders of a new generation of drinkers. These dynamic young men and women are the innovators, gatekeepers and trendsetters who are changing what and how Americans imbibe. From winemakers to distillers, importers to distributors and sommeliers to cicerones, every October you will meet the country’s latest tastemakers at our Top 40 Under 40 Issue.
Each year, the editors of Wine Enthusiast honor the individuals and companies that have made outstanding achievements in the wine and beverage world. In addition to featuring our annual lists of the Top 100 Wines, Top 50 Spirits and Top 25 Beers, winners are announced in the special December 31st “Best of Year” Wine Star Awards issue.

Honorees are presented their trophies at a black-tie-gala awards dinner in January. This year the gala will be celebrated in San Francisco!

Congratulatory print ads in our Best of Year issue as well as digital programs such as top lists sponsorships, nominee & winner programs and more advertising opportunities are available.

> Contact your salesperson for information on digital sponsorship opportunities for this feature.
Video Opportunities

Wine Enthusiast’s IdeaLab is on the forefront of creating impactful native and branded video content for our advertising partners. The video content we create runs on social channels, mobile websites and distribution partners meeting all our sponsor’s strategic needs.

The IdeaLab producers will create the right video solution that resonates with audiences regardless of platform.

Contact your local salesperson for additional information
Custom Content Solutions

IdeaLab is the brand-marketing group at Wine Enthusiast Media, staffed with in-house content marketing strategists, editors, designers and developers. We work closely with brands from across the industry to create immersive, memorable content experiences that tell a brand’s story in ways that resonate with the Wine Enthusiast audience, and beyond.

Our expertise spans print, mobile, social, video and long-form content programs, filtered through the lens of lovers of wine and the wine lifestyle. At Wine Enthusiast we are committed to bringing your brand’s vision to life through original, well designed and engineered print, digital and live experiences.

Our Capabilities:

• Custom editorial content production
• Mobile-first website design and development
• Email and digital media design
• Social media marketing
• Branded video production
• Beautifully designed custom print programs

> Contact your local salesperson for additional information
Email Advertising

Wine Enthusiast has several methods of reaching our opt-in email databases including banner placements and dedicated email blasts. Our email products perform above industry averages.

Average Open Rate: 24%
Average CTR: 6%

TOP SHELF
Weekly Newsletter
Focus is on unique, entertaining, and informative offerings with links to the best and latest recommendations on wines, pairings and the products that enhance the lifestyle of wine.

Subscribers: 320k
Banner Size: 728 x 90

ADVANCE BUYING GUIDE
Monthly Newsletter
Reach the active wine and spirit buyers and members of the trade. Each email contains the ratings and reviews of nearly 1,300 wines and spirits that will appear in the upcoming issue of Wine Enthusiast Magazine and on its online review database. Sent three weeks prior to the magazine’s publication.

Subscribers: 16k
Banner Size: 728 x 90

CONSUMER OR TRADE DEDICATED EMAILS:
Send your own email creative to our opt-in list of consumer or trade subscribers. You can provide the creative or the Wine Enthusiast’s IdeaLab can design and program your email for you (additional fees apply). There is limited inventory for this popular product, be sure to reserve your dedicated blast today!

Creative: Layered PSD file
Size: 600 px wide X no height restriction
Subject Line: 2 options
Links: Include URL's and provide their specific placements on the email
Trade Subscribers: 23k
Consumer Subscribers: 320k
Beverage Industry Enthusiast

Beverage Industry Enthusiast (BIE) is Wine Enthusiast’s news and information hub on WineMag.com covering the wine, beer and spirits industries. Written and produced with a fresh POV and voice, BIE is the go-to online destination for trade news and reporting. Original content includes articles, videos, feature stories, breaking news and aggregated content from trusted news outlets.

**Brand Article**
Publish your own content on BIE and reach a targeted and engaged trade audience

**MEDIA PLAN INCLUDES:**
- Published article, video or product announcement
- BIE landing page promotional spot
- Promotional spot in the weekly BIE Newsletter
- Brand logo and roadblock ad placements on article linking back to sponsors site

**BIE Newsletter Sponsorship**
Sponsor our weekly newsletter with a banner and 20 words of promotional copy with an image or logo.

**Dedicated Email Blast**
Send your own email creative to our industry list of 22k subscribers.

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**BIE NEWSLETTERS**
Click-to-open Rate: 11%
Open Rate: 23%
Total Subscribers: 22k+
CONTACT US

Advertising Contacts

WINE ENTHUSIAST MEDIA

NEW YORK HEADQUARTERS
200 Summit Lake Drive Valhalla, NY 10595

Associate Publisher,
Vice President
Wine Enthusiast Media
JACQUELINE STRUM
914.218.9164
jstrum@wineenthusiast.net

Advertising Director
BRETT RACHLIN
914.345.9463 x4620
brachlin@wineenthusiast.net

Sales & Marketing Coordinator
JILL M. OAKLEY
914.345.9463 x4134
joakley@wineenthusiast.net

Creative Services Director
ANIKA DELUCA
914.345.9463 x4205
adeluca@wineenthusiast.net

Digital Advertising Director
GREG REMILLARD
914.345.9463 x4607
gremillard@wineenthusiast.net

Digital Advertising Sales Producer
KERI D’ONOFRIO
914.345.9463 x4136
kdonofrio@wineenthusiast.net

Digital Advertising Sales Coordinator
Henry Fleisher
914.345.9463 x4141
hfleisher@wineenthusiast.net

Director, Special Projects & Events
Director, Importer Connection
JEN CORTELLINI
914.345.9463 x4126
jcortellini@wineenthusiast.net

Events Coordinator
JENNIFER SULLIVAN
914.345.9463 x4601
jsullivan@wineenthusiast.net

West Coast Director
ALLISON LANGHOFF
413-A Washington Boulevard
San Francisco, CA 94129
917.597.6346
alanghoff@wineenthusiast.net

West Coast Account Manager
KAREN MOORE, CWAS
1447 E Main St
Ashland, OR 97520
kmoore@wineenthusiast.net

Account Manager,
Central California
JEN HORD
2836 Sloat Road
Pebble Beach, CA 93953
831-747-4635
jhord@wineenthusiast.net

Florida and Buying Guide Manager
DENISE VALENZA
17846 Mission Oak Drive
Lithia, FL 33547
813.571.1122
dvalenza@wineenthusiast.net

NEW YORK CITY OFFICE
99 Madison Avenue
Suite 408
New York, NY 10016

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