We Bring Wine To Life

**CLICK TO PLAY VIDEO**
Our Story

In 1979, Adam and Sybil Strum realized the joys of wine were only available to a select few. That’s when the idea came to make wine more accessible by giving everyone the tools to enjoy it to the fullest. That year, they sold their first corkscrew from the attic of their home in the suburbs of New York City and Wine Enthusiast Companies was born. Ten years later, Adam & Sybil continued their vision and started Wine Enthusiast Magazine, making wine information accessible to everyone.

Today, Wine Enthusiast’s love for wine goes beyond the bottle. We value family and community. We believe wine is a conduit that brings people together and that every pour brings celebration to life’s moments, big and small. We’re still a family-owned business with the second generation, Erika and Jacqueline Strum, rising into their Co-President roles in 2021. Wine Enthusiast is led and run by wine lovers working together to create new and better ways for you to explore and enjoy the exciting world of wine. We hope you’ll join us with glass in hand.
Meet The Tasting Team

ANNA-CHRISTINA CABRALES  
*Tasting Director (NY)*  
Reviews Burgundy & Rhône, France.

JIM GORDON  
*Senior Editor, Tasting (CA)*  
Reviews Sonoma & Napa California.

CRAIG CHAMBERLAIN  
*Senior Tasting Coordinator (NY)*  
Reviews Virginia.

MICHAEL ALBERTY  
*Writer at Large (WA)*  
Reviews Washington, Oregon & Canada.

RUSSELL PEBORDE  
*Assistant Tasting Coordinator (NY)*

MATT KETTMANN  
*Writer at Large (CA)*  
Reviews Central & South Coasts of CA

MIKE DESIMONE  
*Writer at Large (NY)*  
Reviews Georgia, Croatia, Spain & Eastern Europe.

CODY WEXLER  
*Tasting Coordinator (NY)*

JEFF PORTER  
*Writer at Large (NY)*  
Reviews Northern Italy

DANIELLE CALLEGARI  
*Writer at Large (NY)*  
Reviews Tuscany & Southern Italy

ROGER VOSS  
*Writer at Large (Bordeaux, France)*  
Reviews Bordeaux, Champagne, Provence, Loire & Portugal

JACY TOPPS  
*Assistant Editor (NY)*  
Reviews Languedoc-Roussillon & Vin de France

LAYLA SCHLACK  
*Writer at Large (NY)*  
Reviews wines from Alsace

JOHN HOLL  
*Writer at Large (NY)*  
Reviews Beer + Hard Seltzers
Meet The Tasting Team

JESSICA VARGAS  
*Writer at Large (NY)*  
Reviews South Africa & South America

ALEKSANDAR ZECEVIC  
*Writer at Large (NY)*  
Reviews Austria

EMILY SALADINO  
*Writer at Large (NY)*  
Reviews Greece

KARA NEWMAN  
*Writer at Large (NY)*  
Reviews Spirits + RTD

STACY BRISCOE  
*Senior Editor, Print (CA)*  
Reviews California

CHRISTINA PICKARD  
*Writer at Large (NY)*  

Wine Enthusiast blind tastes over 25,000 wines a year!

All tastings reported in the Buying Guide are performed blind. Typically, products are tasted in peer-group flights of 5–8 samples. Reviewers may know general information about a flight to provide context—vintage, variety or appellation—but never the producer or retail price of any given selection. When possible, products considered flawed or uncustomary are retasted.
Magazine Reader Profile

1.4 Million
TOTAL AUDIENCE

65/35
MALE / FEMALE RATIO %

44
MEDIAN AGE

$197,456
MEDIAN HOUSEHOLD INCOME

85%
COLLEGE GRADUATED

Average Circulation:

318,157*

REGIONAL CIRCULATION

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<th>Region</th>
<th>Circulation</th>
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</tr>
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<tr>
<td>W. South Central</td>
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<td>E. South Central</td>
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<td>New England</td>
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EDITORIAL PROFILE

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<th>Category</th>
<th>Percentage</th>
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<tr>
<td>Wine</td>
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<tr>
<td>Cooking and Dining</td>
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<tr>
<td>Spirits</td>
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<tr>
<td>Travel</td>
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<td>Other</td>
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</table>

*SOURCE: 2022 BPA AUDIT REPORT - PAID & QUALIFIED CIRCULATION
SOURCE: IPSOS AFFLUENT STUDY FALL 2020 / BPA JUNE 2021 DRAFT
Wine Enthusiast media can be accessed across print, mobile, desktop and audio.
Unparalleled Engagement

Wine Enthusiast articles and recipes are inspiring to our audience! They cause chatter amongst friends, and motivate consumers to try new ideas whether in a restaurant or at home.

TOP 10 DIGITAL ARTICLES TO DATE:

1. How to Drink Wine Like an Italian
2. What Is Ranch Water?
3. The Forward 50: Our Favorite Restaurants Right Now
4. Drinking with the Stars: 8 Famous Movie Cocktails and How to Make Them
5. Top 16 California Cabernets for Every Budget
6. The 10 Best Non-Alcoholic Wines, According to Customer Reviews
7. How to Make a Lemon Drop Martini
8. The Top 5 Terms All Vodka Lovers Should Know
9. How to Open a Wine Bottle Without a Corkscrew
10. The Eight Best Digestifs to Sip After a Big Meal, According to Pros
The **WE digital 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 Audience Profile

PODCAST DOWNLOADS
- WHAT WE’RE TASTING: 30K
- WINE ENTHUSIAST PODCAST: 1,043,500

SOCIAL FOLLOWERS
- INSTAGRAM: 519K
- FACEBOOK: 457K
- TWITTER: 224K
- PODCAST: 1,350,000
- PINTEREST: 39K (6.2M VIEWERS)
- LINKEDIN: 80K

TOTAL COMBINED: 1,269,000

CHECK OUT ADVERTISING.WINEMAG.COM/METRICS FOR OUR MOST UP TO DATE NUMBERS.
Wine Enthusiast Digital Advertising

*Wine Enthusiast* creates leading edge-digital programs across channels and formats that deliver millions of brand impressions to increase awareness and sales for our advertising partners.

Never satisfied with the current digital trend, we constantly expand our capabilities to develop digital advertising campaigns that delight our audience while achieving our client’s KPIs and beyond. Let our team do the same for you!

Here are some examples of our capabilities—contact your account representative to learn more!

**WINE ENTHUSIAST AUDIENCE NETWORK**

Our programmatic banner and video campaigns use W.E. owned, permission-based, 1st party data and your demographic targeting requirements to reach the perfect consumer with every impression. We can use over 500 targeting criteria to target your best consumer wherever they go online. No other publisher in the wine industry can provide the scale, data or level of targeting like Wine Enthusiast.

**WINE ENTHUSIAST VIDEO PRODUCTION**

Wine Enthusiast’s video production team creates broadcast quality brand and product video. From studio to location shoots we use the best equipment available providing you with beautiful, polished videos tailored to your distribution channels.

**WINE ENTHUSIAST PODCAST**

The Wine Enthusiast Podcast takes our listeners on a tantalizing audio trip into the world of wine, beer and spirits. In each episode, we explore emerging trends, provide educational tips, and introduce our audience to the passionate people who craft, shake, ferment, and pour their beverage of choice. With over 1,300,000 downloads the Wine Enthusiast Podcast is one of the most successful in the beverage industry. Pre-roll, mid-roll and custom content creation opportunities are available!
The Wine Enthusiast Influencer Platform

*Wine Enthusiast* manages a dynamic influencer platform for the wine, beer and spirits industry delivering engagement, reach and awareness for brands big and small alike.

We work with dozens of influencers from the beverage industry and beyond to bring your message to a young, diverse, engaged social media audience.

### Influencer Campaign Process

The Wine Enthusiast Influencer Platform provides turnkey, scalable influencer marketing campaigns custom tailored to your brand and marketing goals. Our producers will guide you through our tested step-by-step process:

- **Influencer selection**: Select your campaign's influencer(s) from our pool of 40 Under 40, beverage industry influencers or other industry influencers.
- **Platform selection**: Run your campaign on Instagram, TikTok, Youtube or a combination of these channels.
- **Creative direction**: Brand appropriate creative will be drawn from your marketing requirements and input.
- **Post approval**: You'll see creative before posting to provide feedback and approval.

### What's Included

Each campaign includes:

- Original video or static post on influencer’s Instagram, TikTok, Youtube or combination.
- Influencer's original content re-posted on the Wine Enthusiast Instagram, TikTok or Youtube account.
- Paid amplification of Wine Enthusiast repost to provide more reach and engagement.

Discover the Wine Enthusiast Influencer Platform and see how simple it is to leverage this powerful marketing channel.
Wine Enthusiast Events

Wine Enthusiast celebrates some of our hottest issues with a variety of in-person events, celebrate with us.

- FUTURE 40 EVENT
- WINE STAR AWARDS

Partner with our team of experts to develop custom events to maximize client visibility.

- CONSUMER/TRADE DINNER EXPERIENCE
- COCKTAIL RECEPTIONS
- WINE TASTINGS
- WEBINARS/VIRTUAL PANELS
<table>
<thead>
<tr>
<th>Issue</th>
<th>Print Ad Close</th>
<th>Print Materials Due</th>
<th>Print In Home</th>
<th>Print On Sale</th>
<th>Digital Launch</th>
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<td>FEBRUARY / MARCH THE WATER ISSUE</td>
<td>12/28</td>
<td>1/4</td>
<td>2/13</td>
<td>2/21</td>
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<td>10/25</td>
<td>12/4</td>
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Print Specifications

▶ AD SIZES:

**FULL PAGE WITH BLEED**
- TRIM: 9.0" X 10.8125"
- SAFETY: 8.5" X 10.3125"

**SPREAD WITH BLEED**
- TRIM: 18" X 10.8125"
- SAFETY: 8.5" X 10.3125"

**2/3 VERTICAL**
- 5.25" X 9.75"

**1/2 HORIZONTAL**
- 8.25" X 5"

**1/3 VERTICAL**
- 2.5" X 9.75"

**1/3 HORIZONTAL**
- 5.25" X 4.75"

**JUNIOR PAGE**
- 5.25" X 7"

▶ BINDING:

- Send materials via email/mail to ematson@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
- Pdf files will be printed as is

▶ FILE FORMAT:

- 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).
- 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).
- Limit using any 2 to 4-color black type to size above 18 pt. reserved for headlines and sub-headlines. Limit all body copy to percentages of black (100%, 75%, 33%, etc.). This is to anticipate for ink bleed which may in some cases create “blurry” body text.
- Small reversed out type should be no smaller than 8pts. Type smaller than 8pt. could compromise printed legibility.

▶ AD MATERIAL SUBMISSIONS:

- Send materials via email/mail to ematson@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
- Pdf files will be printed as is
Advertising Contacts

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