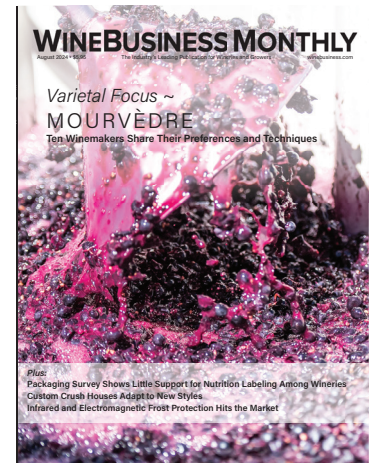
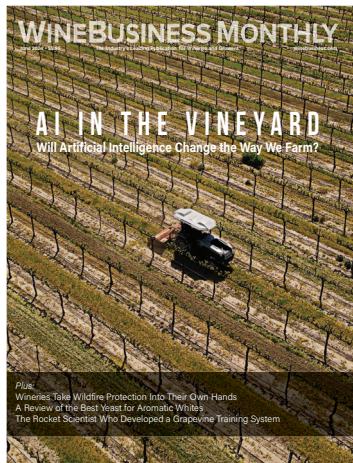
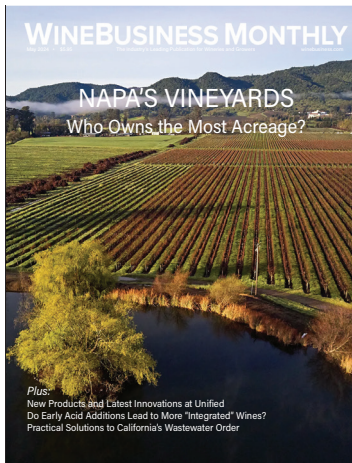
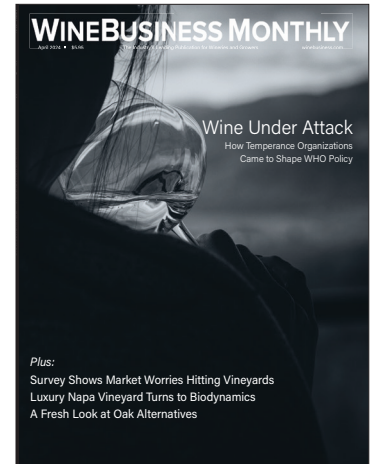
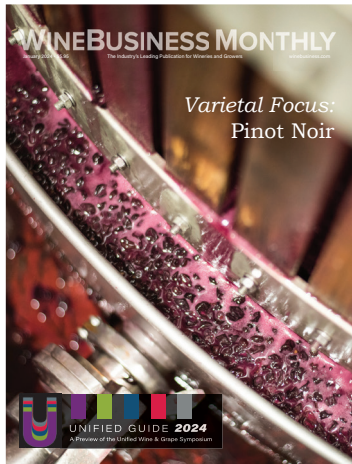


# WINEBUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



## 2025 Advertising Planning Guide

# WINEBUSINESS MONTHLY 2025 editorial calendar

WINEMAKING	GRAPE GROWING	SALES & MARKETING	TECHNOLOGY & BUSINESS	DIRECTORIES/ SURVEYS	BONUS DISTRIBUTION & AD DEADLINE
January <b>Super Issue</b> <i>Unified Guide, American Winery Focus</i>					
Winemaking Products Featured at Unified Varietal Focus: Gamay Winemaker Trial	Vineyard Equipment Featured at Unified	DTC Products Featured at Unified Retail Sales PACK Design: Scenic Wines (Alternative)	Technology Products Featured at Unified	Unified Guide	Unified Symposium <i>AD Deadline:</i> <b>November 26th, 2024</b>
February <b>Super Issue</b> <i>Review of the Industry, WBM 50 Largest Producers</i>					
Winemaker Trial		Annual WBM Hot Brands Retail Sales PACK Design: Coppola Diamond Series (Classic)	WBM 50: The Largest Wine Companies; Number of Wineries; Top Distributors		Unified Symposium; Oregon Wine Symposium; WiVi Central Coast* <i>AD Deadline:</i> <b>December 16, 2024</b>
March: <i>American Winery Focus</i>					
Technical Review Tanks Winemaker Trial	Vineyard Equipment	Glass Retail Sales PACK Design: Ancient Peaks (Luxury)		Oak Barrel Alternatives Vendors	Eastern Wine Expo WiVi Central Coast <i>AD Deadline</i> <b>January 27, 2025</b>
April					
Product Review: Sparkling Wine Equipment Winemaker Trial		Closures Retail Sales PACK Design: Celebrate Sparkling (Series)	CFO Roundtable	1: Sparkling Wine Vendors, 2: Closure Vendors	Eastern Wine Expo <i>AD Deadline:</i> <b>February 14, 2025</b>
May: <i>The Vineyard Issue</i>					
Lab Equipment Winemaker Trial	SR: Vineyard Issues	Glass Retail Sales PACK Design: Frog's Leap Washable Labels (Classic)	Banking: Vineyard Issues	Glass Vendors	<i>AD Deadline:</i> <b>March 21, 2025</b>
June: <i>American Winery Focus</i>					
Technical Review Yeast & Bioprotectants Winemaker Trial	Largest Vineyard Owners in Paso Robles	Alternative Packaging Retail Sales PACK Design: Element[AL] (Alternative)		Yeast Vendors	<i>AD Deadline:</i> <b>April 18, 2025</b>
July: <i>Direct to Consumer Issue</i>					
Barrels & Oak Winemaker Trial	Pest & Disease	SR: Tasting Rooms Retail Sales PACK Design: Sean Minor (Classic)	Finance	DTC Technology Vendors	<i>AD Deadline:</i> <b>May 23, 2025</b>
August: <i>Packaging and Glass Issue</i>					
Varietal Focus Winemaker Trial		SR: Packaging & Glass Retail Sales PACK Design: Ridge 3-Pack (Non-Glass)		Sparkling Wine Custom Crush Facilities	<i>AD Deadline:</i> <b>June 20, 2025</b>
September: <i>American Winery Focus</i>					
Product Review: Cellar Management Software Technical Review Winemaker Trial		PACK Design Awards: Judge's Choices Retail Sales PACK Design: Messina Hof (Redesign)	Finance	Winery Lenders	Wine Industry Financial Symposium <i>AD Deadline:</i> <b>July 18, 2025</b>
October: <b>Digital Super Issue</b> <i>Salary Survey Report, Recruiting</i>					
How the WBM 50 Make Wine Winemaker Trial		PACK Design Awards: People's Choice Retail Sales PACK Design: Native Hands (Series)	SR: Salary; Recruiting	Recruiters	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> <b>August 22, 2025</b>
November: <i>Top Wine Industry Leaders</i>					
SR: Equipment Winemaker Trial	Pest & Disease	Retail Sales PACK Design: Sierra Blanca (Series)	Top Industry Leaders	Rootstock	SUMMIT; Wine Industry Financial Symposium <i>AD Deadline:</i> <b>September 19, 2025</b>
December: <i>The Year in Review, American Winery Focus</i>					
SR: Barrels & Oak Technical Review Winemaker Trial	Growing Year in Review	Retail Sales PACK Design: Love, VA (Classic)	Top Stories of 2024; Top M&A Deals	Cooperages	<i>AD Deadline:</i> <b>October 17, 2025</b>

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



# WINEBUSINESS MONTHLY

## 2025 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 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).

**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>\$3,692</b>	<b>\$3,219</b>	<b>\$2,746</b>	<b>\$2,201</b>
	<b>Black &amp; White</b>	<b>\$3,778</b>	<b>\$2,303</b>	<b>\$1,811</b>	<b>\$1,319</b>	<b>\$755</b>
<b>3x</b>	<b>Four Color</b>	<b>\$4,746</b>	<b>\$3,469</b>	<b>\$3,044</b>	<b>\$2,619</b>	<b>\$2,127</b>
	<b>Black &amp; White</b>	<b>\$3,399</b>	<b>\$2,073</b>	<b>\$1,631</b>	<b>\$1,189</b>	<b>\$680</b>
<b>7x</b>	<b>Four Color</b>	<b>\$4,112</b>	<b>\$3,012</b>	<b>\$2,658</b>	<b>\$2,349</b>	<b>\$2,069</b>
	<b>Black &amp; White</b>	<b>\$2,833</b>	<b>\$1,728</b>	<b>\$1,358</b>	<b>\$990</b>	<b>\$617</b>
<b>12x</b>	<b>Four Color</b>	<b>\$3,943</b>	<b>\$2,948</b>	<b>\$2,617</b>	<b>\$2,283</b>	<b>\$2,013</b>
	<b>Black &amp; White</b>	<b>\$2,643</b>	<b>\$1,612</b>	<b>\$1,269</b>	<b>\$923</b>	<b>\$558</b>
<b>18x</b>	<b>Four Color</b>	<b>\$3,780</b>	<b>\$2,844</b>	<b>\$2,510</b>	<b>\$2,195</b>	<b>\$1,936</b>
	<b>Black &amp; White</b>	<b>\$2,455</b>	<b>\$1,498</b>	<b>\$1,178</b>	<b>\$857</b>	<b>\$528</b>

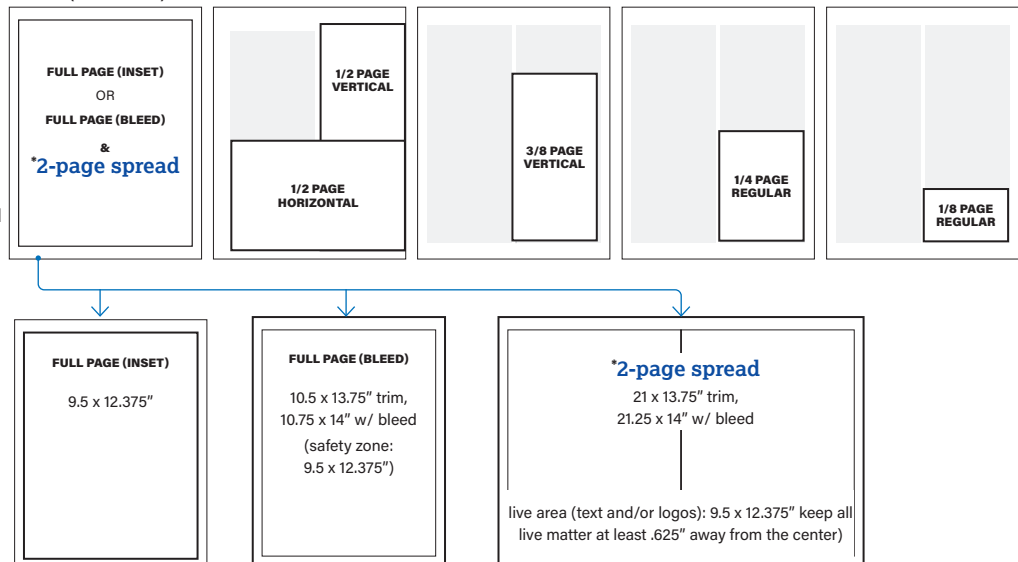
### WBM Ad Sizes (W x H)

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"

**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



# WINEBUSINESS MONTHLY

## Online Advertising 2025 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
<b>1X</b>	<b>\$3,825</b>
<b>3X</b>	<b>\$3,551</b>
<b>7X</b>	<b>\$3,278</b>
<b>12X</b>	<b>\$2,732</b>
<b>18X</b>	<b>\$2,459</b>

#### 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 based on number of impressions.

Ad Size (w x h) Impressions	300 x 250 pixels
<b>5,000</b>	<b>\$950</b>
<b>10,000</b>	<b>\$1,750</b>
<b>20,000</b>	<b>\$3,000</b>
<b>30,000</b>	<b>\$3,850</b>
<b>40,000</b>	<b>\$4,450</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>\$4,542</b>	<b>5th Position</b>		<b>\$3,975</b>
<b>2nd Position</b>		<b>\$4,258</b>	<b>6th Position</b>		<b>\$3,975</b>
<b>3rd Position</b>		<b>\$4,258</b>	<b>7th Position</b>		<b>\$3,975</b>
<b>4th Position</b>		<b>\$4,258</b>	<b>8th Position</b>		<b>\$3,975</b>

#### *weekly wrap* EMAIL

Email sent out every Friday afternoon.

Ad Size (w x h)	300 x 250 pixels
<b>Per Month</b>	<b>\$3,825</b>

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.