

# WINE BUSINESS MONTHLY

# WBM

The Leading Provider of Information to the Wine Industry.

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**Planning Guide**

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**WINE BUSINESS MONTHLY**  
magazine

**WINE BUSINESS.com**

daily news email

# 2017 editorial calendar WINE BUSINESS MONTHLY

winemaking	grape growing	sales & marketing	technology & business	Ad Space Deadline Bonus Distribution
<b>january Super Issue</b> <i>Unified Guide, VF: Sauvignon Blanc</i>				<b>November 11, 2016</b>
VF: Sauvignon Blanc; Winemaking Trial; Product Trends: What to Look For at Unified; Winemaking Products Featured at Unified	Vineyard Equipment Featured at Unified; Mark Greenspan Viticulture Column	Tasting Room Products Featured at Unified	DTC; Technology Products Featured at Unified	Unified Symposium; DTC Symposium
<b>february Super Issue</b> <i>Unified Show, WBM 30</i>				<b>December 16, 2016</b>
Winemaking Trial	Mark Greenspan Viticulture Column	Annual WBM 10 Hot Brands	Annual WBM 30 Wine Companies	Unified Symposium; IQ; WiVi; Oregon Wine Symposium
<b>march</b> <i>Winery Equipment Survey Report</i>				<b>January 20, 2017</b>
SR: Equipment (bottling line/filtration); Winemaking Trial; Barrels; Cooper Directory; Tanks; Closures	Pest & Disease; Mark Greenspan Viticulture Column		Energy Efficiency; Technology Trends; HR: How to Build Better Teams	IQ; WiVi; Central Coast Insights; Eastern Winery Exposition
<b>april</b> <i>Packaging/Glass; Barrel Alternatives</i>				<b>February 24, 2017</b>
Barrel Alternatives; Cool Products from Unified; Winemaking Trial	Mark Greenspan Viticulture Column	Glass	Legal; Mobile Update	
<b>may</b> <i>Barrels &amp; Oak; Vineyard Finance</i>				<b>March 24, 2017</b>
Barrels; Annual Barrel Directory; Winemaking Trial	Mark Greenspan Viticulture Column	Tasting Rooms	Banking: Vineyard Topics; Technology Trends; Shipping & Logistics; Temperature Controlled Shipping	Vineyard Economic Seminar; ShipCompliant Direct
<b>june</b> <i>Technology Issue; Harvest Issue; Yeast</i>				<b>April 21, 2017</b>
Yeast; Winemaking Trial	Mark Greenspan Viticulture Column		Energy; Survey: Facilities; Technology Survey; Annual Software Provider Directory	ASEV; Wine Industry Technology Symposium; Lodi Vineyard Economics
<b>july</b> <i>Closure Survey Report; Lab Equipment, Annual Harvest Showcase</i>				<b>May 19, 2017</b>
Lab Equipment; SR: Closures; Winemaking Trial	Vineyard Automation; Mark Greenspan Viticulture Column	Survey: DTC; Glass	Technology Trends; CRM	
<b>august</b> <i>Budget Issue; Closures; Pest &amp; Disease, Annual Glass, Label, Design Showcase</i>				<b>June 16, 2017</b>
Winemaking Trial; Closures; Tanks	Pest & Disease; Mark Greenspan Viticulture Column	Glass	ERP for Mid-sized Wineries; Legal; Employee Benefits	WVPAK: Packaging Conference
<b>september</b> <i>Capsules &amp; Closures; Varietal Focus; Finance</i>				<b>July 14, 2017</b>
VF: Tempranillo; Closures; Winemaking Trial	Mark Greenspan Viticulture Column	Capsules	Tasting Room Technology; Banking; Winery Topics; Annual Bank Directory	Wine Industry Financial Symposium
<b>october Digital Super Issue</b> <i>Salary Survey Report; Health Benefits Survey; Recruiting</i>				<b>August 18, 2017</b>
How the WBM 30 Make Wine; Winemaking Trial	Mark Greenspan Viticulture Column		Salary Survey; Benefits Survey; HR Technology; Recruiting; Recruiters Directory	Winejobs.com Summit; *Most viewed online issue
<b>november</b> <i>Glass; Tanks; Rootstock, Annual Tank Showcase</i>				<b>September 15, 2017</b>
Tanks; Winemaking Trial	SR: Vineyard; Rootstock	Packaging & Glass	Technology Trends	Rootstock (NVG's conference and tradeshow)
<b>december</b> <i>Top 50 Wine Industry Leaders; Year-end Wrap Up; Vineyard Equipment; Tanks; Barrel Survey Report</i>				<b>October 13, 2017</b>
Tanks; Annual Tank Directory SR: Barrels & Oak; Winemaking Trial	Mark Greenspan Viticulture Column; Vineyard Equipment		Top Stories of 2017; Top Product Innovations of 2017; Top 50 Wine Industry Leaders; Technology Trends	

SR: Survey Report

VF: Varietal Focus

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

**NOTE:** Ad Materials due on the Tuesday after Friday's Ad Space Deadline.

# 2017 rates and specifications

Agency information, on back.

## 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).

**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.

Frequency		full page	half page island	half page v/h	three eighths page	quarter page	eighth page
<b>1x</b>	Four Color	\$4,242	\$3,918	\$3,066	\$2,673	\$2,280	\$1,828
	Black & White	\$3,019	\$2,725	\$1,840	\$1,447	\$1,054	\$603
<b>3x</b>	Four Color	\$3,941	\$3,634	\$2,881	\$2,528	\$2,175	\$1,767
	Black & White	\$2,716	\$2,470	\$1,656	\$1,303	\$950	\$543
<b>7x</b>	Four Color	\$3,414	\$3,123	\$2,501	\$2,207	\$1,951	\$1,718
	Black & White	\$2,264	\$2,044	\$1,381	\$1,085	\$791	\$493
<b>12x</b>	Four Color	\$3,274	\$3,009	\$2,448	\$2,173	\$1,895	\$1,671
	Black & White	\$2,112	\$1,930	\$1,288	\$1,014	\$737	\$446
<b>18x</b>	Four Color	\$3,139	\$2,896	\$2,361	\$2,085	\$1,823	\$1,608
	Black & White	\$1,962	\$1,817	\$1,197	\$941	\$685	\$422

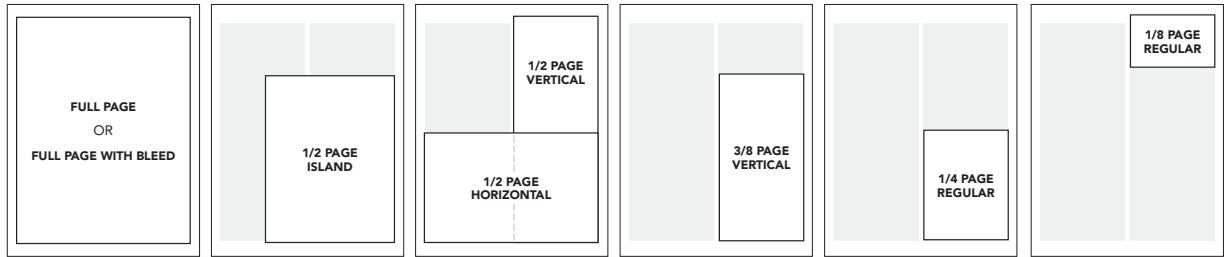
AD SIZES (W X H)	full page	half page island	half page v/h	three eighths page	quarter page	eighth page
	9.5 x 12.375" or 10.75 x 14" (bleed)	7 x 9.125"	9.5 x 6" or 4.625 x 12.375"	4.625 x 9.125"	4.625 x 6"	4.625 x 2.875"

### WBM Ad Sizes

TRIM SIZE: 10<sup>1</sup>/<sub>2</sub> by 13<sup>3</sup>/<sub>4</sub> inches.

WBM File Format: .PDF

is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals.



## WINE BUSINESS.com online

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

**Banner File Formats:** .jpg, .gif, animated-.gif. We do not accept flash (.swf) or third party tracking. Please keep file size under 30kb.

**Banner Ad Deadlines:** Artwork and link must be received 10 days prior to banner start date.

website		Website Banner Ads: <a href="http://www.winebusiness.com">www.winebusiness.com</a>			
		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.			
	home page	all other pages		wb blog	
	top ad FULL BANNER	CUSTOM BANNER	CUSTOM BANNER	HALF PAGE BANNER	
	second ad FULL BANNER				
Ad Size (w x h)	468 x 60 pixels	135 x 190 px	135 x 190 px	300 x 600 pixels	
Frequency					
<b>1x</b>	top ad \$3,500 second ad \$3,000	\$950	\$800	\$2,750	
<b>3x</b>	top ad \$3,250 second ad \$2,750	\$900	\$740	\$2,500	
<b>7x</b>	top ad \$3,000 second ad \$2,500	\$850	\$690	\$2,250	
<b>12x</b>	top ad \$2,500 second ad \$2,000	\$800	\$650	\$2,000	
<b>18x</b>	top ad \$2,250 second ad \$1,750	\$750	\$600	\$1,750	

daily news email	
Email Banner Ads	
Average Number of Subscribers: 25,000+	
Rates are for one month. Email delivered every business day.	
email page	
FULL BANNER	
Location	Ad Size (w x h) 468 x 60 pixels
<b>Top Position</b>	<b>\$4,000</b>
<b>2nd Position</b>	<b>\$3,500</b>
<b>3rd Position</b>	<b>\$3,000</b>
<b>4th Position</b>	<b>\$2,750</b>
<b>5th Position</b>	<b>\$2,500</b>
<b>6th Position</b>	<b>\$2,500</b>
<b>7th Position</b>	<b>\$2,500</b>
<b>8th Position</b>	<b>\$2,500</b>

# 2017 sponsorship opportunities WINE BUSINESS MONTHLY

**WINE BUSINESS MONTHLY** produces industry events that engage winemakers with new trends and technology and where sponsors showcase their products and services. Contact Tamara Leon for sponsorship information: tleon@winebusiness.com, 707-940-3937



Innovation+Quality (IQ)  
March 2, 2017



WiVi Central Coast  
Conference & Tradeshow (WiVi)  
March 15, 2017



Wine Industry Technology  
Symposium (WITS)  
June 2017



Winejobs.comSUMMIT  
September 2017

## Agency Commission

 for both print and banner advertising

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.

## Printing Process

Pages are printed on a heat-set web press. We use the 4 standard inks, cyan, magenta, yellow black (CMYK). The paper stock is 67lb matte-coated 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). All colors are CMYK.

### OTHER FILE FORMATS.

Adobe Illustrator, PhotoShop, InDesign. Please include extension in file name (i.e., .ai, .psd, .indd).

### FONTS.

 Do not send font files.

Either rasterize, outline, embed or flatten fonts within.

## GENERAL SPECIFICATIONS.

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

**COLORS.** All colors will be in the CMYK mode. RGB and Indexed Color, as well as PMS colors, will be converted to CMYK.

**TRIM SIZE.** 10<sup>1</sup>/<sub>2</sub> by 13<sup>3</sup>/<sub>4</sub>. inches. For specific advertising sizes, see inside.

**BLEED.** If your full-page ad has a bleed, set bleeds to 1/8" on all sides. Live image safety: 3/8" from trim; text: 1/2" from trim.

## Shipping Instructions

### ELECTRONIC SUBMISSION.

- Upload compressed files via wbmads.winebusiness.com  
Pass Code: wbm
- Email compressed attachments to kmiller@winebusiness.com (10mb or less)
- Courier/mail contents on CD to:  
Wine Business Monthly  
c/o Katie Miller  
35 Maple 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.