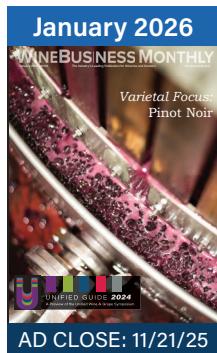


2026 PLANNING GUIDE

WINEBUSINESS MONTHLY



January 2026

WINEBUSINESS MONTHLY

Varietal Focus:
Pinot Noir

AD CLOSE: 11/21/25



February 2026

WINEBUSINESS MONTHLY

REVIEW OF THE INDUSTRY

50

Outlook & Trends | Top Distributors | Number of Wineries

Plus: Survey Shows Slow Upturn in Industry Use

The Latest in Equipment, Barrel and Oak Technologies

How to Find Wine and Winemaking Scholarships

AD CLOSE: 12/15/25



March 2026

WINEBUSINESS MONTHLY

THE EQUIPMENT ISSUE

A Modern Upgrade for Ingredient Winemaking

Innovation Highlights from Unified

Plus: Changing Landscape for Integrated Financing

Supplier Availability and Cost Increases

AD CLOSE: 2/2/26



April 2026

WINEBUSINESS MONTHLY

TASTING ROOM FOCUS:

Survey Results Show Small Winery Visitation Growing

Report and Concession Key to Boosting Wine Sales

Plus: Winegrowers' Top 100 Wineries

Plus: Changing Landscape for Integrated Financing

Supplier Availability and Cost Increases

AD CLOSE: 2/23/26



May 2026

WINEBUSINESS MONTHLY

THE VINEYARD ISSUE

Growers Report Prices, Changing Consumer Preferences as Top Concerns

Plus: Latest in Automation, New Products from Unified

California's New Vineyard Management Zone

Markets Define New Style Change More

Maying China's California Roots

Plus: Sustainable Wine Production

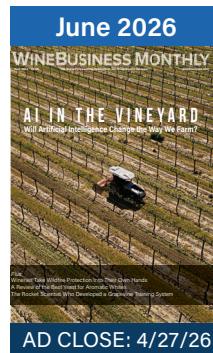
AI in the Vineyard

Will Artificial Intelligence Change the Way We Farm?

Plus: Unified's New Grapevine Protection Tools

The Modern Scientist Who Developed a Grapevine Stemming System

AD CLOSE: 3/30/26



June 2026

WINEBUSINESS MONTHLY

AI IN THE VINEYARD

Will Artificial Intelligence Change the Way We Farm?

Plus: Unified's New Grapevine Protection Tools

The Modern Scientist Who Developed a Grapevine Stemming System

AD CLOSE: 4/27/26

Make sure potential customers are excited to come visit your booth at the Unified Symposium. Attendees rely on our Unified Preview Guide to plan which exhibitors' booths to visit and what to purchase—making it an essential resource to drive sales.

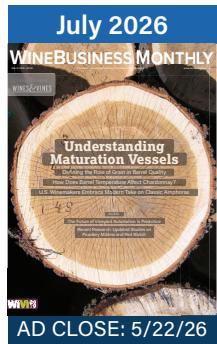
Get your brand and your products in front of Unified Symposium attendees immediately before they visit the tradeshow floor. Our February issue—featuring the highly anticipated State of the Wine Industry analysis—is one of the year's most read. It's placed on the chairs at Unified's General Session, held just before the tradeshow opens, ensuring maximum impact.

March and April are peak months for winery equipment purchases. Showcase your products in our March tanks issue, with added exposure at WiVi Central Coast and our Eastern Winery Expo.

Tasting rooms nationwide are searching for ways to attract new customers, grow club memberships, and boost sales. Our annual Tasting Room Survey is their go-to benchmarking tool. Make sure your products are part of the conversation.

Smart growers know the industry runs in cycles. They're replanting, removing older, lower-performing vineyards to make room for new vines that will hit peak production as the market rebounds. Our Annual Vineyard Survey ignores the headlines, revealing the real impact of replants, vine pullouts and shorter contracts. Position your brand with these forward-thinking wineries and growers.

If companies are investing in anything, it's in the tools that make their operations more efficient. Our review of the newest vineyard automation tools will be widely read by wineries and growers. Make sure they see your brand and product.



July 2026

WINEBUSINESS MONTHLY

WINEZINES

Understanding Maturation Vessels

Defining the Role of Grains in Barrel Quality

How Does Barrel Temperature Affect Chardonnay?

Plus: 148 Years of Wine

AD CLOSE: 5/22/26



August 2026

WINEBUSINESS MONTHLY

WINEZINES

Packaging Issue

Designs Offer Winemakers More Options

Glass Manufacturer Plans to Move Sustainable Supply Chain

Is It Possible to Lighten the Impact of Glass?

Plus: 148 Years of Wine

AD CLOSE: 6/29/26



September 2026

WINEBUSINESS MONTHLY

WINEZINES

PACK DESIGN AWARDS

2024 DESIGN AWARDS

WINEZINES

Plus: 148 Years of Wine

AD CLOSE: 7/27/26



October 2026

WINEBUSINESS MONTHLY

WINEZINES

2024 SALARY SURVEY

Most Positions See Modest Pay Bumps

Plus: 148 Years of Wine

AD CLOSE: 8/31/26



November 2026

WINEBUSINESS MONTHLY

WINE INDUSTRY LEADERS

Plus: 148 Years of Wine

AD CLOSE: 9/28/26



December 2026

WINEBUSINESS MONTHLY

WINEZINES

2024 IN REVIEW

The Top News

M&A Deals

Hires

Growing Season Highlights

Plus: 148 Years of Wine

AD CLOSE: 10/26/26

Winemakers rely on *WineBusiness Monthly's Annual Barrel & Oak Survey* when evaluating barrels and oak alternatives. Even in soft markets, smart wineries are rethinking their oak regimens. Make sure your brand is visible as they research purchases.

When decision-makers research packaging, they turn to our *Annual Packaging Survey*. This survey's results reveals trends, preferences, and insights on bottles, closures, and more. Wineries will use this data to guide purchasing—will your product be part of their decision?

Our **PACK Design Awards**, the only one in the wine industry, showcase the best—and worst—packaging in the wine industry. Wineries study this issue to see what works. Will your brand and packaging product be there?

Our annual **WBM Salary Survey** provides the definitive guide to salary benchmarks in the wine industry. From the cellar to the vineyard to the tasting room, this survey provides all winery workers and HR managers the best information about actual salary ranges across regions—unsurprisingly, it's our most viewed online issue of the year.

When researching winemaking equipment, winemakers turn to our *Annual Winery Equipment Survey*. Get your products in front of decision-makers as they evaluate their next investment.

December is budget season. Wineries are planning next year's purchases in cooperation, packaging, and equipment. Make sure your products are top of mind.

WINEBUSINESS MONTHLY

2026 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 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

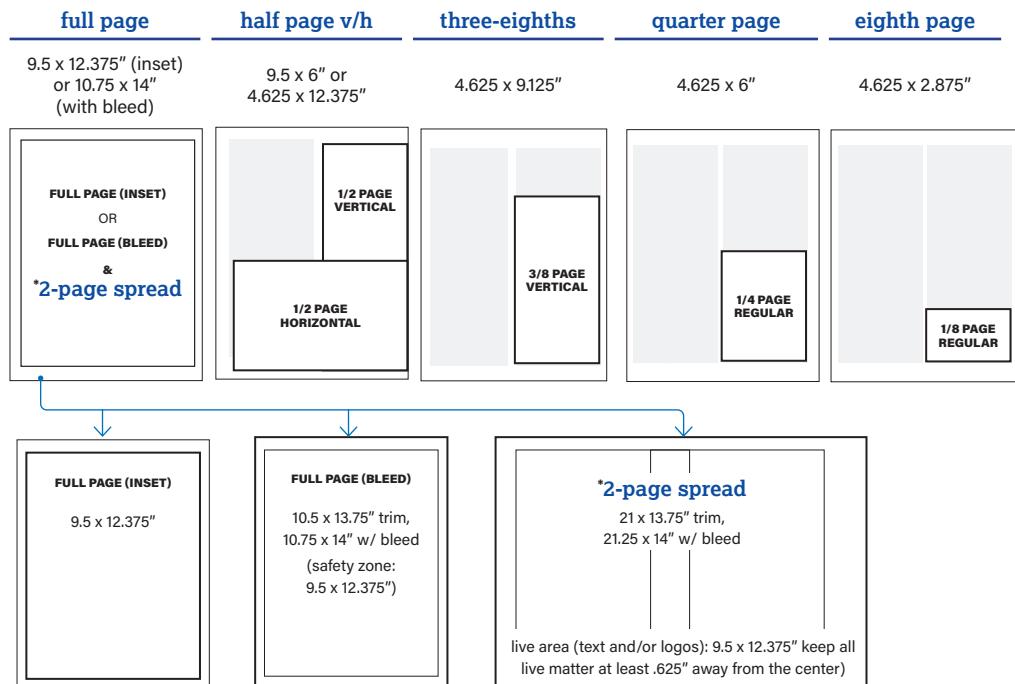
Frequency		full page	half page v/h	three-eighths	quarter page	eighth page
1x	Four Color Black & White	\$4,959 \$3,929	\$3,766 \$2,395	\$3,283 \$1,884	\$2,801 \$1,372	\$2,245 \$785
3x	Four Color Black & White	\$4,841 \$3,534	\$3,539 \$2,156	\$3,105 \$1,696	\$2,671 \$1,237	\$2,170 \$707
7x	Four Color Black & White	\$4,194 \$2,946	\$3,073 \$1,797	\$2,711 \$1,413	\$2,396 \$1,030	\$2,110 \$642
12x	Four Color Black & White	\$4,022 \$2,749	\$3,007 \$1,677	\$2,670 \$1,320	\$2,328 \$960	\$2,053 \$580
18x	Four Color Black & White	\$3,856 \$2,553	\$2,900 \$1,558	\$2,561 \$1,225	\$2,239 \$891	\$1,975 \$549

WBM Ad Sizes (w x h)

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



September 19, 2025

WINEBUSINESS MONTHLY

Online Advertising 2026 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	\$3,901
3x	\$3,622
7x	\$3,344
12x	\$2,786
18x	\$2,508

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
5,000	\$950
10,000	\$1,750
20,000	\$3,000
30,000	\$3,850
40,000	\$4,450

Email Ads **Number of Subscribers: 30,000+**

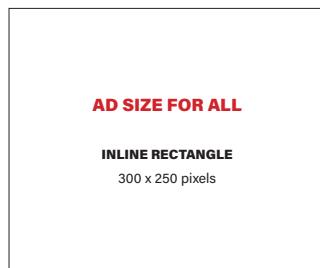
daily news **EMAIL**

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	\$4,679			
2nd - 3rd Position	\$4,386		4th - 8th Position	\$4,094	

Online Ad Deadlines:

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



weekly wrap **EMAIL**

Email sent out every Friday afternoon.

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

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.

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

2026 EDITORIAL CALENDAR

	Winemaking	Grape Growing	Sales & Marketing	Technology & Business	Events / Bonus Dist.*	Directories
January Super Issue						
Feature: Unified Guide	<ul style="list-style-type: none"> Winemaking Products Featured at Unified Varietal Focus: Zinfandel Winemaker Trial 	Vineyard Equipment Featured at Unified	<ul style="list-style-type: none"> DTC Products Featured at Unified Packaging Spotlight 	Technology Products Featured at Unified	Unified Symposium*	Unified Guide
February Review of the Industry						
Feature: WBM 50	<ul style="list-style-type: none"> Technical Review Winemaker Trial 		<ul style="list-style-type: none"> WBM Hot Brands Packaging Spotlight 	<ul style="list-style-type: none"> WBM 50: The Largest Wine Companies Number of Wineries Top Distributors 	<ul style="list-style-type: none"> Unified Symposium Oregon Wine Symposium WiVi Central Coast* 	
March East of the Rockies						
	<ul style="list-style-type: none"> Tanks Winemaker Trial 		<ul style="list-style-type: none"> Brand Building Packaging Spotlight 	CFO Roundtable	<ul style="list-style-type: none"> WiVi Central Coast Eastern Wine Expo* 	Bottling Line Vendors
April Direct-to-Consumer Issue						
	<ul style="list-style-type: none"> PR: Basket Presses Winemaker Trial 		<ul style="list-style-type: none"> Tasting Room Fees Packaging Spotlight 	SR: Tasting Room		Sorting Tables Cap Management
May Vineyard Issue						
	<ul style="list-style-type: none"> Closures Winemaker Trial 	SR: Grower Trends	<ul style="list-style-type: none"> PR: Wine Shippers Packaging Spotlight 	Banking: Vineyard Issues		Closure Vendors Glass Vendors
June East of the Rockies						
	<ul style="list-style-type: none"> PR: Portable Tanks Winemaker Trial 	Vineyard Automation	<ul style="list-style-type: none"> Alternative Packaging Packaging Spotlight 			Yeast Cell Counters
July						
	<ul style="list-style-type: none"> SR: Barrel & Oak Winemaker Trial 		<ul style="list-style-type: none"> Packaging by Occasion Packaging Spotlight 	Finance		Yeast Vendors
August Packaging Issue; East of the Rockies						
	<ul style="list-style-type: none"> Technical Review Pumps Winemaker Trial 		<ul style="list-style-type: none"> SR: Packaging Survey Packaging Spotlight 			No/Lo Alcohol Custom Crush Sparkling Custom Crush
September Packaging Issue						
	<ul style="list-style-type: none"> VF: ICON Wines Bottling Line Equipment Winemaker Trial 		<ul style="list-style-type: none"> Glass PACK Design Awards: Judges Results Packaging Spotlight 		Wine Industry Financial Symposium*	Winery Lenders
October Super Issue						
Feature: Salary Survey	<ul style="list-style-type: none"> How the WBM 50 Make Wine Winemaker Trial 		<ul style="list-style-type: none"> PACK Design Awards: People's Choice Packaging Spotlight 	<ul style="list-style-type: none"> SR: Salary Recruiting 	<ul style="list-style-type: none"> SUMMIT Wine Industry Financial Symposium* 	Recruiters
November						
Feature: Wine Industry Leaders	<ul style="list-style-type: none"> SR: Equipment Winemaker Trial 		<ul style="list-style-type: none"> Case Study: Bottle Redesign Packaging Spotlight 	<ul style="list-style-type: none"> Top Industry Leaders Banking: Winery Issues 	<ul style="list-style-type: none"> SUMMIT Wine Industry Financial Symposium* 	Pump Vendors Rootstock
December The Year in Review; East of the Rockies						
	<ul style="list-style-type: none"> Oak Technical Review Winemaker Trial 	Growing Year in Review	Packaging Spotlight	<ul style="list-style-type: none"> Top Stories of 2024 Top M&A Deals 		Tank Vendors Cooperage

All topics are subject to change

SR = Survey Report

PR = Product Review

VF = Varietal Focus

*Event Distribution is subject to change