

A detailed illustration of a bumblebee flying over a cluster of yellow grapes and red roses. The scene is set against a light cream background. The bee is positioned in the upper left, with its wings spread. The grapes are a vibrant yellow, and the roses are a deep red with green leaves. Another bee is visible on the right side, partially obscured by the flowers.

Media Kit 2024

WINE ENTHUSIAST[®]

We bring wine to life.

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 and 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-Presidential 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 a glass in hand.



▲ Co-founders Adam & Sybil Strum after founding Wine Enthusiast in 1979.



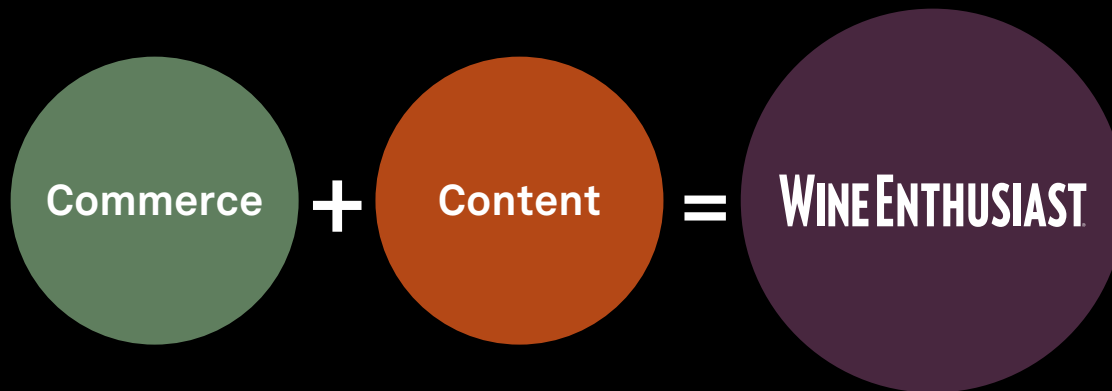
▲ Sybil Strum "weighing the employee value" of her daughter Erika in 1985.



Unified Company

IN THE SUMMER OF 2023,

Wine Enthusiast Companies announced the launch of the company's newly enhanced website, WineEnthusiast.com. Since inception, the company's goal is to be a reliable source of innovation and information around wine. After decades of growing a robust consumer base on a commerce site and building high readership on a content site, these properties have become one cohesive WineEnthusiast.com.



We have the largest first party database in the beverage media landscape

As a unified content and commerce platform, every user that checks out on WineEnthusiast.com gives us their name, address, phone number, email, purchasing preference and more. This massively rich data combined with our readership creates an unparalleled scale of first party data never before seen in wine and spirits media.



Meet the Tasting Team

EUROPE



ANNA-CHRISTINA CABRALES
Tasting Director (NY)
Reviews Burgundy
& Rhone, France



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



REGGIE SOLOMON
Writer at Large
Reviews Loire Valley
& Beaujolais



ROGER VOSS
Writer at Large (Bordeaux, FR)
Reviews Champagne,
Provence & Portugal



JEFF PORTER
Writer at Large (NY)
Reviews Northern Italy



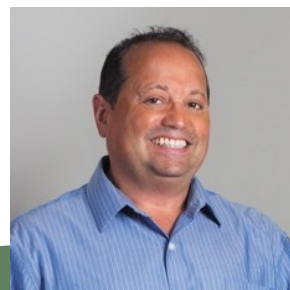
DANIELLE CALLEGARI
Writer at Large (NY)
Reviews Tuscany
& Southern Italy



EMILY SALADINO
Writer at Large (NY)
Reviews Greece



ALEKSANDAR ZECEVIC
Writer at Large (NY)
Reviews Austria



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

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

Meet the Tasting Team

UNITED STATES &
OTHER WINE
REGIONS



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



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



TONYA PITTS
Writer at Large (CA)
Reviews California



CRAIG CHAMBERLAIN
Senior Tasting Coordinator (NY)
Reviews Virginia



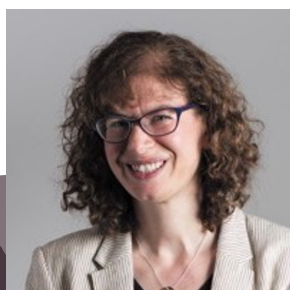
MICHAEL ALBERTY
Writer at Large (WA)
Reviews Washington,
Oregon & Canada



CHRISTINA PICKARD
Writer at Large (NY)
Reviews Australia,
New Zealand, England & NY



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



KARA NEWMAN
Writer at Large (NY)
Reviews Spirits & RTD

Buying Guide, Ratings & Reviews

All tastings reported in the Buying Guide are performed blind. Typically, products are tasted in peer-group flights of 5–8 samples and rated according to our 100-point scale. 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.



Our Impact

Total Brand Footprint:

5.15 MILLION

The WE 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.

550,000

Email Subscribers

Audience Profile

2.9 MM
TOTAL
AUDIENCE

\$194,891
MEDIAN
HH INCOME

86%
COLLEGE
GRAD

61/39
MALE/FEMALE
RATIO %

41
MEDIAN
AGE

333,199
AVERAGE MAGAZINE
CIRCULATION

Source: 2022 BPA Audit Report - Paid & Qualified Circulation; Source: Ipsos Affluent Study Spring 2023 / BPA June 2021 Draft

Our Audience— A Growing Base

From Spring to Spring, Wine Enthusiast Media experienced a surge in Audience Growth pre-Unification.

▲ **14%**

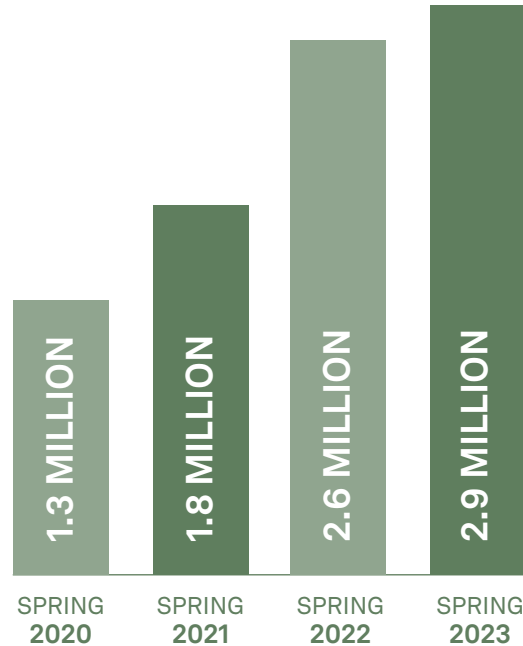
Spring 2022 > Spring 2023

▲ **65%**

Spring 2021 > Spring 2023

▲ **119%**

Spring 2020 > Spring 2023



Source: IPSOS Affluent Survey USA Spring 2023, HHI \$125,000+, Total Brand Footprint.



Elevate, Expand and Overdeliver

Podcast Downloads

- WE Podcast all-time downloads/listens: 1.7m
- Vinfamous: 27K YTD downloads/listens

Social Followers

- Instagram: 623k ↑ 44%
- Facebook: 470k
- X (Twitter): 224k
- LinkedIn: 126k ↑ 47%

Unification

- WE has seen significant growth since unification
- Average Sessions are 20% higher than pre-unification
- Average Page Views are 42% higher than pre unification

Competitive Set

- WE has more average monthly search traffic than our competitive set
- WE is the most engaged brand against our comp set
- WE has the most monthly page views and visit duration against comp set
- Our direct traffic is more than double than our comp set

Check out [ADVERTISING.WINEMAG.COM/METRICS](https://advertising.winemag.com/metrics) for our most up-to-date numbers.



WE Digital Advertising

At Wine Enthusiast, we specialize in creating custom, high performing digital programs across multiple channels and formats. Our campaigns deliver millions of brand impressions to increase our advertisers' brand footprint and position them at the forefront of the beverage industry. Our digital team crafts first to market opportunities that resonate with our audience and achieves our client's KPIs.

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.

No other publisher in the wine industry can provide the scale, data or level of targeting like Wine Enthusiast.

Wine Enthusiast Custom Content

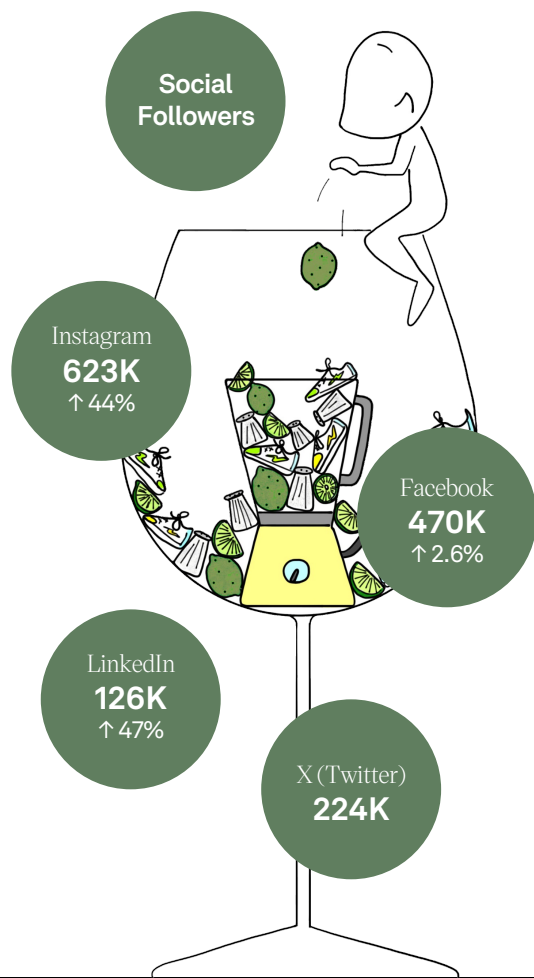
Wine Enthusiast's content expertise extends to creating custom content for all media platforms; from articles to infographics to videos and social. Our digital team works to craft high performing, top quality content for our partners.

Wine Enthusiast Podcast

The Wine Enthusiast Podcast takes our listeners on a tantalizing audio trip into the world of wine, beer and spirits. With over 1,700,000 downloads the Wine Enthusiast Podcast is one of the most successful in the beverage industry and your brand could be featured at the forefront.



WE Content Creator Platform



Wine Enthusiast social media programs don't just follow the wine trends—they set them. We are the vanguard of innovative approaches, introducing new angles to explore, taste, and savor the nuances of wine culture.

We curate more than content; we curate experiences. From behind-the-scenes glimpses into renowned vineyards to exclusive interviews, our social media programs enrich lives with unforgettable moments.

For wine partners, our social platforms offer an environment where their wines aren't just showcased; they're elevated. For other brand collaborators, it's an opportunity to tap into a refined audience with a taste for the finer things in life.

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:

- Platform selection: Run your campaign on Instagram, TikTok, or a combination of these channels
- Creative direction: Brand appropriate creative will be drawn from your marketing requirements and input. Cellar Selections, HolidayCellar Selections, Holiday
- Post approval: You'll see creative before posting to provide feedback and approval.

What's Included

Each campaign includes:

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

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 5 Digital Articles in the Past 6-Months

1. **RECIPES:** *The Apple Cider Sangria Recipe You Need and Deserve*
2. **CULTURE:** 8 Bucket-List Drinks Spots Around the World
3. **RECIPES:** How the Hugo Spritz Became 2023's Drink of the Summer
4. **RECIPES:** What Is Ranch Water? (And the Recipe to Make It)
5. **RECIPES:** The Dark 'n' Stormy Is the 3-Ingredient Cocktail Your Summer Needs

Top Performing Categories

- Cocktail Recipes
- Travel
- Vintage Chart
- Wine Ratings & Reviews
- Basics
- Industry News



#1
The Apple
Cider Sangria
Recipe You Need
and Deserve



Edit Calendar

February / March

The Volcano Issue / Terroir Focus

Ad Close: 12/28

Materials Due Date: 1/4

JANUARY DIGITAL:

A Balanced Glass, Annual List of Best Cruises: Beverage Programs

FEBRUARY DIGITAL:

Terroir – What Grows Together, We Go Together (Valentine's Day)

MARCH DIGITAL:

Drinks Destinations

April

The Pinot Noir Issue/Varietal Focus

Ad Close: 1/25

Materials Due Date: 2/1

APRIL DIGITAL:

Varietal Masterclass, Wine Enthusiast's Best Hotels

May

The New York City Issue/Culture Focus

Ad Close: 2/22

Materials Due Date: 3/1

MAY DIGITAL:

How New York Shaped Drinks
Culture Through The Years

June/July

The California Issue/Regional Focus

Ad Close: 4/5

Materials Due Date: 4/12

JUNE DIGITAL:

Region Masterclass/California

JULY DIGITAL:

Summer Celebrations, Your Ultimate Guide to Planning a Winery Wedding, Best Bottle Shops

August/September

The Italy Issue/Food Focus

Ad Close: 6/5

Materials Due Date: 6/12

AUGUST DIGITAL:

Food, Forward 50 – Best Restaurants, Ultimate Wine Lover's Guide to Italy

SEPTEMBER DIGITAL:

South America

October

*The Innovation & Advocacy Issue/
Future 40*

Ad Close: 7/12

Materials Due Date: 7/19

OCTOBER DIGITAL:

Future 40

November

The Best Buys Issue/Value Focus

Ad Close: 8/16

Materials Due Date: 8/23

NOVEMBER DIGITAL:

Best Buys, The Digital Holiday Gift Guide

December 1st

The Holiday Issue/Indulgence Focus

Ad Close: 9/13

Materials Due Date: 9/20

DEC 1 DIGITAL:

Cellar Selections, Holiday

December 31st

Best of Year Issue/Luxury Focus

Ad Close: 10/18

Materials Due Date: 10/25

DEC 31 DIGITAL:

Best of the Year, Top 100 – Best Spirits, Beers and Wines of the Year, Best Bottle Shops of the Year

WE Events

Wine Enthusiast brings wine to life by hosting a variety of events throughout the year that are geared towards wine consumers and industry professionals alike. These events provide opportunities for attendees to taste and discover new wines, as well as learn about different regions, styles, and producers. In addition to tastings, many events also feature food pairings, live music, and educational seminars led by experts in the industry.



WE Events

Wine Enthusiast events provide a fun and informative way for engaged wine lovers to explore their passion and expand their knowledge of the world of wine. The crown jewel of the events; portfolio is the annual Wine Star Awards black-tie gala celebrating industry luminaries.

- Future 40 Event
- Wine Star Awards
- Sip Italy and South America



Event Partnerships

Partner with our team of experts to develop custom brand experiences to maximize visibility. Events can range from large-scale festivals with hundreds of wineries in attendance to more intimate tastings and seminars.

- Curated Dinners
- Instagram-ready Happy Hours
- Visually Immersive Experiences
- Tradeshow Seminars, Panels and Master Classes
- Tasting Room Events
- Walk Around Tastings

Print Specifications

AD SIZES

FULL PAGE

BLEED	9.25" X 11.0625"
TRIM	9.0" X 10.8125"
SAFETY	8.5" X 10.3125"

SPREAD

BLEED	18.25" X 11.0625"
TRIM	18" X 10.8125"
SAFETY	8.5" X 10.3125"

FRACTIONAL

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"

Ad Material Submissions

- Send materials via email/mail to cgarcia@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%

Binding

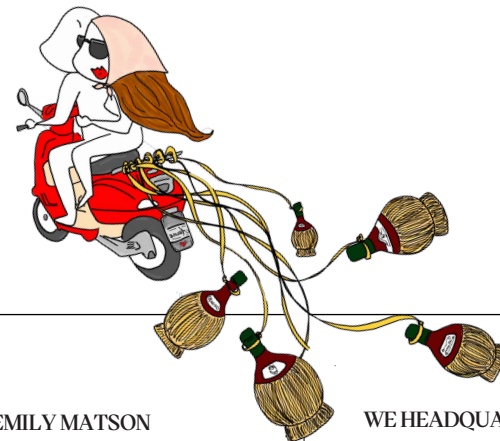
- Perfect Bound, jog to foot—0.125" trim at foot.

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 minimum border size to be .25" 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.



Advertising Contacts



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Thank You