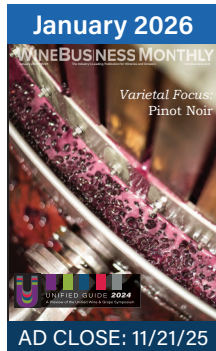


# 2026 PLANNING GUIDE

## WINEBUSINESS MONTHLY



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.



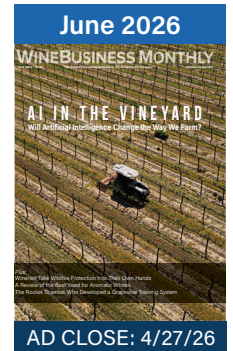
March and April are peak months for winery equipment purchases. Showcase your products in our March tanks issue, with added exposure at WiVi Central Coast and our Eastern Winery Expo.



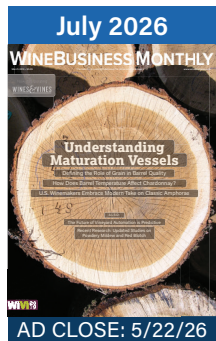
Tasting rooms nationwide are searching for ways to attract new customers, grow club memberships, and boost sales. Our annual Tasting Room Survey is their go-to benchmarking tool. Make sure your products are part of the conversation.



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.



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 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 cooperage, 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](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

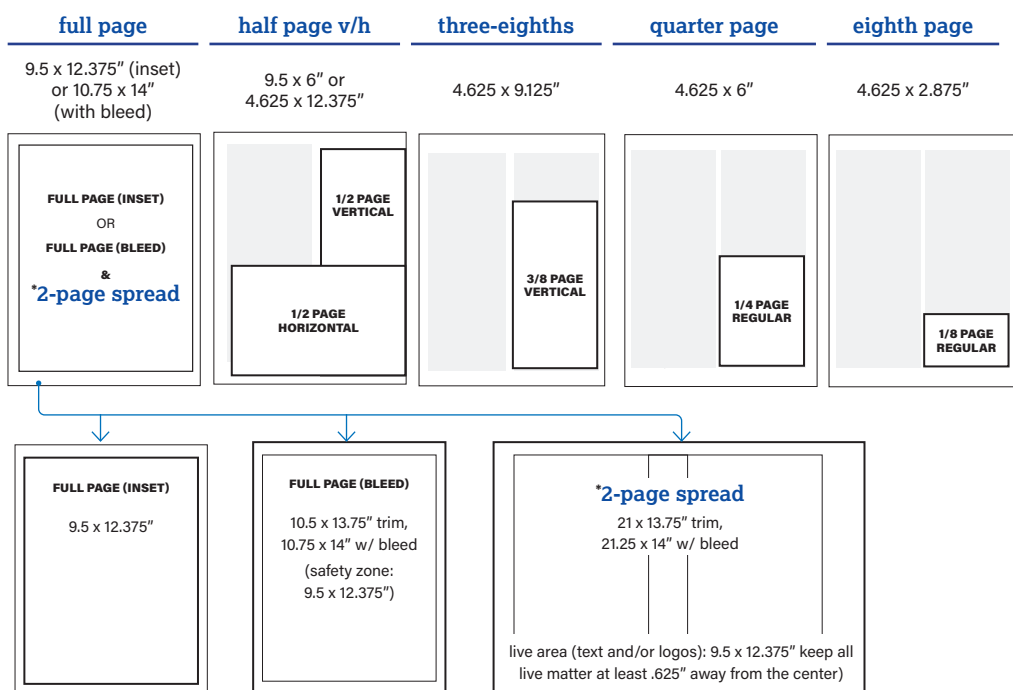
Frequency		full page	half page v/h	three-eighths	quarter page	eighth page
<b>1x</b>	<b>Four Color</b> Black & White	<b>\$4,959</b> \$3,929	<b>\$3,766</b> \$2,395	<b>\$3,283</b> \$1,884	<b>\$2,801</b> \$1,372	<b>\$2,245</b> \$785
<b>3x</b>	<b>Four Color</b> Black & White	<b>\$4,841</b> \$3,534	<b>\$3,539</b> \$2,156	<b>\$3,105</b> \$1,696	<b>\$2,671</b> \$1,237	<b>\$2,170</b> \$707
<b>7x</b>	<b>Four Color</b> Black & White	<b>\$4,194</b> \$2,946	<b>\$3,073</b> \$1,797	<b>\$2,711</b> \$1,413	<b>\$2,396</b> \$1,030	<b>\$2,110</b> \$642
<b>12x</b>	<b>Four Color</b> Black & White	<b>\$4,022</b> \$2,749	<b>\$3,007</b> \$1,677	<b>\$2,670</b> \$1,320	<b>\$2,328</b> \$960	<b>\$2,053</b> \$580
<b>18x</b>	<b>Four Color</b> Black & White	<b>\$3,856</b> \$2,553	<b>\$2,900</b> \$1,558	<b>\$2,561</b> \$1,225	<b>\$2,239</b> \$891	<b>\$1,975</b> \$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
<b>1X</b>	<b>\$3,901</b>
<b>3X</b>	<b>\$3,622</b>
<b>7X</b>	<b>\$3,344</b>
<b>12X</b>	<b>\$2,786</b>
<b>18X</b>	<b>\$2,508</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>\$4,679</b>			
<b>2nd - 4th Position</b>	<b>\$4,386</b>		<b>5th - 8th Position</b>	<b>\$4,094</b>	

#### 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

### *weekly wrap* EMAIL

Email sent out every Friday afternoon.

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

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

All topics are subject to change  
 SR = Survey Report  
 PR = Product Review  
 VF = Varietal Focus

\*Event Distribution is subject to change