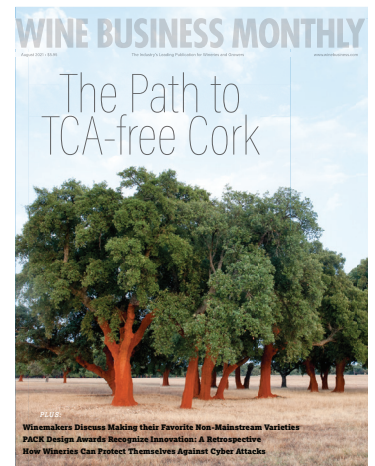
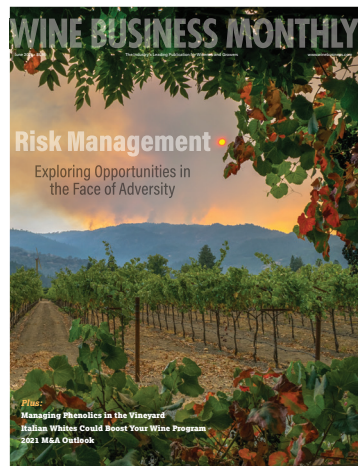
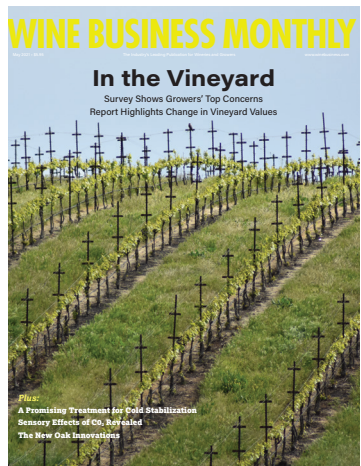
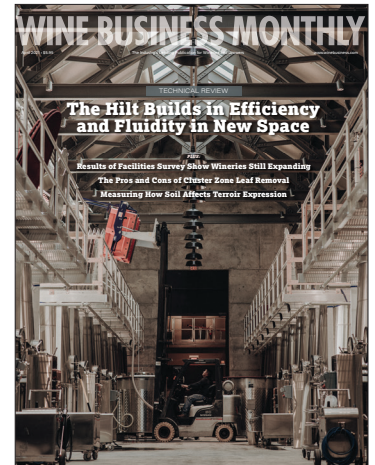
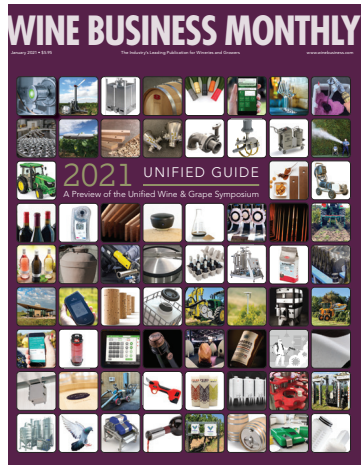


WINE BUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



2022 Advertising Planning Guide

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2022 editorial calendar

winemaking MONTHLY FEATURES Winemaker Trial	grape growing	sales & marketing MONTHLY FEATURES Retail Sales Analysis	technology & business	Directories SURVEYS	* Bonus Distribution & Ad Deadlines Events in red are produced by WBM
january <i>Super Issue Unified Guide</i>					AD SPACE DEADLINE (FOR JANUARY 2022) November 24, 2020
Winemaking Products Featured at Unified; Technical Review	Vineyard Equipment Featured at Unified	DTC Products Featured at Unified; Packaging Showcase	Technology Products Featured at Unified	Unified Guide	Unified Symposium
february <i>Super Issue Review of the Industry: WBM 50</i>					AD SPACE DEADLINE (FOR FEBRUARY 2022) December 17, 2021
Oak Extracts & Smoke Taint; PR: Analytical Services		Packaging Showcase	WBM 50: The Largest Wine Companies; Number of Wineries; Top Distributors	Grape & Bulk Wine Broker Directory	Unified Symposium; Oregon Wine Symposium; WiVi Central Coast
march <i>Eastern Winery Focus, Hot Brands</i>					AD SPACE DEADLINE (FOR MARCH 2022) January 28, 2022
PR: Cellar Software		Annual WBM Hot Brands; Packaging Showcase		Software Provider Directory	WiVi Central Coast; Eastern Winery Exposition
april <i>Central Coast Focus</i>					AD SPACE DEADLINE (FOR APRIL 2022) February 25, 2022
Technical Review; Cool Products from Unified	Vineyard Automation	Packaging Showcase		Closure Directory	WiVi Central Coast
may <i>Vineyard Issue</i>					AD SPACE DEADLINE (FOR MAY 2022) March 25, 2022
Technical Review	Old Vine Programs; SR: Vineyard	Glass Sustainability; Packaging Showcase	Banking: Vineyard Topics	Vineyard Finance Directory SURVEY REPORT: Vineyard	
june					AD SPACE DEADLINE (FOR JUNE 2022) April 22, 2022
PR: Water Storage Tanks; Small-lot Winemaking		Alternative Packaging; Packaging Showcase	M&A	Glass Provider Directory	
july <i>Direct to Consumer Issue</i>					AD SPACE DEADLINE (FOR JULY 2022) May 27, 2022
Technical Review; High-end Winery Barrel Regimens		SR: Tasting Rooms; Packaging Showcase		Cooperage Directory SURVEY REPORT: Tasting Rooms	
august <i>Packaging Issue</i>					AD SPACE DEADLINE (FOR AUGUST 2022) June 24, 2022
Oak Alternatives; PR: Electric Heat Pumps	Pest & Disease	SR: Packaging & Glass; Packaging Showcase	Insurance	Oak Alternative Directory SURVEY REPORT: Packaging & Glass	
september <i>Technology Issue</i>					AD SPACE DEADLINE (FOR SEPTEMBER 2022) July 22, 2022
Technical Review; Tank Automation	PR: Vineyard Software	PACK Design Awards; Packaging Showcase	Banking: Winery Topics;	Winery Financing Directory	Wine Industry Financial Symposium (including WITS)
october <i>Digital Super Issue Salary Survey Report; Recruiting</i> *Most viewed online issue					AD SPACE DEADLINE (FOR OCTOBER 2022) August 26, 2022
How the WBM 50 Make Wine	Rootstock	PACK Design Awards; Packaging Showcase	SR: Salary; Recruiting	Recruiter Directory SURVEY REPORT: Salary	SUMMIT; Wine Industry Financial Symposium* (including WITS)
november <i>Top 50 Wine Industry Leaders</i>					AD SPACE DEADLINE (FOR NOVEMBER 2022) September 23, 2022
Technical Review; SR: Equipment; Barrel Market Update		Packaging Showcase	Top Industry Leaders	Tank Directory SURVEY REPORT: Winemaking Equipment	SUMMIT; Wine Industry Financial Symposium* (including WITS)
december <i>Year in Review</i>					AD SPACE DEADLINE (FOR DECEMBER 2022) October 21, 2022
SR: Barrels & Oak; Extending the Life of Equipment	Growing Year in Review	Packaging Showcase	Top Stories of 2022; Top M&A Deals	Vineyard Manager Directory 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

2022 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

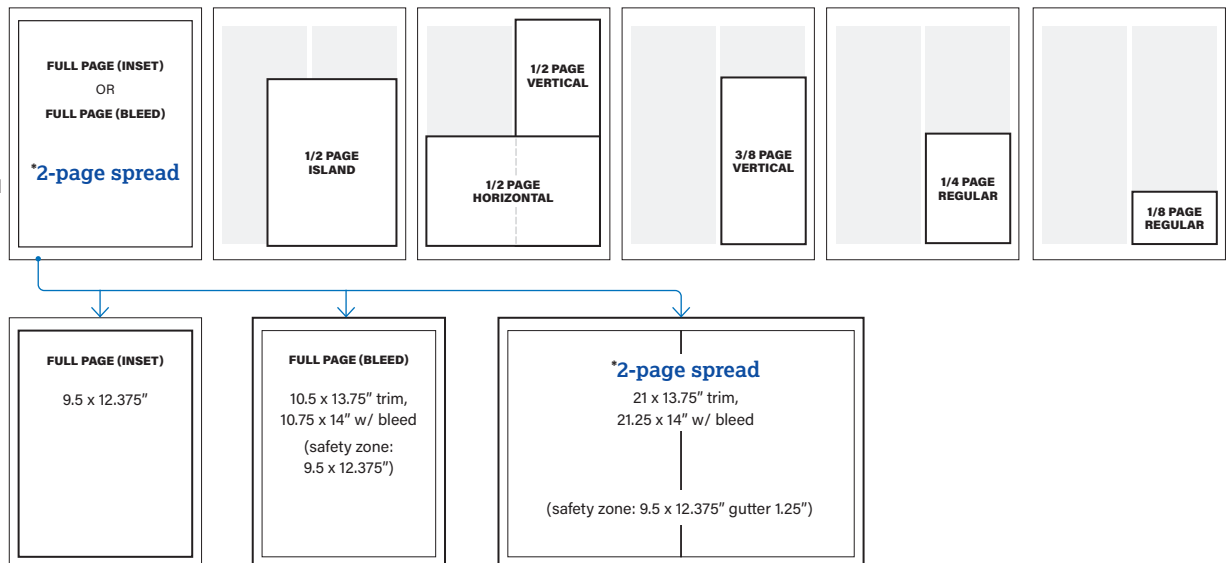
WBM Ad Sizes (W x H)

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



WINE BUSINESS MONTHLY

Online Advertising 2022 Rates & Specifications

Website Ads Unique Visitors: 100,000 per month

HOME PAGE **WINE BUSINESS.com**

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

Left-hand Rail

Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,500
3X	\$3,250
7X	\$3,000
12X	\$2,500
18X	\$2,250

Main Column

Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,500
3X	\$3,250
7X	\$3,000
12X	\$2,500
18X	\$2,250

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 Month \$3,500

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		\$4,000	5th Position		\$3,500
2nd Position		\$3,750	6th Position		\$3,500
3rd Position		\$3,750	7th Position		\$3,500
4th Position		\$3,750	8th Position		\$3,500

weekly wrap **EMAIL**

Email sent out every Friday afternoon.

Ad Size (w x h) 300 x 250 pixels

Per Month \$4,000

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.

September 17, 2021