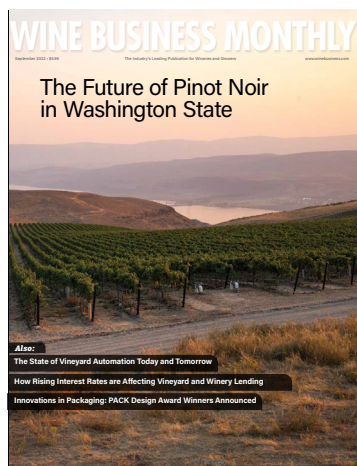
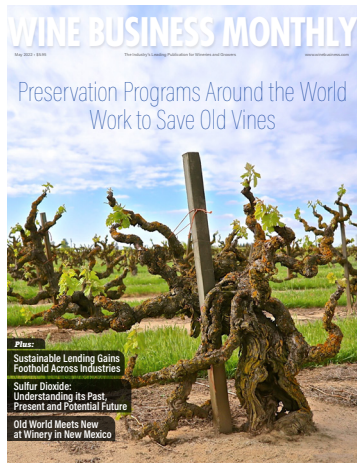
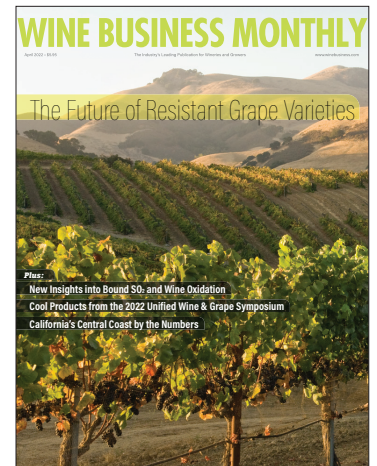


WINE BUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



2023 Advertising Planning Guide

WINE BUSINESS MONTHLY

2023 editorial calendar

WINEMAKING	GRAPE GROWING	SALES & MARKETING	TECHNOLOGY & BUSINESS	DIRECTORIES/ SURVEYS	BONUS DISTRIBUTION & AD DEADLINE
January Super Issue <i>Unified Guide</i>					
Winemaking Products Featured at Unified Technical Review Winemaker Trial	Vineyard Equipment Featured at Unified	DTC Products Featured at Unified Retail Sales PACK Design Showcase	Technical Products Featured at Unified	Unified Guide	Unified Symposium <i>AD Deadline:</i> November 28th, 2022
February Super Issue <i>Review of the Industry: WBM 50</i>					
Winemaker Trial		Retail Sales PACK Design Showcase	WBM 50: The Largest Wine Companies; Number of Wineries; Top Distributors		WiVi Central Coast & Eastern Wine Expo Unified Symposium Oregon Wine Symposium <i>AD Deadline:</i> December 16, 2022
March WBM Hot Brands <i>Eastern Winery Focus; Direct to Consumer Issue</i>					
Technical Review Winemaker Trial		Annual Retail Sales PACK Design Showcase	Ship Compliant Shipping Data		WiVi Central Coast Eastern Wine Expo <i>AD Deadline</i> January 27, 2023
April <i>Central Coast Focus The Vineyard Issue</i>					
Lab Equipment Winemaker Trial	Survey Report: Vineyard Issues PR: Vineyard Software	Retail Sales PACK Design Showcase		Survey: Vineyard Packaging Containers Directory	WiVi Central Coast <i>AD Deadline:</i> February 17, 2023
May					
Tanks Technical Review Winemaker Trial		Glass Retail Sales PACK Design Showcase	Banking: Vineyard Issues	Closure Directory	<i>AD Deadline:</i> March 24, 2023
June					
Yeast PR: Enzymes Winemaker Trial		Alternative Packaging Retail Sales PACK Design Showcase	PR: Accounting Software	Glass Directory	<i>AD Deadline:</i> April 21, 2023
July <i>Direct to Consumer Issue: E-Commerce Focus</i>					
Winemaker Trial		Technical Review: DTC Focus Survey Report: Tasting Rooms Retail Sales PACK Design Showcase		Survey Report: Tasting Rooms Cooperage Directory	<i>AD Deadline:</i> May 25, 2023
August <i>Packaging Issue</i>					
Winemaker Trial	Pests and Diseases	Survey Report: Packaging & Glass Retail Sales PACK Design Showcase		Survey Report: Packaging & Glass Rootstock Directory	<i>AD Deadline:</i> June 23th, 2023
September <i>Technology Issue</i>					
Winemaker Trial		PACK Design Awards: Judges Choices Retail Sales PACK Design Showcase	Banking: Winery Topics	Winery Lending Directory	Wine Industry Financial Symposium <i>AD Deadline:</i> July 21, 2023
October <i>Salary Survey Report Recruiting</i>					
How the WBM 50 Make Wine Winemaker Trial	Rootstock	PACK Design Awards: People's Choice Retail Sales PACK Design Showcase	Survey Report: Salary Recruiting	Survey Report: Salary Recruiter Directory	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> August 25th, 2023
November <i>Top 50 Wine Industry Leaders</i>					
SR: Equipment Technical Review Winemaker Trial		Retail Sales PACK Design Showcase	Top Industry Leaders	Survey Report: Equipment Tank Directory	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> September 22th, 2023
December <i>The Year in Review</i>					
Survey Report: Barrels & Oak Winemaker Trial	Growing Year in Review	Retail Sales PACK Design Showcase	Top Stories of 2023 Top M&A Deals	Survey Report: Barrels & Oak Vineyard Equipment Directory	<i>AD Deadline:</i> October 20, 2023

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

WINE BUSINESS MONTHLY

2023 Rates & Specifications

ADS RUN IN BOTH PRINT & DIGITAL EDITIONS

WINE BUSINESS MONTHLY is available to readers four ways:

- * The print edition is mailed to subscribers
- * The print edition also is distributed at industry events
- * The digital edition can be accessed on the winebusiness.com website
- * Links to the digital edition are emailed to 25K+ wine industry personnel

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 v/h	three-eighths	quarter page	eighth page
1x	Four Color Black & White	\$4,815 \$3,493	\$3,480 \$2,130	\$3,034 \$1,675	\$2,588 \$1,220	\$2,075 \$698
3x	Four Color Black & White	\$4,474 \$3,142	\$3,270 \$1,917	\$2,869 \$1,508	\$2,469 \$1,100	\$2,005 \$629
7x	Four Color Black & White	\$3,876 \$2,619	\$2,840 \$1,598	\$2,506 \$1,256	\$2,214 \$916	\$1,950 \$571
12x	Four Color Black & White	\$3,716 \$2,444	\$2,778 \$1,491	\$2,467 \$1,174	\$2,152 \$853	\$1,897 \$516
18x	Four Color Black & White	\$3,563 \$2,270	\$2,680 \$1,385	\$2,366 \$1,089	\$2,069 \$792	\$1,825 \$488

WBM Ad Sizes (W x H)

	full page	half page v/h	three-eighths	quarter page	eighth page
	9.5 x 12.375" (inset) or 10.75 x 14" (with bleed)	9.5 x 6" or 4.625 x 12.375"	4.625 x 9.125"	4.625 x 6"	4.625 x 2.875"
	<div> <div>FULL PAGE (INSET) OR FULL PAGE (BLEED) & *2-page spread</div> </div>	<div> <div>1/2 PAGE VERTICAL</div> <div>1/2 PAGE HORIZONTAL</div> </div>	<div> <div>3/8 PAGE VERTICAL</div> </div>	<div> <div>1/4 PAGE REGULAR</div> </div>	<div> <div>1/8 PAGE REGULAR</div> </div>
	<div> <div>FULL PAGE (INSET) 9.5 x 12.375"</div> </div>	<div> <div>FULL PAGE (BLEED) 10.5 x 13.75" trim, 10.75 x 14" w/ bleed (safety zone: 9.5 x 12.375")</div> </div>	<div> <div>*2-page spread 21 x 13.75" trim, 21.25 x 14" w/ bleed</div> <div>live area (text and/or logos): 9.5 x 12.375" keep all live matter at least .625" away from the center)</div> </div>		

TRIM SIZE. 10.5 x 13.75 inches
BLEED. Add .125 inch around all edges. Use inset dimension for live/safety area.

FILE FORMAT: Must be in PDF. Files should be exact dimension. All images need to be at least 300 dpi and set to CMYK. No crop marks or bleed on fractionals. No Type 1 fonts accepted.

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

WINE BUSINESS MONTHLY

Online Advertising 2023 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.

Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,605
3X	\$3,348
7X	\$3,090
12X	\$2,575
18X	\$2,318

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	\$3,605

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		\$4,200	5th Position		\$3,675
2nd Position		\$3,938	6th Position		\$3,675
3rd Position		\$3,938	7th Position		\$3,675
4th Position		\$3,938	8th Position		\$3,675

weekly wrap EMAIL

Email sent out every Friday afternoon.

Ad Size (w x h)	300 x 250 pixels
Per Month	\$3,605

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.