

WINE BUSINESS MONTHLY

2010 Planning Guide

Editorial Calendar

Advertising Rates

Ad Specifications

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WINE BUSINESS MONTHLY

2010 Editorial Calendar

Wine Business Monthly provides readers with a comprehensive look at the entire wine industry. Each month WBM covers winemaking, grape growing, sales & marketing, and business & technology.

In addition, each monthly issue includes a product review (PR) and the following special editorial features.

	winemaking	grape growing	sales & marketing	business & technology	bonus distribution
UNIFIED SYMPOSIUM • PRODUCT PREVIEW ISSUE					
JANUARY	Winemaking Products Featured at Unified	PR: Frost Protection; Vineyard Equipment Featured at Unified	Tasting Room Products Featured at Unified INDUSTRY ROUNDTABLE: DTC	Technology Products Featured at Unified	Unified Symposium; DTC Symposium
UNIFIED SYMPOSIUM • SHOW ISSUE					
FEBRUARY	PR: Portable Tanks INDUSTRY ROUNDTABLE: Syrah		Annual <i>WBM 10</i> <i>Hottest Small Brands</i> ; Tasting Rooms	Annual <i>WBM 30</i> <i>Top Wineries</i>	Unified Symposium; Association Meetings in NC, MO, OR, TX, VA, WA
MARCH <i>Winery Equipment</i>	PR: Basket Presses; SURVEY REPORT: Winery Equipment (Tanks & Pumps) Cool Products from Unified	Pests & Disease		Shipping & Logistics: Warehousing; Solar Energy; Wastewater	Central Coast Insights
APRIL <i>Packaging</i>	PR: Refrigeration; INDUSTRY ROUNDTABLE: Oak Alternatives		Packaging; IR: Tasting Rooms; RETAIL SALES: 2009 Review	Legal	
MAY <i>Barrels & Oak</i>	PR: Barrels for Zinfandel IR: Barrel Care		SURVEY REPORT: Tasting Rooms	Shipping & Logistics: Trucking	Sonoma Co Winegrape Commission Annual Meeting; Vineyard Economics Seminar
JUNE <i>Closures</i>	PR: Yeast for Zinfandel; SURVEY REPORT: Closures; IR: Custom Crush	RAVE Report	RETAIL SALES: New Brands;	Winery Construction; Energy	ASEV
SUMMER SHOWS ISSUE					
JULY <i>Lab Equipment</i>	Lab Equipment	Organic Grape Growing	PR: CRM for Direct to Consumer		ASEV; ASEV East; Technology Trade Show (WITS); BC Trade Show; NVG Organic Conference
AUGUST <i>Packaging</i>		Pests & Disease	RETAIL SALES: Imports; Packaging & Glass; DTC Sales Report INDUSTRY ROUNDTABLE: Glass	Energy Efficiency; PR: Palitizers	Family Winemakers of California
SEPTEMBER <i>Closures & Capsules</i>	PR: Crossflow Filtration; SURVEY REPORT: Capsules; Closures	INDUSTRY ROUNDTABLE: Planting a Vineyard		SPECIAL FOCUS: Shipping & Logistics; Tasting Room Technology	
OCTOBER <i>Technology & Finance</i>	PR: Pumps; SPECIAL FOCUS: Large-scale Winemaking	Trellising		SURVEY REPORT: Salaries; Software Directory; Banking: Winery Topics	Wine Industry Financial Symposium
NOVEMBER <i>Vineyard Automation</i>	INDUSTRY ROUNDTABLE: Tanks	PR: Tractors; SURVEY REPORT: Vineyard Automation	RETAIL SALES: Private Label Growth	Banking: Vineyard Topics	Sustainable Ag Expo; Napa Valley Vit Fair; Central CA Winegrowers Sym
DECEMBER <i>Barrels & Oak</i>	PR: Barrel Racks SURVEY REPORT: Barrels & Oak	Rootstock	Packaging & Glass	Top Stories of 2010	

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

Advertising Space and Materials Due

ISSUE	DEADLINE	ISSUE	DEADLINE	ISSUE	DEADLINE	ISSUE	DEADLINE
January 2010	*Nov 17, 2009	April 2010	Mar 9, 2010	July 2010	*Jun 1, 2010	October 2010	Aug 24, 2010
February 2010	*Jan 8, 2010	May 2010	Apr 6, 2010	August 2010	Jun 29, 2010	November 2010 . . .	Sep 21, 2010
March 2010	Feb 9, 2010	June 2010	May 4, 2010	September 2010 . . .	Jul 27, 2010	December 2010 . . .	Oct 19, 2010

* **NOTE:** Get your orders and materials in early, before trade show deadlines.

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2010 Advertising Rates

Frequency: 12x. Rate Base: 7,000. Circulation: BPA Audited—Paid

print advertising

Four Color

Ad Size	1x	3x	7x	12x	18x
FULL PAGE	\$3,735	\$3,471	\$3,007	\$2,883	\$2,764
1/2 PAGE ISLAND	\$3,600	\$3,400	\$2,900	\$2,800	\$2,700
1/2 PAGE	\$2,700	\$2,537	\$2,203	\$2,155	\$2,079
3/8 PAGE	\$2,354	\$2,226	\$1,944	\$1,914	\$1,836
1/4 PAGE	\$2,008	\$1,915	\$1,718	\$1,669	\$1,605
1/8 PAGE	\$1,610	\$1,556	\$1,513	\$1,472	\$1,416

Black & White

Ad Size	1x	3x	7x	12x	18x
FULL PAGE	\$2,658	\$2,391	\$1,993	\$1,860	\$1,728
1/2 PAGE ISLAND	\$2,550	\$2,300	\$1,900	\$1,800	\$1,700
1/2 PAGE	\$1,621	\$1,459	\$1,216	\$1,134	\$1,054
3/8 PAGE	\$1,274	\$1,148	\$956	\$893	\$829
1/4 PAGE	\$928	\$837	\$697	\$649	\$603
1/8 PAGE	\$531	\$478	\$434	\$392	\$372

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.

Classifieds Specs: Column Width: 1 col – 2.187 inches wide, 2 col – 4.625 inches wide. Resolution: 300dpi File format .pdf, .tif

WBM BUILDS AD: (advertiser provides text & graphics)

Black & White \$80 per column-inch — may include border

4-Color \$115 per column-inch — may include border

*plus \$25 per individual graphic

PRINT-READY AD: (advertiser provides single print-ready .pdf or .tif)

Black & White \$75 per column-inch

4-Color \$110 per column-inch

online advertising

Website Banner Ads: www.winebusiness.com

Unique Visitors: 100,000 per month. **Page Views:** 1,000,000 per month

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

Ad Location	1x	3x	7x	12x	18x
WB.COM HOME PAGE	\$750	\$690	\$650	\$600	\$550
ALL OTHER PAGES	\$700	\$640	\$590	\$550	\$500

Specs:

Dimension 135w x 190h pixels **File format** .jpg, .gif, animated-.gif

File Size please keep under 30kb.

Daily News Email Banner Ads

Average Number of Subscribers: 8,000

Top Ad \$3,000 for 1 month — daily email

Second Ad \$2,500 for 1 month — daily email

Specs:

Dimension 450w x 60h pixels **File format** .jpg, .gif, animated-.gif

File Size please keep under 15kb.

Frequency Discounts: Online advertising combines with print advertising for frequency discounts.

Both print and online advertising

agency commission

15% of gross billing allowed to recognized agencies, provided:

- order is placed and paid for by agency.
- advertiser's material is prepared in accordance with Wine Business Monthly's production specifications.

- account is paid within 30 days of invoice date. The agency and the advertiser are jointly and separately liable for payment. It is agreed that the publisher has the right to seek payment from the advertiser in the event of non-payment within 30 days by the agency or authorized representative.

General Statement

The Publisher will not be liable for any error in any advertisement published unless a proof of the advertisement is requested in writing by the advertiser and returned to the Publisher's office in a timely manner with corrections plainly noted thereon. In that case, the Publisher's liability for any error or omission so noted that is not corrected shall not exceed the cost of the portion of the advertisement occupied by such error.

Claims must be in writing within seven days of publication.

Rates, premiums, specifications, color and dates subject to change; color and positioning subject to availability.

The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. In no case shall Publisher's liability exceed the cost of the advertisement.

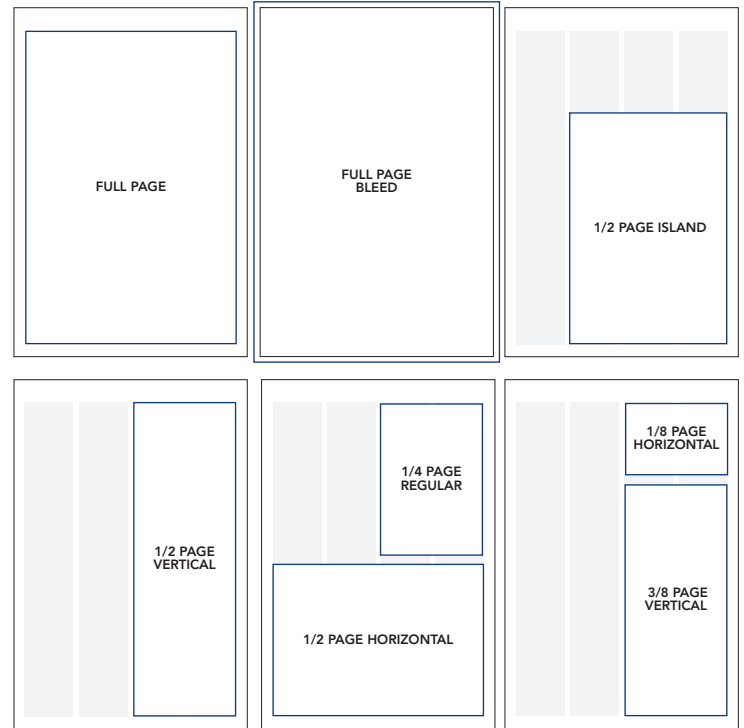
The Advertiser and/or its Agency will indemnify and hold the Publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, copyright infringement, unfair competition, unfair trade practices and infringement of trademarks, trade names or patents.

WINE BUSINESS MONTHLY

Print Ad Specifications

Advertising Sizes

Size	Columns	I N C H E S Width	Height
FULL PAGE	4	9 1/2	12 3/8
FULL PAGE – BLEED [TRIM + 1/8" ON ALL SIDES]	4	10 3/4	14
1/2 PAGE ISLAND	3	7	9 1/8
1/2 PAGE VERTICAL	2	4 5/8	12 3/8
1/2 PAGE HORIZONTAL	4	9 1/2	6
3/8 PAGE VERTICAL	2	4 5/8	9 1/8
1/4 PAGE REGULAR	2	4 5/8	6
1/8 HORIZONTAL	2	4 5/8	2 7/8



Printing Process

We are a digital publication. Wine Business Monthly submits .pdf files to the printer which then go directly to plate. Pages are printed on a heat-set web press. The paper stock is 60lb uncoated offset.

Preferred Materials

Ad materials should be exact dimension. No crop marks or bleed on fractional ads.

ADOBE ACROBAT (PDF).

The ideal file format to receive is a high-resolution Adobe Acrobat file (pdf). Fonts should be embedded and all colors are CMYK.

OTHER FILE FORMATS.

Adobe Illustrator, PhotoShop, QuarkXPress. Please include extension in file name (i.e., .eps, .psd, .qxd).

FONTS.

Do not send font files. Either rasterize, outline, embed or flatten fonts within.

GRAPHICS. Include all supporting files placed in your layout when supplying native file formats. Placed graphics should be saved as .tif or .eps. Do not use .jpg or LZW compression.

GENERAL SPECIFICATIONS.

- Line screen: 150 lpi (300dpi)
- Maximum color density: 260%
- Thin lines or medium to small type (10pts. or less) should be restricted to two colors at most.

COLORS. All colors must be in the CMYK mode. RGB and Indexed Color images will be converted to CMYK.

TRIM SIZE. 10 1/2 by 13 3/4 inches. For specific advertising sizes, see chart above.

BLEED. If your full-page ad has a bleed, set bleeds to 1/8" on all sides. Live image safety: 1/4" from trim; text: 1/2" from trim.

Shipping Instructions

ELECTRONIC SUBMISSION.

- Upload compressed files via winebusiness.com/fileupload.cfm
Pass Code: *wbm*
- Email compressed attachments to mbeasley@winebusiness.com (10mb or less)

- Courier/mail contents on CD to:
Wine Business Monthly
c/o Melissa Beasley
110 West Napa Street
Sonoma CA 95476

Other

ADVERTISER SERVICES.

We offer design and production services for your advertising. Please contact your account executive for rates.

INSERTS. A variety of placement options are available for your pre-printed advertising inserts. Please contact your account executive for information.

CANCELLATION POLICY.

Ads will run consecutively on multiple issue contracts unless otherwise agreed to. Prior month's ad will be repeated unless new copy is supplied by deadline. All cancellations must be in writing and received by the publisher no later than 15 days prior to deadline. Non-fulfillment of contract terms will subject advertiser to retroactive charges at the lowest frequency rate. Publisher's liability will not exceed the cost of the ad space.

ARTWORK POLICY. All artwork produced by the publisher remains the property of the publisher.

COPY ACCEPTANCE. All advertising is accepted subject to approval by publisher. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter of the advertisement.

TERMS. Payment must accompany all copy unless credit has been established. Terms for approved credit accounts: Net 10 days from publication.

Accounts can earn a 4% discount by prepaying for multiple insertion orders before first publication date.

The processing charge for returned checks is \$20 per item.

Past due accounts subject to a finance charge of 1.5% per month (18% per year).

Past due accounts subject to cancellation. Publisher reserves the right to hold advertiser and/or its agency jointly liable for balances due.