## 2024 Editorial Calendar

### January: Super Issue Unified Guide
- **Winemaking**
  - Products Featured at Unified
  - Technical Review
  - Winemaker Trial
- **Grape Growing**
  - Vineyard Equipment
- **Sales & Marketing**
  - DTC Products
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Technical Products
  - Featured at Unified
- **Directories/ Surveys**
  - Unified Guide
- **Bonus Distribution & Ad Deadline**
  - Unified Symposium
  - November 27th, 2023

### February: Super Issue Review of the Industry: WBM 50
- **Winemaker Trial**
- **Grape Growing**
  - Annual WBM Hot Brands
  - Retail Sales
  - PACK Design Showcase
- **Sales & Marketing**
  - WBM 50: The Largest Wine Companies
  - Number of Wineries
  - Top Distributors
- **Technology & business**
  - Cooperages Directory
- **Directories/ Surveys**
  - Wine Business Directory
  - WiVi Central Coast
  - Oregon Wine Symposium
  - Eastern Wine Exposition
- **Bonus Distribution & Ad Deadline**
  - December 15, 2023

### March: Eastern Winery Focus
- **Winemaker Trial**
- **Grape Growing**
  - Vineyard Equipment
- **Sales & Marketing**
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Vineyard Equipment Directory
- **Directories/ Surveys**
  - WiVi Central Coast
  - Eastern Wine Expo
- **Bonus Distribution & Ad Deadline**
  - January 26, 2024

### April: The Vineyard Issue
- **Winemaker Trial**
- **Grape Growing**
  - Survey Report: Vineyard Issues
  - Retail Sales
  - PACK Design Showcase
- **Sales & Marketing**
  - ShipCompliant/ WineBusiness Analytics Shipping Data
- **Technology & business**
  - Survey: Vineyard Lab Equipment Directory
- **Directories/ Surveys**
  - WiVi Central Coast
  - February 16, 2024
- **Bonus Distribution & Ad Deadline**
  - AD Deadline: February 16, 2024

### May: Eastern Winery Focus
- **Winemaker Trial**
- **Grape Growing**
  - Largest Vineyard Owners in Napa
  - Glass
  - Retail Sales
  - PACK Design Showcase
- **Sales & Marketing**
  - Banking: Vineyard Issues
  - Closure Vendors Directory
- **Technology & business**
  - Yeast Vendors Directory
- **Directories/ Surveys**
  - AD Deadline: March 22, 2024

### June: Yeast Vendors Directory
- **Winemaker Trial**
- **Grape Growing**
  - Yeast Equipment
- **Sales & Marketing**
  - Alternative Packaging: Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Yeast Vendors Directory
- **Directories/ Surveys**
  - AD Deadline: April 19, 2024

### July: Direct to Consumer Issue
- **Winemaker Trial**
- **Grape Growing**
  - Pest & Disease
- **Sales & Marketing**
  - Survey Report: Tasting Rooms
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Top Lenders in PNW
- **Directories/ Surveys**
  - Survey Report: Tasting Rooms
  - Lenders in PNW Directory
- **Bonus Distribution & Ad Deadline**
  - May 24, 2024

### August: Packaging Issue
- **Winemaker Trial**
- **Grape Growing**
  - Pest & Disease
- **Sales & Marketing**
  - Survey Report: Packaging & Glass
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Survey Report: Packaging & Glass
  - Glass Vendors Directory
- **Directories/ Surveys**
  - AD Deadline: June 21, 2024

### September: Eastern Winery Focus
- **Winemaker Trial**
- **Grape Growing**
  - PACK Design Awards: Judges Choices
  - Retail Sales
  - PACK Design Showcase
- **Sales & Marketing**
  - Banking: Winery Topics
  - Winery Lending Directory
- **Technology & business**
  - Wine Industry Financial Symposium
- **Directories/ Surveys**
  - AD Deadline: July 19, 2024
- **Bonus Distribution & Ad Deadline**
  - AD Deadline: July 19, 2024

### October: Digital Super Issue Salary Survey Report; Recruiting
- **Winemaker Trial**
- **Grape Growing**
  - Pest & Disease
- **Sales & Marketing**
  - PACK Design Awards: People’s Choice
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Survey Report: Salary Recruiting
- **Directories/ Surveys**
  - Survey Report: Salary Recruiters Directory
- **Bonus Distribution & Ad Deadline**
  - SUMMIT: Wine Industry Financial Symposium
  - August 23, 2024

### November: Top Wine Industry Leaders
- **Winemaker Trial**
- **Grape Growing**
  - Pest & Diseases
- **Sales & Marketing**
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Top Industry Leaders
- **Directories/ Surveys**
  - Survey Report: Equipment
  - Tank Vendors Directory
- **Bonus Distribution & Ad Deadline**
  - SUMMIT: Wine Industry Financial Symposium
  - September 20, 2024

### December: The Year in Review
- **Winemaker Trial**
- **Grape Growing**
  - Growing Year in Review
- **Sales & Marketing**
  - Retail Sales
  - PACK Design Showcase
- **Technology & business**
  - Top Stories of 2024
  - Top M&A Deals
- **Directories/ Surveys**
  - Survey Report: Barrels & Oak Rootstock Nurseries Directory
- **Bonus Distribution & Ad Deadline**
  - October 18, 2024

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 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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>full page</th>
<th>half page v/h</th>
<th>three-eighths</th>
<th>quarter page</th>
<th>eighth page</th>
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<td>Four Color</td>
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### WBM Ad Sizes (W x H)

- **FULL PAGE (INSET)**: 9.5 x 12.375" (inset) or 10.75 x 14" (with bleed)
- **FULL PAGE (BLEED)**: 10.5 x 13.75" trim, 10.75 x 14" w/ bleed
- **2-page spread**: 21 x 13.75" trim, 21.25 x 14" w/ bleed

**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 fractional. No Type 1 fonts accepted.

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

<table>
<thead>
<tr>
<th>Ad Size (w x h)</th>
<th>Frequency</th>
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<tr>
<td>18x</td>
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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.

<table>
<thead>
<tr>
<th>Ad Size (w x h)</th>
<th>300 x 250 pixels</th>
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</thead>
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<tr>
<td></td>
<td>Per Month $3,713</td>
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</tbody>
</table>

Email Ads  Number of Subscribers: 30,000+

daily news EMAIL

Rates are for one month. Email delivered every business day.

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<thead>
<tr>
<th>Location</th>
<th>Ad Size (w x h)</th>
<th>300 x 250 pixels</th>
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<tr>
<td>4th Position</td>
<td></td>
<td>$4,134</td>
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</tbody>
</table>

weekly wrap EMAIL

Rates are for one month. Email sent out every Friday afternoon.

<table>
<thead>
<tr>
<th>Location</th>
<th>Ad Size (w x h)</th>
<th>300 x 250 pixels</th>
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<tbody>
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<td>Top Position</td>
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<tr>
<td>5th Position</td>
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<td>7th Position</td>
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<tr>
<td>8th Position</td>
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<td>$3,859</td>
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</tbody>
</table>

Online Ad Deadlines:
Artwork and link must be received 10 days prior to banner start date. Email attachments to ads@winebusiness.com.

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 enewsletter, the first frame should include the call to action. Flashing or flickering content is not allowed.