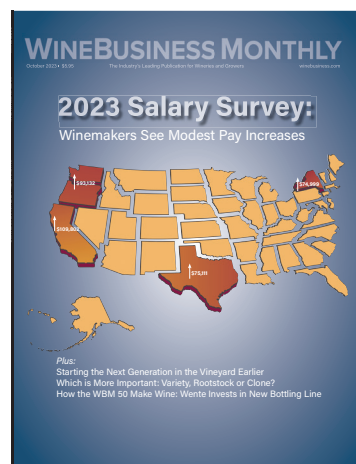
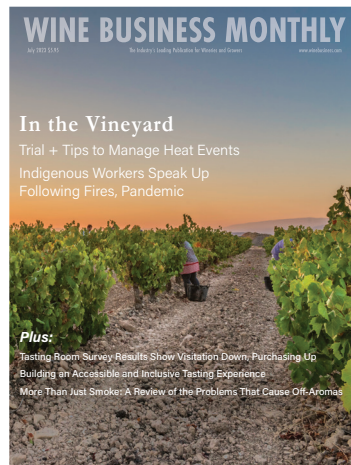
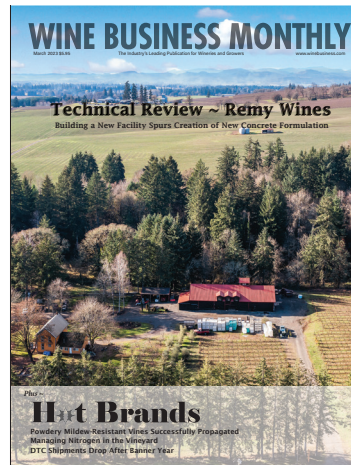
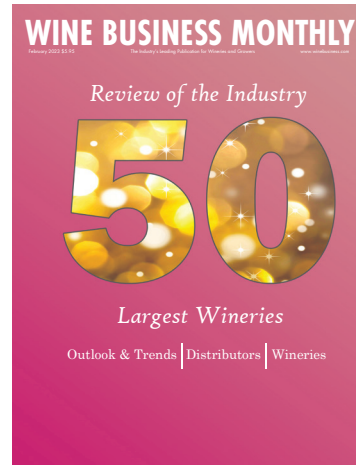


# WINEBUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



2024 Advertising Planning Guide

# WINEBUSINESS MONTHLY 2024 editorial calendar

WINEMAKING	GRAPE GROWING	SALES & MARKETING	TECHNOLOGY & BUSINESS	DIRECTORIES/ SURVEYS	BONUS DISTRIBUTION & AD DEADLINE
January <b>Super Issue</b> <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> <b>November 27th, 2023</b>
February <b>Super Issue</b> <i>Review of the Industry: WBM 50</i>					
Winemaker Trial		Annual WBM Hot Brands; Retail Sales; PACK Design Showcase	<b>WBM 50:</b> The Largest Wine Companies; Number of Wineries; Top Distributors	Cooperages Directory	WiVi Central Coast Unified Symposium Oregon Wine Symposium Eastern Wine Exposition <i>AD Deadline:</i> <b>December 15, 2023</b>
March <i>Eastern Winery Focus</i>					
PR: Cross-flow Filters; Technical Review; Winemaker Trial		Retail Sales; PACK Design Showcase		Vineyard Equipment Directory	WiVi Central Coast Eastern Wine Expo <i>AD Deadline</i> <b>January 26, 2024</b>
April <i>The Vineyard Issue</i>					
Lab Equipment Winemaker Trial	Survey Report: Vineyard Issues	Retail Sales PACK Design Showcase	ShipCompliant/ WineBusiness Analytics Shipping Data	Survey: Vineyard Lab Equipment Directory	WiVi Central Coast <i>AD Deadline:</i> <b>February 16, 2024</b>
May					
Tanks Technical Review Winemaker Trial	Largest Vineyard Owners in Napa	Glass Retail Sales PACK Design Showcase	Banking: Vineyard Issues	Closure Vendors Directory	<i>AD Deadline:</i> <b>March 22, 2024</b>
June					
PR: Yeast (Aromatic Whites); Winemaker Trial	Vineyard Equipment	Alternative Packaging; Retail Sales; PACK Design Showcase		Yeast Vendors Direc- tory	<i>AD Deadline:</i> <b>April 19, 2024</b>
July <i>Direct to Consumer Issue</i>					
Barrels & Oak; Technical Review; Winemaker Trial	Pest & Disease	Survey Report: Tasting Rooms; Retail Sales; PACK Design Showcase	Top Lenders in PNW	Survey Report: Tasting Rooms Lenders in PNW Directory	<i>AD Deadline:</i> <b>May 24, 2024</b>
August <i>Packaging Issue</i>					
Winemaker Trial; Custom Crush Facilities		Survey Report: Packaging & Glass; Retail Sales; PACK Design Showcase		Survey Report: Packaging & Glass Glass Vendors Direc- tory	<i>AD Deadline:</i> <b>June 21, 2024</b>
September					
Technical Review; 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> <b>July 19, 2024</b>
October <b>Digital Super Issue</b> <i>Salary Survey Report; Recruiting</i>					
PR: Micro-Oxygenation Equipment; How the WBM 50 Make Wine; Winemaker Trial		PACK Design Awards: People's Choice; Retail Sales; PACK Design Showcase	Survey Report: Salary; Recruiting	Survey Report: Salary Recruiters Directory	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> <b>August 23, 2024</b>
November <i>Top Wine Industry Leaders</i>					
SR: Equipment; Technical Review; Winemaker Trial	Pests & Diseases	Retail Sales; PACK Design Showcase	Top Industry Leaders	Survey Report: Equipment Tank Vendors Direc- tory	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> <b>September 20, 2024</b>
December <i>The Year in Review</i>					
SR: Barrels & Oak Winemaker Trial	Growing Year in Review	Retail Sales PACK Design Showcase	Top Stories of 2024 Top M&A Deals	Survey Report: Barrels & Oak Rootstock Nurseries Directory	<i>AD Deadline:</i> <b>October 18, 2024</b>

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



# WINEBUSINESS MONTHLY

## 2024 Rates & Specifications

ADS RUN IN BOTH PRINT & DIGITAL EDITIONS

**WINEBUSINESS 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](http://winebusiness.com) website
- \* Links to the digital edition are emailed to 25K+ wine industry personnel

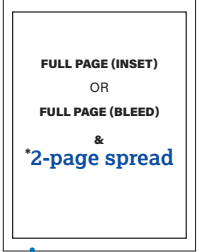
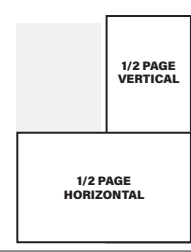
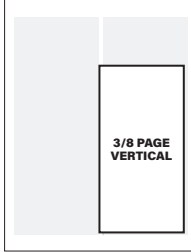
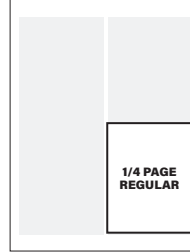
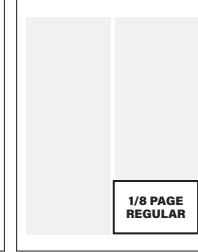
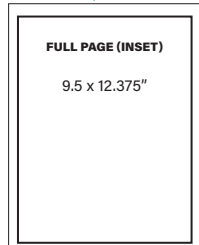
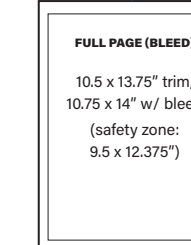
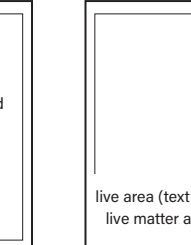
**Frequency Discounts:** In order for frequency discounts to apply, all advertisements must run within a 12-month period (including the 18x rate). Online advertising combines with print advertising for frequency discounts.

**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
<b>1x</b>	<b>Four Color</b>	<b>\$4,959</b>	<b>\$3,585</b>	<b>\$3,125</b>	<b>\$2,666</b>	<b>\$2,137</b>
	<b>Black &amp; White</b>	<b>\$3,668</b>	<b>\$2,236</b>	<b>\$1,759</b>	<b>\$1,281</b>	<b>\$733</b>
<b>3x</b>	<b>Four Color</b>	<b>\$4,608</b>	<b>\$3,368</b>	<b>\$2,955</b>	<b>\$2,543</b>	<b>\$2,065</b>
	<b>Black &amp; White</b>	<b>\$3,300</b>	<b>\$2,013</b>	<b>\$1,584</b>	<b>\$1,155</b>	<b>\$660</b>
<b>7x</b>	<b>Four Color</b>	<b>\$3,992</b>	<b>\$2,925</b>	<b>\$2,581</b>	<b>\$2,281</b>	<b>\$2,008</b>
	<b>Black &amp; White</b>	<b>\$2,750</b>	<b>\$1,678</b>	<b>\$1,319</b>	<b>\$961</b>	<b>\$599</b>
<b>12x</b>	<b>Four Color</b>	<b>\$3,828</b>	<b>\$2,862</b>	<b>\$2,541</b>	<b>\$2,216</b>	<b>\$1,954</b>
	<b>Black &amp; White</b>	<b>\$2,566</b>	<b>\$1,565</b>	<b>\$1,232</b>	<b>\$896</b>	<b>\$542</b>
<b>18x</b>	<b>Four Color</b>	<b>\$3,670</b>	<b>\$2,761</b>	<b>\$2,437</b>	<b>\$2,131</b>	<b>\$1,880</b>
	<b>Black &amp; White</b>	<b>\$2,384</b>	<b>\$1,454</b>	<b>\$1,144</b>	<b>\$832</b>	<b>\$513</b>

### 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"
<b>TRIM SIZE.</b> 10.5 x 13.75 inches <b>BLEED.</b> Add .125 inch around all edges. Use inset dimension for live/safety area.  <b>FILE FORMAT:</b> 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					
					
	9.5 x 12.375"	10.5 x 13.75" trim, 10.75 x 14" w/ bleed (safety zone: 9.5 x 12.375")	21 x 13.75" trim, 21.25 x 14" w/ bleed  live area (text and/or logos): 9.5 x 12.375" keep all live matter at least .625" away from the center)		

September 15, 2023

# WINEBUSINESS MONTHLY

## Online Advertising 2024 Rates & Specifications

### Website Ads Unique Visitors: 100,000 per month

#### HOME PAGE WINEBUSINESS.com

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

Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,713
3X	\$3,448
7X	\$3,183
12X	\$2,652
18X	\$2,387

#### 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
<b>Per Month</b>	<b>\$3,713</b>

### 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
<b>Top Position</b>		<b>\$4,410</b>	<b>5th Position</b>		<b>\$3,859</b>
<b>2nd Position</b>		<b>\$4,134</b>	<b>6th Position</b>		<b>\$3,859</b>
<b>3rd Position</b>		<b>\$4,134</b>	<b>7th Position</b>		<b>\$3,859</b>
<b>4th Position</b>		<b>\$4,134</b>	<b>8th Position</b>		<b>\$3,859</b>

#### *weekly wrap* EMAIL

Email sent out every Friday afternoon.

Ad Size (w x h)	300 x 250 pixels
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**Per Month \$3,713**

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](mailto: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 15, 2023

584 First St. East • Sonoma, California 95476 • telephone: 707-940-3920 ~ 800-895-9463 • [www.winebusiness.com](http://www.winebusiness.com)