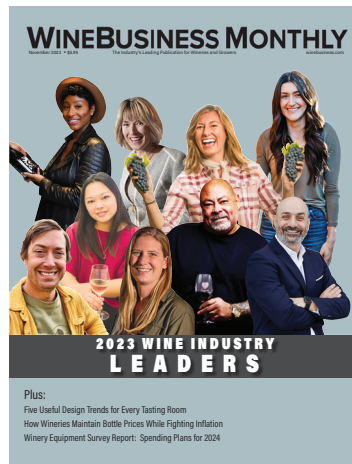
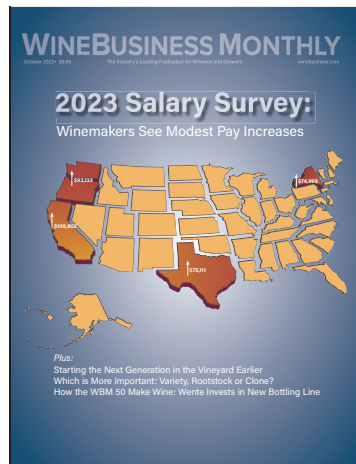
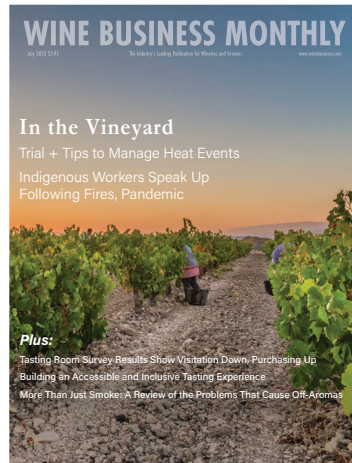
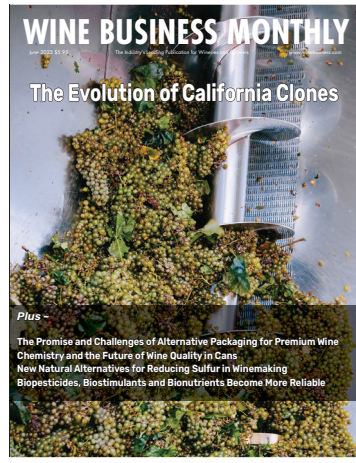
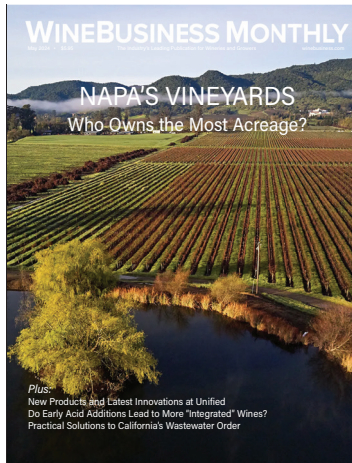
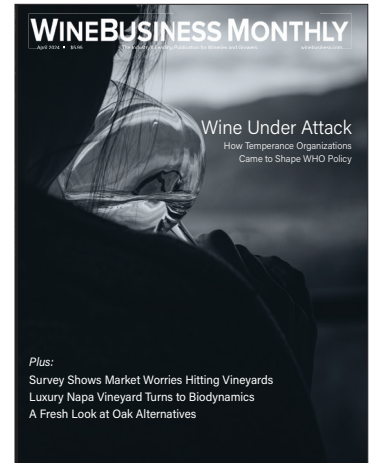
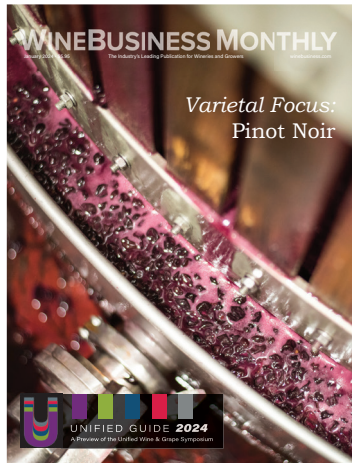


WINEBUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



2024 Advertising Planning Guide

WINEBUSINESS MONTHLY 2024 editorial calendar

WINEMAKING	GRAPE GROWING	SALES & MARKETING	TECHNOLOGY & BUSINESS	DIRECTORIES/SURVEYS	BONUS DISTRIBUTION & AD DEADLINE
January Super Issue <i>Unified Guide</i>					
Winemaking Products Featured at Unified Technical Review Winemaker Trial	Vineyard Equipment Featured at Unified	DTC Products Featured at Unified Retail Sales PACK Design Showcase	Technical Products Featured at Unified	Unified Guide	Unified Symposium <i>AD Deadline:</i> November 27th, 2023
February Super Issue <i>Review of the Industry: WBM 50</i>					
Winemaker Trial		Annual WBM Hot Brands; Retail Sales; PACK Design Showcase	WBM 50: The Largest Wine Companies; Number of Wineries; Top Distributors	Cooperages Directory	WiVi Central Coast Unified Symposium Oregon Wine Symposium Eastern Wine Exposition <i>AD Deadline:</i> December 15, 2023
March <i>Eastern Winery Focus</i>					
PR: Cross-flow Filters; Technical Review; Winemaker Trial		Retail Sales; PACK Design Showcase		Vineyard Equipment Directory	WiVi Central Coast Eastern Wine Expo <i>AD Deadline</i> January 26, 2024
April <i>Vineyard + Oak Barrel Alternatives Issue</i>					
Lab Equipment Winemaker Trial	Survey Report: Vineyard Issues	Retail Sales PACK Design Showcase	ShipCompliant/Wine-Business Analytics Shipping Data	Survey: Vineyard Oak Barrel Alternatives Vendor Directory	WiVi Central Coast <i>AD Deadline:</i> February 16, 2024
May					
Tanks Technical Review Winemaker Trial	Largest Vineyard Owners in Napa	Glass Retail Sales PACK Design Showcase	Banking: Vineyard Issues	Closure Vendors Directory	<i>AD Deadline:</i> March 22, 2024
June					
PR: Yeast (Aromatic Whites); Winemaker Trial	Vineyard Equipment	Alternative Packaging; Retail Sales; PACK Design Showcase		Yeast Vendors Directory	<i>AD Deadline:</i> April 19, 2024
July <i>Direct to Consumer Issue</i>					
Barrels & Oak; Technical Review; Winemaker Trial	Pest & Disease	Survey Report: Tasting Rooms; Retail Sales; PACK Design Showcase	Top Lenders in PNW	Survey Report: Tasting Rooms Lenders in PNW Directory	<i>AD Deadline:</i> May 24, 2024
August <i>Packaging Issue</i>					
Winemaker Trial; Custom Crush Facilities		Survey Report: Packaging & Glass; Retail Sales; PACK Design Showcase		Survey Report: Packaging & Glass Glass Vendors Directory	<i>AD Deadline:</i> June 21, 2024
September					
Technical Review; Winemaker Trial		PACK Design Awards: Judges Choices; Retail Sales; PACK Design Showcase	Banking: Winery Topics	Winery Lending Directory	Wine Industry Financial Symposium <i>AD Deadline:</i> July 19, 2024
October Digital Super Issue <i>Salary Survey Report; Recruiting</i>					
PR: Micro-Oxygenation Equipment; How the WBM 50 Make Wine; Winemaker Trial		PACK Design Awards: People's Choice; Retail Sales; PACK Design Showcase	Survey Report: Salary; Recruiting	Survey Report: Salary Recruiters Directory	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> August 23, 2024
November <i>Top Wine Industry Leaders</i>					
SR: Equipment; Technical Review; Winemaker Trial	Pests & Diseases	Retail Sales; PACK Design Showcase	Top Industry Leaders	Survey Report: Equipment Tank Vendors Directory	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> September 20, 2024
December <i>The Year in Review</i>					
SR: Barrels & Oak Winemaker Trial	Growing Year in Review	Retail Sales PACK Design Showcase	Top Stories of 2024 Top M&A Deals	Survey Report: Barrels & Oak Rootstock Nurseries Directory	<i>AD Deadline:</i> October 18, 2024

Throughout the year, news happens. This calendar may change slightly. There may also be other opportunities for Bonus Distribution.

WINEBUSINESS MONTHLY

2024 Rates & Specifications

ADS RUN IN BOTH PRINT & DIGITAL EDITIONS

WINEBUSINESS MONTHLY is available to readers four ways:

- * The print edition is mailed to subscribers
- * The print edition also is distributed at industry events
- * The digital edition can be accessed on the winebusiness.com website
- * Links to the digital edition are emailed to wine industry personnel

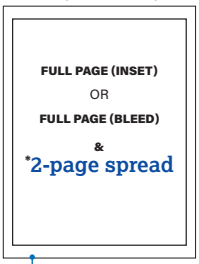
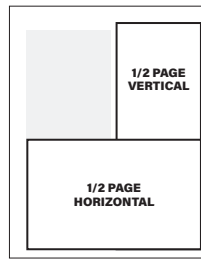
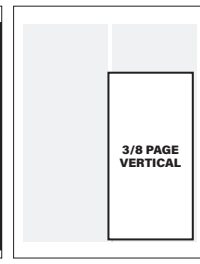
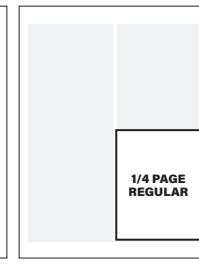
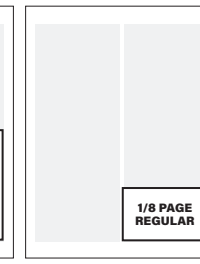
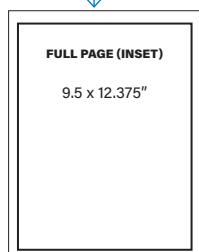
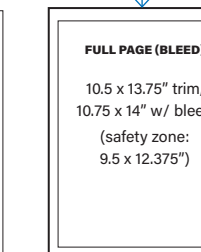
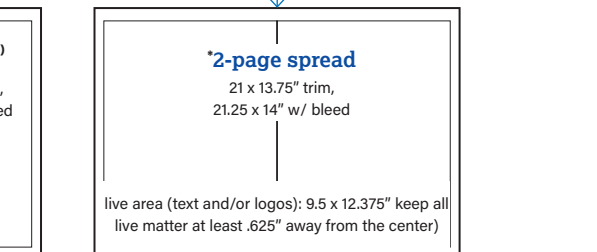
Frequency Discounts: In order for frequency discounts to apply, all advertisements must run within a 12-month period (including the 18x rate).

Guaranteed Position: +10%. Positions may be guaranteed for full page ads only. All remaining positions or placements of ads are at the discretion of the publisher. The rates for ads on pages 2, 3, 5, 7, the inside back cover, the back cover and other premium pages, will be Four Color rates regardless of whether the ads are Four Color or Black & White.

WBM Ad Rates

Frequency		full page	half page v/h	three-eighths	quarter page	eighth page
1x	Four Color	\$4,959	\$3,585	\$3,125	\$2,666	\$2,137
	Black & White	\$3,668	\$2,236	\$1,759	\$1,281	\$733
3x	Four Color	\$4,608	\$3,368	\$2,955	\$2,543	\$2,065
	Black & White	\$3,300	\$2,013	\$1,584	\$1,155	\$660
7x	Four Color	\$3,992	\$2,925	\$2,581	\$2,281	\$2,008
	Black & White	\$2,750	\$1,678	\$1,319	\$961	\$599
12x	Four Color	\$3,828	\$2,862	\$2,541	\$2,216	\$1,954
	Black & White	\$2,566	\$1,565	\$1,232	\$896	\$542
18x	Four Color	\$3,670	\$2,761	\$2,437	\$2,131	\$1,880
	Black & White	\$2,384	\$1,454	\$1,144	\$832	\$513

WBM Ad Sizes (W X H)

	full page	half page v/h	three-eighths	quarter page	eighth page
	9.5 x 12.375" (inset) or 10.75 x 14" (with bleed)	9.5 x 6" or 4.625 x 12.375"	4.625 x 9.125"	4.625 x 6"	4.625 x 2.875"
TRIM SIZE. 10.5 x 13.75 inches BLEED. Add .125 inch around all edges. Use inset dimension for live/safety area. FILE FORMAT: Must be in PDF. Files should be exact dimension. All images need to be at least 300 dpi and set to CMYK. No crop marks or bleed on fractionals. No Type 1 fonts accepted. * Please contact your account executive for 2-page spread information	 <p>FULL PAGE (INSET) OR FULL PAGE (BLEED) & *2-page spread</p>	 <p>1/2 PAGE VERTICAL 1/2 PAGE HORIZONTAL</p>	 <p>3/8 PAGE VERTICAL</p>	 <p>1/4 PAGE REGULAR</p>	 <p>1/8 PAGE REGULAR</p>
	 <p>FULL PAGE (INSET) 9.5 x 12.375"</p>	 <p>FULL PAGE (BLEED) 10.5 x 13.75" trim, 10.75 x 14" w/ bleed (safety zone: 9.5 x 12.375")</p>	 <p>*2-page spread 21 x 13.75" trim, 21.25 x 14" w/ bleed live area (text and/or logos): 9.5 x 12.375" keep all live matter at least .625" away from the center)</p>		

December 15, 2023

WINEBUSINESS MONTHLY

Online Advertising 2024 Rates & Specifications

Website Ads Unique Visitors: 100,000 per month

HOME PAGE WINEBUSINESS.com

Rates are for 15 minutes per hour every hour for one month.

Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,713
3X	\$3,448
7X	\$3,183
12X	\$2,652
18X	\$2,387

TARGETED ARTICLE PAGES

**Specific content posted on
www.winebusiness.com**

**(for example: winemaking,
finance, grape growing and others)**

Get your message in front of targeted customers.
Rates are for one month.

Ad Size (w x h) 300 x 250 pixels

Per Number of Impressions

Email Ads Number of Subscribers: 30,000+

daily news EMAIL

Rates are for one month. Email delivered every business day.

Location	Ad Size (w x h)	300 x 250 pixels	Location	Ad Size (w x h)	300 x 250 pixels
Top Position		\$4,410	5th Position		\$3,859
2nd Position		\$4,134	6th Position		\$3,859
3rd Position		\$4,134	7th Position		\$3,859
4th Position		\$4,134	8th Position		\$3,859

weekly wrap EMAIL

Email sent out every Friday afternoon.

Ad Size (w x h) 300 x 250 pixels

Per Month \$3,713

Four ad slots rotate each week. Your ad may be in the first slot one week and the fourth slot the next week. You are guaranteed your ad will be in the top slot at least once during the month. If there is a fifth Friday in a month, the slots will rotate randomly.

Online Ad Deadlines:

Artwork and link must be received 10 days prior to banner start date. Email attachments to ads@winebusiness.com.

AD SIZE FOR ALL

INLINE RECTANGLE
300 x 250 pixels

Notes about Online Ads: All of our ad sizes are 300 x 250 pixels. We follow IAB Creative Guidelines for Display & Mobile. File size should not exceed 150KB. Allowed File Types: .jpg, .png, .gif

***WARNING:** Animated GIFs are not compatible with most desktop email readers. Users will only see the first frame. If GIF must be used as banner ad on newsletter, the first frame should include the call to action. Flashing or flickering content is not allowed.