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: 848k

SOCIAL FOLLOWERS*
- Facebook: 454k
- Twitter: 219k
- Instagram: 444k
- Pinterest: 29k (4.9M Viewers)
- LinkedIn: 65k
- TripAdvisor: 55k
- Total Combined: 1.2M+

Total Brand Footprint: 4.6 Million

*Source: June 2019 BPA Google Analytics; social as of February 2021
We Engage Our Audience
Across All Platforms

LIVE & VIRTUAL EVENTS
MAGAZINE
WINEMAG.COM
SOCIAL
THIRSTYNEST
VOICE
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 2018 IPA

advertising.winemag.com
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:** Coors Light Beer

**PRINT**
*AD CLOSE:* DECEMBER 18
*MATERIALS DUE:* DECEMBER 23
*IN HOME:* FEBRUARY 1
*ON SALE:* FEBRUARY 16

**DIGITAL**
*LAUNCH:* FEBRUARY 2021

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**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

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**MAY**
*Wine & Culture*

**FEATURES:** Wine and Culture, Japanese Whiskey, 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 9
MATERIALS DUE: APRIL 14
IN HOME: MAY 17
ON SALE: JUNE 1
DIGITAL
LAUNCH: JUNE 2021

AUGUST/SEPTEMBER
Italy/Cabernet/Restaurant Double Issue
FEATURES: Piedmont, Vulture, Sicily, Cabernet Sauvignon, Restaurants, Oregon, Israel, Saké
WINE BUYING GUIDE: Argentina, Australia, California, Chile, France, Germany, Israel, Italy, New York, New Zealand, Oregon, Other Europe, Other U.S., Portugal, South Africa, Spain, Washington
SPIRIT BUYING GUIDE: Guyana/Trinidad & Tobago Rums
BEER BUYING GUIDE: Kölsch

PRINT
AD CLOSE: JUNE 11
MATERIALS DUE: JUNE 16
IN HOME: JULY 19
ON SALE: AUGUST 3
DIGITAL
LAUNCH: JULY 2021

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

PRINT
AD CLOSE: JULY 16
MATERIALS DUE: JULY 21
IN HOME: AUGUST 23
ON SALE: SEPTEMBER 7
DIGITAL
LAUNCH: SEPTEMBER 2021
Monthly Issue Themes and Features

**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, Central Coast, 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, Picked 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

**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
Wine Enthusiast
Print Specifications

AD SIZES

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Notes</th>
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<tbody>
<tr>
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<td>9.25&quot; x 11.0625&quot; (234.95mm x 280.99mm)</td>
<td>Perfect Bound, jog to foot—0.125&quot; trim at foot.</td>
</tr>
<tr>
<td>Trim</td>
<td>9.0&quot; x 10.8125&quot; (228.6mm x 274.64mm)</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>8.5&quot; x 10.3125&quot; (215.9mm x 261.94mm)</td>
<td></td>
</tr>
<tr>
<td>Spread with Bleed</td>
<td>18.25&quot; x 11.0625&quot; (463.55mm x 280.99mm)</td>
<td></td>
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<tr>
<td>Trim</td>
<td>18&quot; x 10.8125&quot; (457.2mm x 274.64mm)</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>8.5&quot; x 10.3125&quot; (215.9mm x 261.94mm)</td>
<td></td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.25&quot; x 9.75&quot; (133.35mm x 247.65mm)</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.25&quot; x 5&quot; (209.55mm x 127mm)</td>
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<tr>
<td>1/3 Vertical</td>
<td>2.5&quot; x 9.75&quot; (63.5mm x 247.65mm)</td>
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</tr>
<tr>
<td>1/3 Horizontal</td>
<td>5.25&quot; x 4.75&quot; (133.35mm x 120.65mm)</td>
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</tr>
<tr>
<td>Junior Page</td>
<td>5.25&quot; x 7&quot; (133.35mm x 177.8mm)</td>
<td></td>
</tr>
</tbody>
</table>

BINDING:
PDF/X1a files are accepted. All graphics minimum 300 dpi and CMYK format with all layers flattened.
Crop marks should be used to indicate trim.
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).

AD MATERIAL SUBMISSIONS:
Send materials via email/mail to jsullivan@wineenthusiast.net
All files sent after deadline must be sent as packaged files with images, links and fonts.
No press proofs will be provided without prior arrangement.
PDF files will be printed as is.

*updates as of Aug. 2021
**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

**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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Logo used for Instruction only. DO NOT USE.
Annual

**Top 100 Issues**

*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.
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.
The California Double Issue
JUNE/JULY

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 rose, aromatic white wines and portable, adventure-ready cocktail creations.

PRINT
AD CLOSE: APRIL 2
IN HOME: MAY 10
ON SALE: MAY 25

DIGITAL
LAUNCH: MAY 2021

Contact your salesperson for information on digital sponsorship opportunities for this feature.
This issue explores the past, present and future of Italy’s wine culture through the white wines produced in esteemed Piedmont, a tour of the vines that surround Mount Etna and more. Readers will also get the lowdown on game-changing Cabernet Sauvignons made worldwide, discover which 50 U.S. restaurants best embraced change in the last year and sample modern wine production in Israel.
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.

Congratulations 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.

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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.
Custom Branded Advertorials

Bring your brand’s vision to life through original, beautifully designed print advertorials. Wine Enthusiast Media advertorials are unique in their own way. They provide high-quality content while giving spotlight to your brand. We work closely with brands from across the industry to create memorable content experiences that tell a brand’s story in ways that resonate with the Wine Enthusiast audience, and beyond.

ADVERTORIAL BOOKING DUE DATES:

FEBRUARY/MARCH New Winery Double Issue: OCTOBER 19
APRIL Chardonnay: DECEMBER 7
MAY Wine & Culture: JANUARY 4
JUNE/JULY California Double Issue: FEBRUARY 15
AUGUST Restaurants: MARCH 22
SEPTEMBER Italy: APRIL 26
OCTOBER 40 Under 40: MAY 31
NOVEMBER Best Bays/Value: JULY 6
DECEMBER 1 Holiday/Retailers: AUGUST 2
DECEMBER 31 Best of Year: SEPTEMBER 1

Contact your salesperson for additional information.
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: **30k**  
Wine Enthusiast Podcast: **848k**

**SOCIAL FOLLOWERS***  
Facebook: **454k**  
Twitter: **219k**  
Instagram: **444k**  
Pinterest: **29k** *(4.9M Viewers)*  
LinkedIn: **65k**  
TripAdvisor: **55k**

Total Combined: **1.2M+**

**Total Brand Footprint: 3.6 Million**

*Source: June 2019 BPA Google Analytics; social as of February 2021*
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

**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)

Source: Ipsos Affluent Survey, Fall 2020
Display Advertising

Wine Enthusiast provides a variety of banner ad and video display campaign options providing brands with hyper-targeted reach at scale across the web.

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

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 re-targeting 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.

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

**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.

**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 is an incredibly effective digital marketing strategy. Wine Enthusiast provides several options for publishing your own content on our digital platforms or sponsoring relevant editorial content on winemag.com providing the content adjacency. Content Marketing programs include promotional and brand media plans that add reach and scale.

**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.

**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.
Brand Creative Services

Services Include:
- Content Development
- Microsite Development
- Sweepstakes / Contests
- Video Production
- Podcast Production

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.
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
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
Social Post Specifications

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

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.

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.
CONTACT US

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

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

Digital Advertising Coordinator
CAITLIN MICEK
914.345.9463 x4141   | cmicek@wineenthusiast.net

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

Digital Advertising Intern
LOREDANA PIZZUTI
lpizzuti@wineenthusiast.net

Creative Services Director
ANika DELuCA
914.345.9463 x4205   | adeluca@wineenthusiast.net

Manager of Events & Production
JENNIFER SULLIVAN
914.345.9463 x4601   | jsullivan@wineenthusiast.net

Events & Production Assistant
ABIGAIL TURRISI
ATurrisi@wineenthusiast.net

Advertising Coordinator
TAYLOR FREAS
TFreas@wineenthusiast.net

NEW YORK SALES TEAM

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

West Coast Account Manager
KAREN HACKETT, CWAS
1447 E Main St
Ashland, OR 97520
khackett@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

East Coast Account Manager
MAGaret KALAhER
845-654-1420   | mkalaher@wineenthusiast.net

East Coast Account Manager
SHERRILL FLAUM
516-428-0292   | sflaum@wineenthusiast.net

WEST COAST & FLORIDA SALES TEAM

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

Digital Advertising Coordinator
CAITLIN MICEK
914.345.9463 x4141   | cmicek@wineenthusiast.net

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

Digital Advertising Intern
LOREDANA PIZZUTI
lpizzuti@wineenthusiast.net

West Coast Account Manager
KAREN HACKETT, CWAS
1447 E Main St
Ashland, OR 97520
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SHERRILL FLAUM
516-428-0292   | sflaum@wineenthusiast.net

Wine Enthusiast Media
Advertising Contacts