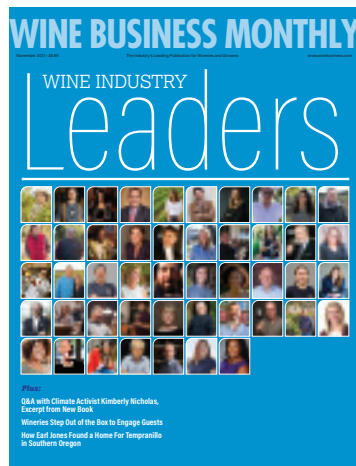
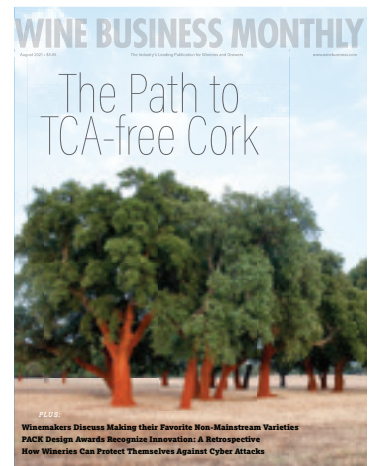
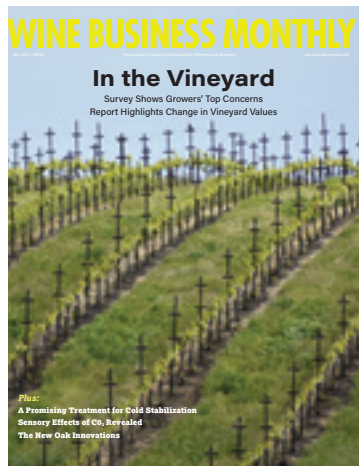
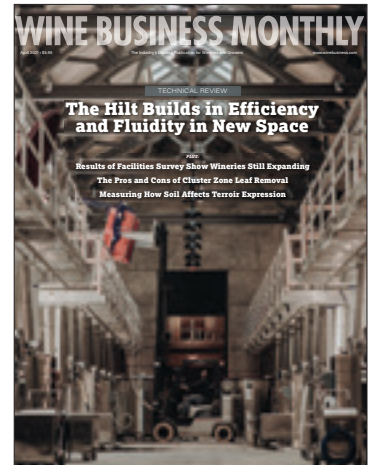
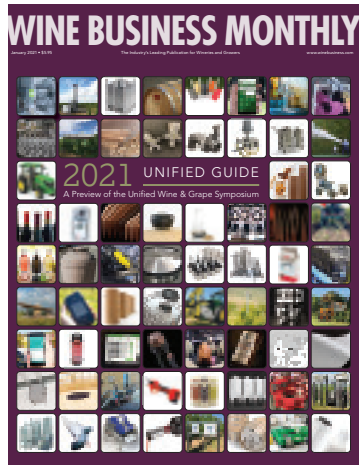


WINE BUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



2022 Advertising Planning Guide

WINE BUSINESS MONTHLY

www.winebusiness.com/wbm

WBMevents

WINE BUSINESS.com

daily news EMAIL

WINE BUSINESS MONTHLY

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</i> Unified Guide | | | | | AD SPACE DEADLINE (FOR JANUARY 2022) November 24, 2021 |
| 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</i> Review of the Industry: WBM 50 | | | | | 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</i> Salary Survey Report; Recruiting *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 Black & White | \$4,675 \$3,327 | \$4,318 \$3,004 | \$3,379 \$2,028 | \$2,946 \$1,595 | \$2,513 \$1,162 | \$2,015 \$665 |
| 3x | Four Color Black & White | \$4,344 \$2,993 | \$4,005 \$2,722 | \$3,175 \$1,825 | \$2,786 \$1,436 | \$2,397 \$1,047 | \$1,947 \$599 |
| 7x | Four Color Black & White | \$3,763 \$2,495 | \$3,442 \$2,253 | \$2,757 \$1,522 | \$2,433 \$1,196 | \$2,150 \$872 | \$1,893 \$544 |
| 12x | Four Color Black & White | \$3,608 \$2,328 | \$3,317 \$2,128 | \$2,698 \$1,420 | \$2,395 \$1,118 | \$2,089 \$813 | \$1,842 \$491 |
| 18x | Four Color Black & White | \$3,459 \$2,162 | \$3,191 \$2,002 | \$2,602 \$1,319 | \$2,297 \$1,038 | \$2,009 \$755 | \$1,772 \$465 |

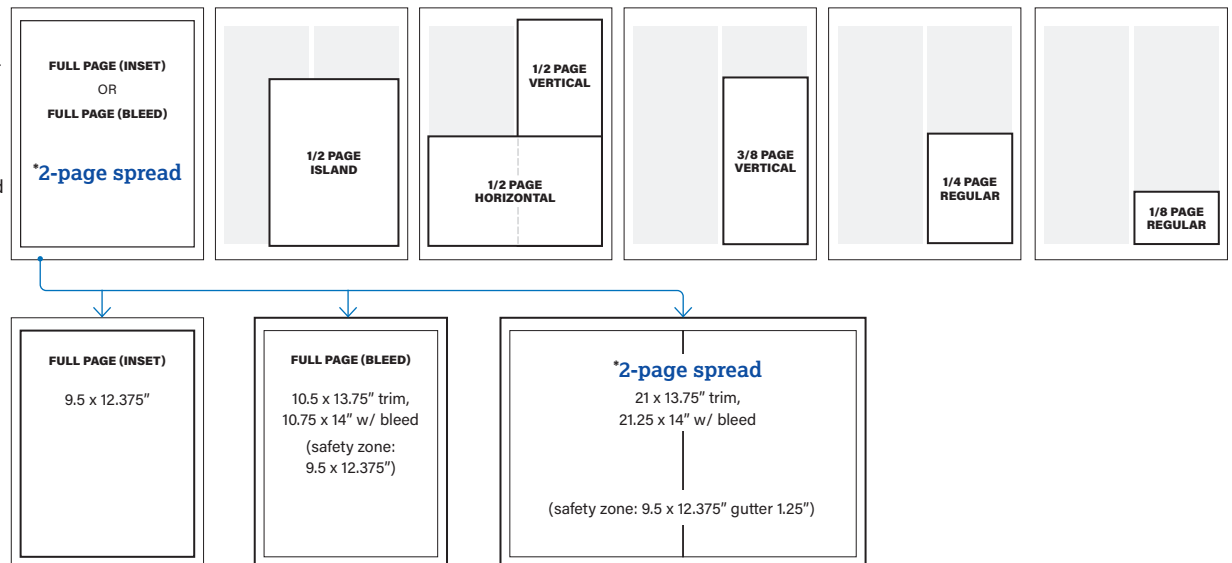
WBM Ad Sizes (W x H)

| 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.

October 18, 2021