The Wine Enthusiast 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 Media

Total Brand Footprint

PRINT
Audience: 940k+
Print + Digital Circulation: 281k*
Frequency: 12 issues per year

DIGITAL
Average monthly page views: 2.9M
Average unique monthly visitors: 1.6M
Average time spent per visit: 2 min.

PODCAST DOWNLOADS
What We’re Tasting: 30k
Wine Enthusiast Podcast: 713k

SOCIAL FOLLOWERS*
Facebook: 431k
Twitter: 218k
Instagram: 411k
Pinterest: 29k (4.9M Viewers)
LinkedIn: 56k
TripAdvisor: 55k
Total Combined: 1.2M+

Total Brand Footprint: 4.5 Million

*Source: June 2019 BPA Google Analytics, social as of September 2020
We Engage Our Audience
Across All Platforms
Circulation Across the Country

AVERAGE CIRCULATION
281,077

26,060 PACIFIC
6,998 MOUNTAIN
5,992 W. NORTH CENTRAL
15,967 E. NORTH CENTRAL
15,967 MIDDLE ATLANTIC
22,825 SOUTH ATLANTIC
4,681 E. SOUTH CENTRAL
11,876 W. SOUTH CENTRAL
5,407 NEW ENGLAND

Source: June 2019 BPA
Editorial Profile

16% TRAVEL
18% SPIRITS
26% COOKING & DINING
40% WINE
Reader Profile

MRI

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

EDUCATED & INFLUENTIAL
Graduated with a college degree: 76%
Managerial/professional: 69%

AGE & GENDER
Median Age: 45.7
Male: 51%
Female: 49%

AFFLUENT
Median HHI: $184,918

Source: Ipsos Affluent Survey, Fall 2020
## Monthly Issue Themes and Features

### February/March
**The New Now Double Issue**

**Features:** New World, Emerging Regions, Issues that are Important Now and for the Future

**Pairings:** Root Vegetables

**Wine Buying Guide:** Australia, Austria, California, Canada, Chile, France, Germany, Greece, Italy, New York, New Zealand, Oregon, Other U.S., Portugal, South Africa, Spain, Washington

**Spirit Buying Guide:** Potato Vodka

**Beer Buying Guide:** Coolship Beer

**Print**
- **Ad Close:** December 18
- **Materials Due:** December 23
- **In Home:** February 1
- **On Sale:** February 16

**Digital**
- **Launch:** February 2021

### April
**Chardonnay**

**Features:** Sonoma, Burgundy, South Africa, Washington, Chianti

**Pairings:** Bar Food

**Wine Buying Guide:** Argentina, Australia, California, France, Germany, Idaho, Israel, Italy, Oregon, Other Europe, Portugal, Spain, Washington

**Spirit Buying Guide:** Blended Irish Whiskey

**Beer Buying Guide:** Porter

**Print**
- **Ad Close:** January 22
- **Materials Due:** January 27
- **In Home:** March 1
- **On Sale:** March 16

**Digital**
- **Launch:** March 2021

### May
**Wine & Culture**

**Features:** Wine and Culture, Oregon, Corsica, Tasmania, Greece

**Pairings:** Flatbreads

**Wine Buying Guide:** California, Chile, France, Greece, Italy, New Zealand, Portugal, Other U.S., Other South America, South Africa, Washington

**Spirit Buying Guide:** Reposado Tequila

**Beer Buying Guide:** Lager

**Print**
- **Ad Close:** February 19
- **Materials Due:** February 24
- **In Home:** March 29
- **On Sale:** April 13

**Digital**
- **Launch:** April 2021
Monthly Issue Themes and Features

**JUNE/JULY**
*California Double Issue*

**FEATURES:** Napa, Los Angeles, Paso Robles, Provence, Argentina, Cocktails
**PAIRINGS:** California Grilling
**WINE BUYING GUIDE:** Argentina, Australia, Austria, California, France, Germany, Italy, New York, New Zealand, Oregon, Other U.S., Portugal, South Africa, Spain, Washington
**SPIRIT BUYING GUIDE:** New Bourbons (released in last 24 months)
**BEER BUYING GUIDE:** Saison

**PRINT**
AD CLOSE: APRIL 2
MATERIALS DUE: APRIL 7
IN HOME: MAY 10
ON SALE: MAY 25
**DIGITAL**
LAUNCH: MAY 2021

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**AUGUST**
*Restaurants*

**FEATURES:** Restaurants, Sicily, Alsace, Central Coast, Sake
**PAIRINGS:**
**WINE BUYING GUIDE:** Argentina, Australia, California, Chile, France, Germany, Italy, Oregon, Portugal, Washington
**SPIRIT BUYING GUIDE:** Guyana/Trinidad & Tobago Rums
**BEER BUYING GUIDE:** Honey Beer

**PRINT**
AD CLOSE: MAY 7
MATERIALS DUE: MAY 12
IN HOME: JUNE 14
ON SALE: JUNE 29
**DIGITAL**
LAUNCH: JUNE 2021

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**SEPTEMBER**
*Italy*

**FEATURES:** Piedmont, Bologna, Vulture, Sancerre, Cabernet Sauvignon, Israel
**PAIRINGS:** Italian Chicken
**WINE BUYING GUIDE:** Austria, California, France, Israel, Italy, New York, New Zealand, Other Europe, Other U.S., South Africa, Spain, Washington
**SPIRIT BUYING GUIDE:** Limoncello
**BEER BUYING GUIDE:** Kolsch

**PRINT**
AD CLOSE: JUNE 11
MATERIALS DUE: JUNE 16
IN HOME: JULY 19
ON SALE: AUGUST 3
**DIGITAL**
LAUNCH: AUGUST 2021
Monthly Issue Themes and Features

**OCTOBER**

*40 Under 40*

FEATURES: 40 Under 40 Tastemakers, Spain, Rhône, Oregon, Science of Spirits
PAIRINGS: Corn
WINE BUYING GUIDE: Argentina, Australia, California, Canada, France, Germany, Greece, Idaho, Italy, Oregon, Washington
SPIRIT BUYING GUIDE: New Western-Style Gin
BEER BUYING GUIDE: Pale Ale

**NOVEMBER**

*Best Buys / Value*

FEATURES: Top 100 Best Buys, Roussillon, California, Chile, Germany, Beer
PAIRINGS: Editors’ Roundup
WINE BUYING GUIDE: Sparkling: California, Chile, England, New Zealand, South Africa, Spain, Washington; France, Italy, Other U.S.
SPIRIT BUYING GUIDE: Apple Brandy
BEER BUYING GUIDE: IPA

**DECEMBER 1ST**

*Holiday/ Retailers*

FEATURES: Cellar Selections, Nebbiolo, Douro, New York, Bordeaux, Whiskey, Retailers
PAIRINGS: Sweet and Salty
WINE BUYING GUIDE: Sparkling: Argentina, Australia, Austria, France, Germany, Italy, New York, Oregon; California, Portugal, Spain, Washington
SPIRIT BUYING GUIDE: Armagnac
BEER BUYING GUIDE: Extra Special Bitter and Mild Ale

**DECEMBER 31ST**

*Best of Year*

FEATURES: The Enthusiast 100, Top 100 Spirits, Top 50 Beers, Washington, Sonoma, Italy, Australia, Pickled Cocktails
PAIRINGS: Dinner for One
WINE BUYING GUIDE: California, Chile, France, Italy, New Zealand, Other Europe, Other South America, Other U.S., Portugal, South Africa, Washington
SPIRIT BUYING GUIDE: Single-Malt Scotch
BEER BUYING GUIDE: Barrel-Aged Ale

**EDITORIAL CALENDAR 2021**

PRINT
AD CLOSE: JULY 16
MATERIALS DUE: JULY 21
IN HOME: AUGUST 23
ON SALE: SEPTEMBER 7

DIGITAL
LAUNCH: SEPTEMBER 2021

PRINT
AD CLOSE: AUGUST 20
MATERIALS DUE: AUGUST 25
IN HOME: SEPTEMBER 27
ON SALE: OCTOBER 12

DIGITAL
LAUNCH: OCTOBER 2021

PRINT
AD CLOSE: SEPTEMBER 17
MATERIALS DUE: SEPTEMBER 22
IN HOME: OCTOBER 25
ON SALE: NOVEMBER 9

DIGITAL
LAUNCH: NOVEMBER 2021

PRINT
AD CLOSE: OCTOBER 15
MATERIALS DUE: OCTOBER 20
IN HOME: NOVEMBER 22
ON SALE: DECEMBER 7

DIGITAL
LAUNCH: DECEMBER 2021
Print Specifications

AD SIZES

Full Page with Bleed 9.25” x 11.0625” (234.95mm x 280.99mm)
Trim 9.0” x 10.8125” (228.6mm x 274.64mm)
Safety 8.5” x 10.3125” (215.9mm x 261.94mm)

Spread with Bleed 18.25” x 11.0625” (463.55mm x 280.99mm)
Trim 18” x 10.8125” (457.2mm x 274.64mm)
Safety 8.5” x 10.3125” (215.9mm x 261.94mm)

2/3 Vertical 5.25” x 9.75” (133.35mm x 247.65mm)
1/2 Horizontal 8.25” x 5” (209.55mm x 127mm)
1/3 Vertical 2.5” x 9.75” (63.5mm x 247.65mm)
1/3 Horizontal 5.25” x 4.75” (133.35mm x 120.65mm)
Junior Page 5.25” x 7” (133.35mm x 177.8mm)

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.

Crop marks should be used to indicate bleed.
Total ink density should not exceed 320%.
PDF files will be printed as is.

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”. Keep anything important out of the gutter (type or a person, place or thing).

AD MATERIAL SUBMISSIONS:
Send materials via email/mail to jsullivan@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 arrangement.

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.

Crop marks should be used to indicate bleed.
Total ink density should not exceed 320%.
PDF files will be printed as is.

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AD MATERIAL SUBMISSIONS:
Send materials via email/mail to jsullivan@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 arrangement.
**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 Jennifer Sullivan, jsullivan@wineenthusiast.net

**Logo on Black**
Color value of logo should not exceed pictured when considering approval of a color logo.

**Logo used for Instruction only. DO NOT USE.**
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.
Wine Enthusiast’s highly anticipated annual Top 100 issues provide print and digital advertising opportunities.

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 20
IN HOME: SEPTEMBER 27
ON SALE: OCTOBER 12

DIGITAL
LAUNCH: OCTOBER 2021

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 17
IN HOME: OCTOBER 25
ON SALE: NOVEMBER 9

DIGITAL
LAUNCH: NOVEMBER 2021

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 15
IN HOME: NOVEMBER 22
ON SALE: DECEMBER 7

DIGITAL
LAUNCH: DECEMBER 2021

Contact your salesperson for information on digital sponsorship opportunities for this feature.
As we start a fresh calendar year, we take stock of crucial issues defining the fast-evolving wine landscape in this present moment, including climate change, emerging regions, gender equality, accessibility and inclusion, and who’s leading the next generation of people growing, making and serving wine.

PRINT
AD CLOSE: DECEMBER 18
IN HOME: FEBRUARY 1
ON SALE: FEBRUARY 16

DIGITAL
LAUNCH: FEBRUARY 2021

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Annual Culture Issue
MAY

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.

PRINT
AD CLOSE: FEBRUARY 19
IN HOME: MARCH 29
ON SALE: APRIL 13

DIGITAL LAUNCH: APRIL 2021

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Our June/July issue will offer extensive California coverage as the issue’s main theme, along with additional features highlighting the summer-friendly topics of rosé, aromatic white wines and portable, adventure-ready cocktail creations.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Top 100 Best Wine Restaurants

AUGUST

Each year, our global team of editors and tasters carefully curate a select list of American dining establishments that represents the most dynamic experiences in wine-focused dining across the country. This list, revealed in the August issue of Wine Enthusiast magazine, is leading the way with fresh approaches to wine and food, with excellence in creative food concepts, innovative wine selections, and exceptional service.

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.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Annual

Best of Year

plus Wine Star Awards

DECEMBER

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.

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.

PRINT
AD CLOSE: OCTOBER 15
IN HOME: NOVEMBER 22
ON SALE: DECEMBER 7

DIGITAL
LAUNCH: DECEMBER 2021

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Contact your salesperson for additional information.
Wine Enthusiast
2021 Digital Media Kit
Wine Enthusiast Digital

Our Audience

The winemag.com audience is one of the most desirable lifestyle audiences online today. They are highly educated, affluent, professional, wine and food obsessed and receptive to advertising. Our audience is eager to engage with your brand and learn more about your products.

**DIGITAL**

Average monthly page views: **2.9M**

Average unique monthly visitors: **1.6M**

Average time spent per visit: **2 min.**

**PODCAST DOWNLOADS**

What We’re Tasting: **30,000**

Wine Enthusiast Podcast: **712,600**

**SOCIAL FOLLOWERS***

- Facebook: **431k**
- Twitter: **218k**
- Instagram: **411k**
- Pinterest: **29k** (2.7M Viewers)
- LinkedIn: **56k**
- TripAdvisor: **55k**

Total Combined: **1.2M+**

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*Source: June 2019 BPA Google Analytics, social as of April 2020

Total Digital Audience: **3.5 Million**
Our Audience

**winemag.com**

**EDUCATED & INFLUENTIAL**
Graduated with a college degree: 86%

**AGE & GENDER**
Median Age: 41.0
Male: 67% Female: 33%

**AFFLUENT**
Median HHI: $194,891

Source: Ipsos Affluent Survey, Fall 2020

**ThirstyNest**

**AGE & GENDER**
Median Age: 25-34
Male: 30% Female: 70%

**AFFLUENT**
Median HHI: $97,000

**TOP MARKETS: URBAN LIVING**
(CA, NY, TX, FL, VA & IL)
Display Advertising

**Rich Media**
Rich Media creatives include video units, shoppable units, scrollable units and more. All units are developed to be responsive for any screen size. Rich media units have a 50% higher CTR than static image banners.

**Wine Enthusiast Programmatic Audience Network**
Our programmatic advertising platform allows you to reach millions of wine drinkers throughout the web using Wine Enthusiast retargeting and first party data to build a custom campaign expressly for your brand. There is no better wine-first programmatic advertising solution available today.

**Wine Enthusiast Programmatic Video Advertising**
The W.E. Programmatic Audience Network puts your latest video in front of a massive, custom-targeted audience on websites across the web. If you’ve created a beautiful brand video but only a few people have seen it on your website and social media, Wine Enthusiast can provide the audience reach your video deserves.

**Winemag.com Run-of-Site**
Run your banners throughout the busiest wine-focused website online today. Sizes include 970x90, 970x250, 300x600, 300x250, 320x50.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Social Media Advertising

With over 1,000,000 social media followers, Wine Enthusiast will bring your brand and campaign messaging to an active, engaged audience with these exciting social media advertising programs.

Social Media Bundle
A cost effective way to reach our social audience with your message. Includes a single image Instagram Story, a Facebook post and a Tweet all scheduled to run on the same day or same week. Includes paid amplification.

Sponsored Instagram Post
Reach our IG audience of over 400,000 people with your best images and video. Our digital production team works closely with you to create IG posts and captions that are native to the WE IG but still on-brand for you. Includes paid amplification.

Sponsored Instagram Stories
Use a sponsored IG Story to promote a line of products, pairings & recipes or provide an inside peek to your business. Sponsored Stories become Highlighted Stories on our Instagram for 30 days after your Story expires.

Contests & Sweepstakes
Social media contests and sweepstakes are excellent vehicles for growing brand awareness and increasing followers. Wine Enthusiast provides a completely turnkey platform for running social contests and sweeps getting you to market quickly and effectively.

Custom IGTV Series
Our content experts will work with you to develop a month-long video series that featuring 4 videos devoted to a content topic that is tangential to your brand and will resonate with our social media audience. The result is thousands of views for each video and a valuable asset for your customers and internal sales team. Includes a complete promotional media plan.

Instagram Live Tastings
A lively and fun platform for engaging, educating and entertaining your customer in real time! Your wine-maker, owner, brand ambassador or other relevant representative will be live with a Wine Enthusiast host on the Wine Enthusiast Instagram account tasting 3 wines. Includes a complete promotional plan.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Email Advertising

Still the best digital marketing method available. Excellent for product launches, e-commerce/DTC and events. Wine Enthusiast practices strict list hygiene resulting in an opt-in list of 350,000 people are recently active and engaged.

Consumer Dedicated Emails
You provide the creative and our digital team schedules, sends and reports on the campaign. Average open rates for dedicated emails are 16% - 20%.

Native Dedicated
Designed specifically to help brands sell wine from a product section in the body of the email. Link featured wines to your DTC site, the digital retailer of your choice or your retail finder page. The design also provides up to 4 content promo spots to promote content from your website. We manage the development of the email making this an extremely turnkey email marketing option.

Programmatic Email
The Wine Enthusiast Programmatic Audience Network provides you with massive scale for your next email campaign. Using a combination of your demographic targeting requirements, Wine Enthusiast first party data and carbon copy lookalikes we’ll build a high performing email audience at scale.

Custom Email Series
As with any advertising program, repeat touches embed branding, product and messaging in consumer’s minds. Wine Enthusiast can develop a custom email campaign that consists of 4 separate emails dripped out over 4 weeks all devoted to a specific topic, product or region. Excellent for performance marketing needs like wine club sign-ups, registrations and sales.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Content Marketing

Winemag.com Native Content
Harness one of the most effective digital marketing strategies by publishing your content natively on winemag.com. Content can consist of articles, videos, and slideshows. Organic and paid social amplification included.

Instagram 360
Engage our audience on social media and web with a native article, listicle, video, recipe or image gallery published on winemag.com and promoted on Instagram with a post and story for 30 days. One of our most popular and cost-effective content marketing solutions.

40 Under 40 Influencer Program
Wine Enthusiast’s 40 Under 40 winners are some of the industry’s most influential people on social media. Working with a panel of eight past 40U40 winners we will create a month long series of posts on the Wine Enthusiast Instagram that focus on a fun or educational topic that can highlight your product and resonate with our social audience providing the perfect opportunity of content adjacency and social media reach.

Sponsored Content
Wine Enthusiast is the most successful and well-known wine lifestyle publications today. We provide a wide variety of topical, seasonal and in-demand content adjacency opportunities. Sponsored content packages such as our annual 40 Under 40, Top 100 Wine Restaurants and even Cabernet Month packages include hundreds of thousands of media impressions along with putting your brand next to top quality content in a clean, well-lighted digital environment.

Wine Region & Association Program
Wine Enthusiast Media has developed a robust marketing program that brings together some of our best performing digital products into a single offering that will provide value to the sponsoring region as well as 10 individual producers.

The Wine Enthusiast Podcast
With 720,000 downloads the Wine Enthusiast Podcast is one of the most successful wine-focused podcasts being produced today. 15 or 30 second audio ads provide you with a powerful branding opportunity to promote your product in an intimate, memorable setting. Includes a complete media plan.

Wine Enthusiast Amazon Alexa Skill
Amazon Echo devices are being used by millions of households globally. The largest and most recognized voice assistant, Amazon Alexa can now pair any dish with the right wine through the Wine Enthusiast Alexa Skill.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Trade Advertising

Beverage Industry Enthusiast (BIE) is Wine Enthusiast’s trade channel on winemag.com. Thousands of industry professionals from around the globe visit the channel weekly and receive the BIE newsletter to follow WE’s coverage of a wide range of industry stories ranging from news to executive profiles.

BIE Native Article
BIE is an excellent platform for brands to speak directly to the trade natively from winemag.com. Promote a new product, important news, or a company milestone by publishing a native article on BIE.

BIE Dedicated Email
Our trade list has 25,000 industry professionals from all facets of the wine, beer and spirits industries. Open rates typically run as high as 24%.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
E-Commerce & Direct to Consumer (DTC)

E-commerce and DTC sales have never been more important to producers around the world. At the same time the marriage of content and commerce has become a basic expectation of digital publishers. Wine Enthusiast has developed the following programs to help our advertisers sell wine directly from their content programs on winemag.com.

**Turnkey Shoppable Content**

Turn any native or sponsored content published on winemag.com into an opportunity to sell your wine directly to our site visitors. Enable any native article, sponsored content piece, image gallery or video landing page with our seamlessly integrated shopping platform that provides order taking, credit card processing and order fulfillment. Order fulfillment is provided by a network of national retailers.

**Drizly / Vivino Codes**

We partnered with these popular e-commerce platforms to provide you with a special Wine Enthusiast discount code giving shoppers $5 off their total cart purchase. Add the code to any content marketing program, social media or email campaign. Add to any content program at no cost.

Contact your salesperson for information on digital sponsorship opportunities for this feature.
Our creative services group consists of 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 on your own digital properties.

Services Include:

- Content Development
- Microsite Development
- Sweepstakes / Contests
- Video Production
- Podcast Production
Rich media specifications by request.

Banner ad prices are listed as FLAT RATE.

Winemag.com refers to the Interactive Advertising Bureau for standard ad sizes and file size limits. We support most rich media vendors including, Atlas, Eyeblaster, Eyewonder, PointRoll, Unicast/Viewpoint.

FILE SPECIFICATIONS:
Resolution: 72dpi
File size: max. 45Kb
Wine Enthusiast articles

File Formats:
• JPG
• HTML5
• JavaScript
• Animated GIF

Please email digital creative to: (Please reference placement, dates, and URL)
Caitlin Micek  cmicek@wineenthusiast.net  914.345.9463 x4141
Wine Enthusiast
Additional Specifications

DEDICATED EMAIL:
Advertisers have the choice of providing a single image file “postcard” style for their blast or an HTML file.

- A single static JPEG that displays all message imagery and copy. The JPEG specs must be 600 pixels wide, with no restrictions to the height.

- One click through URL link that will be attached to the static JPEG.

- The subject line you would like us to include in the email.

- HTML width and height dimensions are the same; 600 px wide with no height restriction.

TOP SHELF WEEKLY EMAIL:
Leaderboard 728 x 90

ADVANCE BUYING GUIDE EMAIL:
Leaderboard 728 x 90

PRE-ROLL VIDEO SPECS:
- 20 seconds
- Minimum bitrate: 500kbps
- 400 x 300 minimum resolution
- Color Depth: 32 bit
- At least 15fps
- H.264/AAC, .mp4 file format
Wine Enthusiast

Social Post Specifications

1200x628 – Facebook Post
1200x628 – LinkedIn Post
1080x1920 – Instagram Story Post
1080x1920 – Instagram Cover
1080x1080 – Instagram Post
1024x512 – Twitter Post
Virtual Events

Virtual events should no longer be intimidating, confusing, or complicated. They can reach people with the same content whether they are located in San Francisco or New York, and the experience doesn’t stop at the end of the event! Our live virtual events are recorded so attendees can easily go back and access the content to rewatch and even share within their network (all while providing analytics and reporting data on attendees). Virtual events are flexible and can be tailored to your business needs while including promotional and brand media plans that add reach and scale.

Webinars

Webinars are extremely effective platforms for messaging, educating and lead generation and an extremely cost effective alternative to live events.

Wine Enthusiast’s webinar platform provides you all of the production, promotion and support you need to present world class webinars to a highly engaged trade and/or consumer audience.

Our production team manages all aspects of the webinar including:
- Webinar Registration and audience management.
- Live broadcast and rebroadcast of the recorded webinar.
- Complete promotional plan.
- Database of all attendees for follow up marketing.

Contact your salesperson for additional information.

Virtual Panels

Align your brand with panels curated by the editors at Wine Enthusiast as they discuss trending topics with the top thoughts leaders in our industry.

EXAMPLES INCLUDE:

THE NEW NORMAL: NAVIGATING THE PRESENT AND FUTURE OF WINE RETAIL
Vital, practical insight on navigating current challenges, as well as preparing for what’s to come in retail and beyond.

40 UNDER 40 VIRTUAL EVENT SERIES: The Future of Hospitality
Real-life stories and strategies from tastemakers and emerging voices in the hospitality space on how they have creatively pivoted their businesses and careers during this dynamic time.
ThirstyNest is the first ever wine, spirits and drinkware gift registry for the modern couple.

ThirstyNest is the newest e-tail destination. This first-of-its-kind concept alongside expert curated content creates the ultimate beverage registry destination for gifting and home entertaining.

For the first time, engaged millennial couples can register – and their friends can purchase – specific bottles of wine, spirits and entertaining accessories.
NEW YORK HEADQUARTERS
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