

WINE BUSINESS MONTHLY

2021 editorial calendar

winemaking MONTHLY FEATURES Winemaker Trial	grape growing	sales & marketing MONTHLY FEATURES Retail Sales; Packaging	technology & business MONTHLY FEATURES Finance	Directories & SURVEYS	* Bonus Distribution Events in red are produced by WBM
january Super Issue <i>Unified Guide</i>				Unified Guide	AD SPACE DEADLINE (FOR JANUARY 2021) December 4, 2020
Winemaking Products Featured at Unified	Vineyard Equipment Featured at Unified	DTC Products Featured at Unified	Technology Products Featured at Unified		Unified Symposium
february Super Issue <i>Review of the Industry: WBM 50, Hot Brands</i>				Grape & Bulk Wine Broker Directory	AD SPACE DEADLINE (FOR FEBRUARY 2021) December 18, 2020
Optical Sorters		Annual WBM Hot Brands	WBM 50: The Largest Wine Companies; Number of Wineries		Unified Symposium; Innovation+Quality (IQ); WiVi Central Coast; Oregon Wine Symposium
march <i>Innovation Issue; Eastern Winery Focus</i>				Cooperage Directory	AD SPACE DEADLINE (FOR MARCH 2021) January 22, 2021
PR: Barrel Washers; SR: Equipment	Vineyard Automation			SURVEY REPORT: Winemaking Equipment	Innovation+Quality (IQ); WiVi Central Coast; Eastern Wine Expo
april <i>Central Coast Focus</i>				Oak Alternative Directory	AD SPACE DEADLINE (FOR APRIL 2021) February 19, 2021
Technical Review: Central Coast	Pest & Disease		SR: Facilities; Tech Trends	SURVEY REPORT: Facilities	WiVi Central Coast
may <i>Vineyard Issue</i>				Vineyard Finance Directory	AD SPACE DEADLINE (FOR MAY 2021) March 26, 2021
Barrels (Wooden Eggs); Tanks	SR: Vineyard	Subscription Models	Vineyard Values	SURVEY REPORT: Vineyard	Vineyard Economics Symposium
june				Glass Provider Directory	AD SPACE DEADLINE (FOR JUNE 2021) April 23, 2021
Technical Review; Yeast		Trends in Label Design	M&A Market		
july <i>Direct to Consumer Issue</i>				Closure Directory	AD SPACE DEADLINE (FOR JULY 2021) May 28, 2021
Product Review: Spectrophotometers		SR: Tasting Rooms; Innovations in Packaging	Investing in DTC	SURVEY REPORT: Tasting Rooms	
august <i>Packaging Issue</i>				Software Provider Directory	AD SPACE DEADLINE (FOR AUGUST 2021) June 25, 2021
Oak Alternatives	Pest & Disease	SR: Packaging & Glass	Investing in Automation	SURVEY REPORT: Packaging & Glass	Wine Packaging Conference
september <i>Technology Issue</i>				Winery Financing Directory	AD SPACE DEADLINE (FOR SEPTEMBER 2021) July 23, 2021
Technical Review		PACK Design Awards	Banking: Winery Topics; SR: Technology; PR: Depletions Software	SURVEY REPORT: Technology	Wine Industry Technology Symposium; Wine Industry Financial Symposium
october Digital Super Issue <i>Salary Survey Report; Recruiting</i>				Recruiter Directory	AD SPACE DEADLINE (FOR OCTOBER 2021) August 20, 2021
How the WBM 50 Make Wine	Rootstock		Salary Survey; Recruiting	SURVEY REPORT: Salary	Wine Industry Technology Symposium; Wine Industry Financial Symposium *Most viewed online issue
november <i>Top 50 Wine Industry Leaders</i>				Tank Supplier Directory	AD SPACE DEADLINE (FOR NOVEMBER 2021) September 24, 2021
Technical Review; SR: Closures			Top Industry Leaders	SURVEY REPORT: Closures	SUMMIT; Wine Industry Technology Symposium; Wine Industry Financial Symposium
december <i>Year in Review</i>				Vineyard Manager Directory	AD SPACE DEADLINE (FOR DECEMBER 2021) October 22, 2021
SR: Barrels & Oak	Growing Year in Review		Top Stories of 2021; Top M&A Deals	SURVEY REPORT: Barrels & Oak	

Throughout the year, news happens. This calendar may change slightly. There may also be other opportunities for Bonus Distribution.
NOTE: Ad Materials due on the Tuesday after Friday's Ad Space Deadline.

* Event Distribution is subject to change based on COVID restrictions

WINE BUSINESS MONTHLY

2021 Rates & Specifications

WINE BUSINESS MONTHLY *ads run in both print & digital editions*

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

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 island	half page v/h	three-eighths	quarter page	eighth page
1x	Four Color	\$4,675	\$4,318	\$3,379	\$2,946	\$2,513	\$2,015
	Black & White	\$3,327	\$3,004	\$2,028	\$1,595	\$1,162	\$665
3x	Four Color	\$4,344	\$4,005	\$3,175	\$2,786	\$2,397	\$1,947
	Black & White	\$2,993	\$2,722	\$1,825	\$1,436	\$1,047	\$599
7x	Four Color	\$3,763	\$3,442	\$2,757	\$2,433	\$2,150	\$1,893
	Black & White	\$2,495	\$2,253	\$1,522	\$1,196	\$872	\$544
12x	Four Color	\$3,608	\$3,317	\$2,698	\$2,395	\$2,089	\$1,842
	Black & White	\$2,328	\$2,128	\$1,420	\$1,118	\$813	\$491
18x	Four Color	\$3,459	\$3,191	\$2,602	\$2,297	\$2,009	\$1,772
	Black & White	\$2,162	\$2,002	\$1,319	\$1,038	\$755	\$465

WBM Ad Sizes (W x H)

full page	half page island	half page v/h	three-eighths	quarter page	eighth page
9.5 x 12.375" (inset) or 10.75 x 14" (with bleed)	7 x 9.125"	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 safety area.

FILE FORMAT: Must be in PDF. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals.

* Please contact your account executive for 2-page spread information

