

2027 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..



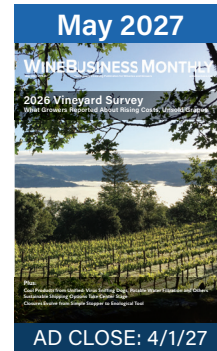
Put your brand and your products in front of Unified Symposium attendees immediately before they visit the tradeshow floor. Our February issue—featuring the highly anticipated **State of the Wine Industry analysis**—is one of the year's most-read. It's placed on the chairs at Unified's General Session,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



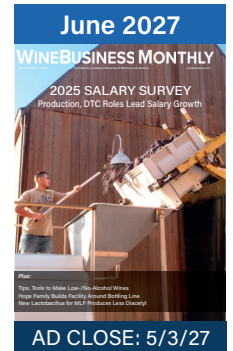
March and April are peak months for winery equipment purchases. Showcase your products in our March tanks issue, featuring a crushpad automation product review and information on retrofitting existing tanks, with added exposure at **WiVi Central Coast** and our **Eastern Winery Expo**.



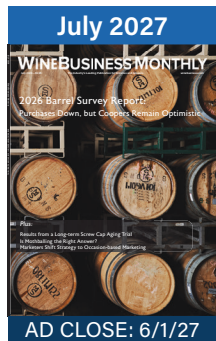
Wineries nationwide are searching for ways to attract new customers, grow club memberships, and boost sales. Our **annual Tasting Room Survey** is their go-to benchmarking tool, and they're looking to brand refreshes to entice new buyers. Make sure your products are part of the conversation.



As growers continue replanting and removing older, lower-performing vineyards, our **Annual Vineyard Survey** ignores the headlines, revealing the real impact of these efforts. Plus, we feature information on electric tractors, and financing vineyard automation. Position your brand with these forward-thinking wineries and growers.



Wineries are looking to make smart business decisions as they head into harvest, whether that's the closures they use or whether to purchase additional custom crush space. **This issue will give them all the tools they need.** Make sure they know your brand can help them.



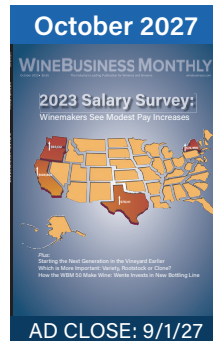
Winemakers rely on *WineBusiness Monthly's* **Annual Barrel & Oak Survey** when evaluating barrels and oak alternatives. Even in soft markets, smart wineries are rethinking their oak regimens. Make sure your brand is visible as they research purchases.



From bulk wine opportunities to new alcohol removal technology and even the glass to package it, wineries are looking at ways to use up excess fruit by creating new “flash” brands. **Put your products and services in front of them** as they dream up new ways to make and sell wine.



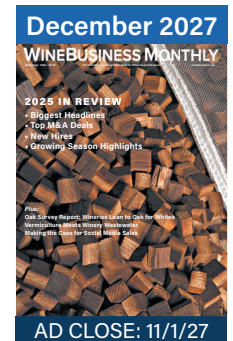
Our **PACK Design Awards**, the only design competition for the wine industry, showcase the best packaging on U.S. shelves. Wineries study this issue to see what works. Will your brand and packaging product be there?



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**. Plus, we honor **50 people making a positive difference** in the wine business—one of our most-shared features online. Get your products in front of decision-makers as they evaluate their next investment.



December is budget season, and wineries are planning for next year, taking a look at the business software that helps them run a profitable company. **Make sure your products are top of mind.**

WINEBUSINESS MONTHLY

2027 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

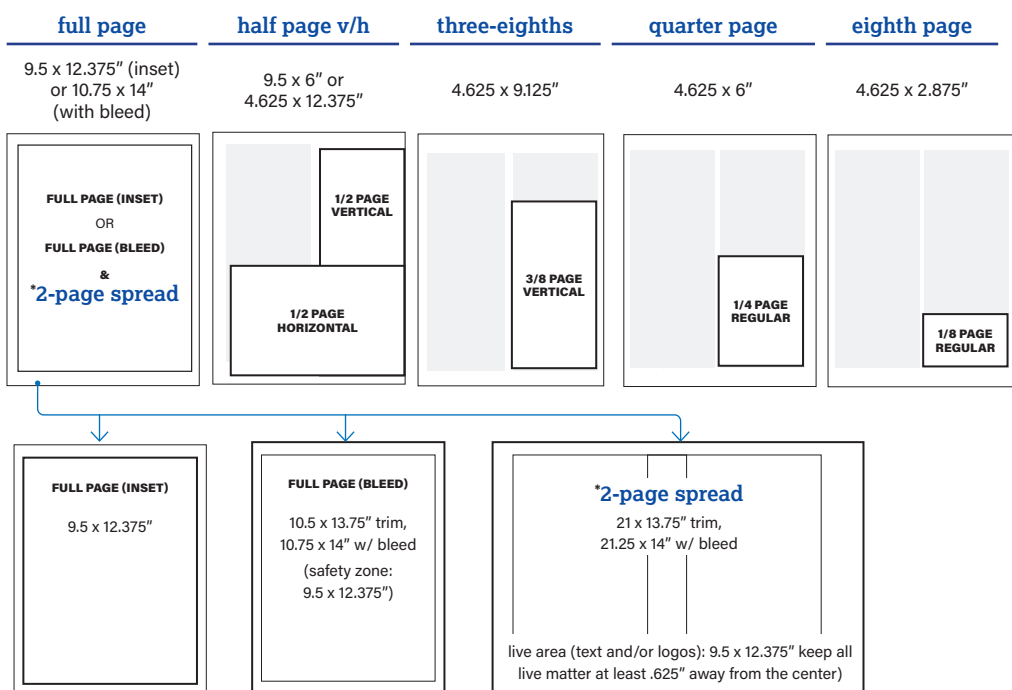
Frequency		full page	half page v/h	three-eighths	quarter page	eighth page
1x	Four Color Black & White	\$4,959 \$4,086	\$3,842 \$2,491	\$3,349 \$1,959	\$2,857 \$1,427	\$2,290 \$817
3x	Four Color Black & White	\$4,841 \$3,676	\$3,609 \$2,242	\$3,167 \$1,764	\$2,725 \$1,286	\$2,213 \$736
7x	Four Color Black & White	\$4,194 \$3,064	\$3,134 \$1,869	\$2,766 \$1,469	\$2,444 \$1,071	\$2,152 \$668
12x	Four Color Black & White	\$4,022 \$2,859	\$3,067 \$1,744	\$2,723 \$1,373	\$2,375 \$998	\$2,094 \$603
18x	Four Color Black & White	\$3,856 \$2,656	\$2,958 \$1,620	\$2,612 \$1,274	\$2,284 \$927	\$2,014 \$571

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



August 24, 2026

WINEBUSINESS MONTHLY

Online Advertising 2027 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

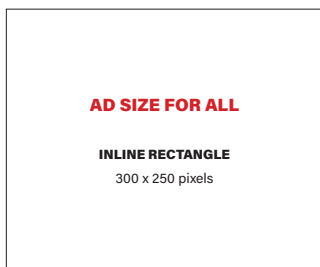
Email Ads Number of Subscribers: 30,000+

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 STORY		\$4,679			

Top Story 2 & Top Story 3 **\$4,386**



**Top Story 4
Most Popular
Featured Blogs
Local News
People News
Winejobs
Grapes & Bulk Wine**

\$4,094

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.

Online Ad Deadlines:

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

2027 EDITORIAL CALENDAR ALL TOPICS ARE SUBJECT TO CHANGE						
	Winemaking	Grape Growing	Sales & Marketing	Technology & Business	Product Directories	Events / Bonus Dist.*
January Super Issue						
Feature: Unified Guide	- Winemaking Products Featured at Unified - Wine X-Ray Profile	- Vineyard Products Featured at Unified - East Coast Sparkling Wine - PWV	- DTC Products Featured at Unified - Packaging Spotlight - WarRoom Cellars Redesign	- Technology Products Featured at Unified - Cash Flow Best Practices	Unified Guide	Unified Symposium*
February Review of the Industry						
Feature: WBM 50	- Oak Alternatives - Tank Market Update	PWV	- Annual WBM Hot Brands - Packaging Spotlight	- WBM 50: The Largest Wine Companies - Number of Wineries - State of Distributors	Sparkling Wine Glass Bottles	- Unified Symposium - Eastern Winery Exposition - WiVi Central Coast*
March						
	- Retrofitting Tanks - PR: Crushpad Automation	PWV	- Wine Aisle of the Future - Packaging Spotlight	How to Pay Down Debt	- Still Wine Closures - Still Wine Glass Bottles	- WiVi Central Coast - Eastern Wine Expo*
April						
	- Closures Market Update - Tech Review: Eastern Winery	PWV	- Brand Refreshes - Packaging Spotlight	SR: Tasting Room Survey	Sparkling Wine Closures	
May						
	Chillable Reds	- SR: Grower Trends - Electric Tractors	- Glass: The Bottle Bill + EPR - Packaging Spotlight	Financing Vineyard Automation	- Labels - Yeast for Light (Chillable) Reds	
June						
	- Saving Money in the Cellar - Custom Crush Market Update	Vineyard Automation	- Distribution - Packaging Spotlight	Employment Law Update	- Yeast for Chardonnay - Oak Alternatives	
July						
	- SR: Barrel & Oak Survey - Yeast	- Hybrid Grapes - PWV	- Glass for Sparkling Wine - Packaging Spotlight	Streamlining Business Operations	Mobile Bottlers	
August Packaging Issue						
	PR: Alcohol Removal Technology	PWV	- Glass Inventory/Market - How to Save Money in Packaging - Packaging Spotlight	Bulk Wine: Building a Flash Brand	Still Wine Custom Crush Facilities	
September Packaging Issue						
	- Bottling Lines Equipment - Trial: Carneros Merlot	- AI-informed Vineyard Tasks - PWV	- Scaling Brands - PACK Design Awards: Judges - Packaging Spotlight	Insurance	- Filtration Equipment - Sparkling Wine Custom Crush Facilities	Wine Industry Financial Symposium*
October Digital Super Issue						
Feature: Salary Survey\ Report; Recruiting	- How the WBM 50 Make Wine - Tanks + Automation	PWV	- PACK Design Awards: People's Choice - Packaging Spotlight	- SR: Salary - Recruiting	- Winery Lenders - Recruiters	- SUMMIT - Wine Industry Financial Symposium*
November						
Feature: Top 50 Wine Industry Leaders	- SR: Equipment - Tech Review: Eastern Winery	- Harvesters - PWV	- Single-Serve Packages - Packaging Spotlight	- Top Industry Leaders - Banking: Winery Topics	- Harvesters - Rootstocks	- SUMMIT - Wine Industry Financial Symposium*
December The Year in Review						
	Barrels & Oak	- Growing Year in Review (West + East Coasts) - PWV	- Retail Sales Package Spotlight - Packaging Spotlight	- Top Stories of 2027 - Top M&A Deals - PR: Business Software	Tank Vendors	

SR = Survey Report
PR = Product Review
PWV = Practical Winery & Vineyard Journal

*Event Distribution is subject to change