

Powered by Wines Vines Analytics and Wine Business Monthly



# WINES & VINES 2021 BUYER'S GUIDE

**Connecting Wine Industry Buyers & Sellers  
At the Point of Purchase For Over 50 Years.**

# Who is Wine Business Monthly?

**WINE BUSINESS MONTHLY** (WBM) is the leading information and services provider for the global wine industry. Our offerings include:

- The premier monthly print publication for wineries and growers
- Winebusiness.com, the essential news source for the wine trade
- A free-to-subscribe, **daily** and **weekly** newsletter that keeps the industry completely up-to-date
- Annual conferences and symposiums that bring the industry valuable training, insights and practical information on a variety of topics
- Our acquisition of **Wines & Vines Analytics** bringing customers cutting edge research, analytics and tools
- The annual **Buyer's Guide**, a comprehensive resource listing for the wine industry, published by Wine Business Monthly and powered by Wines & Vines Analytics.

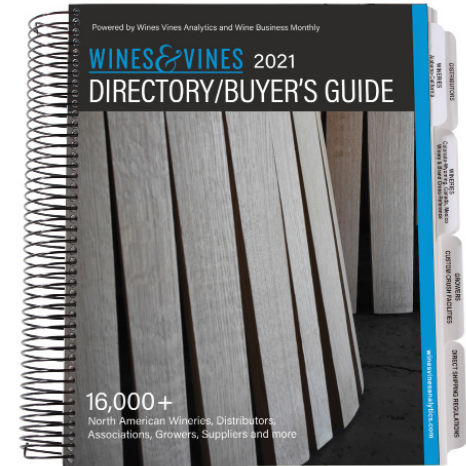
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# What's inside the print Buyer's Guide?

The print version is a massive guide filled with more than 800 pages and over 40,000 listings. There is nothing else like it in the industry.

- **Buyer's Guide** – (print and online) listings of leading industry equipment suppliers and service providers
- **Wineries** – (print and online) Winery listing in the U.S., Canada and Mexico. Complete contact information on over 11,000 virtual and bonded wineries in North America.
- **Growers** – Section featuring wine grape growers with contact information, top varietals, acres planted and viticultural areas.
- **Direct Shipping** – Direct shipping compliance, outlining required licenses, taxes, distributor relationships, state laws and regulations on wine shipping
- **Distributors** – An exhaustive list of more than 1,100 distributors by state.
- **Essential Industry Contacts** – Including trade, winery and grower associations, U.S. viticultural areas, government agencies, wine competitions, university programs, wine writers, PR companies, custom crush facilities

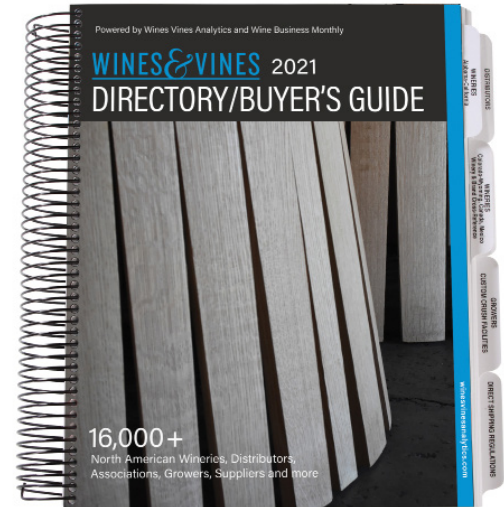


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# Why advertise in the print Buyer's Guide?

- **Get your company & message in front of customers as they research purchases.**
- **Get year-round exposure:** the Buyer's Guide is referred to year-round giving you repeat exposure to wine industry decision makers.
- **It works!** Every year, hundreds of successful companies advertise and renew their advertising in the Buyer's Guide.
- **NOW more than ever!** In this time of pandemic, wine industry decision makers will not meet with vendors or attend trade shows. They will turn to the industry's most trusted source to get information about products and services.



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# Print Listing Features

Buyer's Guide Print Edition	Basic Listing Spend up to \$750 in BG	Premium Listing Spend over \$750 in BG
company name	•	<b>Bold Company Name</b>
address	•	•
phone number	single phone number	multiple phone numbers
website	•	•
full contact detail		•
employee detail		•
brands sold		•
company summary		•
*guaranteed to be in the print edition	NO	YES

profiles delivered through an array of product formats worldwide.

## OAK SOLUTIONS GROUP

**Contact(s):** Paul Abbott, Oak Solutions Spec., CA Central Valley, Central Coast, pabbott@oaksolutionsgroup.com, (707) 480-1507; Kyle Sullivan, Dir. Sls., Int'l., ksullivan@oaksolutionsgroup.com, (707) 287-8555; Amy LaHue, Oak Solutions Spec., Eastern United States, alahue@oaksolutionsgroup.com, (573) 442-9717; Derek Sanchez, Tech. Sls. Mgr./Wine Chemist, Int'l., dsanchez@oaksolutionsgroup.com, (707) 259-4988; Stephanie Blancas, Oak Solutions Spec., CA, OR, WA, sb Blancas@oaksolutionsgroup.com, (707) 259-4988  
2557 Napa Valley Corporate Dr, Ste D, Napa, CA 94558

**P:** (707) 259-4988 **F:** (707) 255-5952

**E:** info@oaksolutionsgroup.com

**W:** oaksolutionsgroup.com

**Brands Sold:** evOAK, trū/tan

**Products and Services:** Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: evOAK forward-thinking oak products and trū/tan ecological tannins.

Premium Listing

Basic Listing

## OAK WISE

809 Black Diamond Way, Lodi, CA 95240

**P:** (209) 224-5353 **F:** (209) 625-8953

**W:** oak-wise.com

## OENOFRANCE USA, LLC

**Contact(s):** Fabien Machard, Reg. Mgr.- USA,

Oregon - Mendocino - Temecula - Paso Robles,

fmdo@oenofranceusa.com (707) 971-8271 (707)

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**Reserve Now! Deadline is October 15, 2020**

# Online Value Add – Logo Added to Listing in Search Results

- Spend \$750+ in the print edition of the Buyer's Guide and receive a FREE upgrade to your company's presence in the online edition of the Buyer's Guide
- Your logo will be included in your listing on the search results page, making sure your Brand stands out among the rest.

Enhanced – logo and extended copy

Standard listing (free) – no logo, limited text

online



## Seguin Moreau Napa Cooperage

Barrels in Bordeaux and Burgundy shapes and larger formats: French, American, European and Russian oak. Wood for ICÔNE barrels is selected on chemical composition and targeted to specific results. Oak tanks, plus a range of oak alternatives products.



## Tonnellerie Radoux USA

Radoux manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radoux's proprietary Oakscan® technology is now applied to both barrel and oak for enology products.

## J Rettenmaier USA

Vitacel filter aid is a crystalline silica-free, biodegradable, pure cellulose replacement for DE

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# Online Value Add – Enhanced Profile

- Spend \$750+ in the print edition of the Buyer's Guide and also receive a FREE upgrade to your Online Business Profile which enables you to showcase your products in the most advanced way possible.
- An Enhanced Online Business Profile can include:
  - ~ A hero banner showcasing products or brand
  - ~ Multiple contact information
  - ~ Marketing materials
  - ~ Videos
  - ~ Product photos
  - ~ Social media handles

The screenshot shows a detailed online business profile for BERGIN Screen Printing and Etching. At the top, there is a navigation bar with the company name and a search bar. Below this is a hero banner featuring a close-up of a wine bottle with the name 'BERGIN' etched on it. The profile includes contact information for Mike Bergin (President) and Jay Griggs (General Manager), with their respective phone numbers and email addresses. A large, red, 3D-style 'DRAFT' watermark is overlaid on the profile. Below the contact information, there are several images showcasing the company's work, including a hero banner, product photos, and a video. The profile also lists the company's location address and a map. At the bottom, there is a section for 'Products & Services' and a footer with social media links and contact information.

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# Online Business Profile – Assets & Specs

The following items can be submitted to customize your Online Business Profile:

- **Top hero banner** (image, 1600 x 420 pixels)
- **Your logo**
- **Multiple staff contact info** – email, phone
- **Video links** - up to 10 videos max (You Tube or Vimeo format)
- **Marketing materials**: including product brochures, articles, customer testimonials, specs sheets
- **Product images** - please label each product in the image description
- **Social Media handles** - any/all handles from the following platforms:  
Facebook | LinkedIn | Instagram | Twitter
- **Articles posted in Wine Business Monthly**
- **Advertisements that have run in Wine Business Monthly**

Materials for customizing your Online Business Profile should be submitted to Julia Wilmers at [julia@winebusiness.com](mailto:julia@winebusiness.com).

Please allow 2- 3 weeks turnaround time for submissions to take effect.

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# 2021 Print Rates & Specifications

## Ad Rates

Frequency		full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
<b>1x</b>	<b>4 Color</b>	<b>\$3,998</b>	<b>\$3,361</b>	<b>\$3,244</b>	<b>\$2,652</b>	<b>\$2,270</b>
	Black & White	\$2,264	\$1,637	\$1,433	\$893	\$520
<b>4x</b>	<b>4 Color</b>	<b>\$3,830</b>	<b>\$3,254</b>	<b>\$3,091</b>	<b>\$2,621</b>	<b>\$2,224</b>
	Black & White	\$2,066	\$1,433	\$1,275	\$796	\$474
<b>7x</b>	<b>4 Color</b>	<b>\$3,636</b>	<b>\$3,131</b>	<b>\$2,984</b>	<b>\$2,576</b>	<b>\$2,188</b>
	Black & White	\$1,856	\$1,331	\$1,132	\$750	\$434
<b>13x</b>	<b>4 Color</b>	<b>\$3,402</b>	<b>\$3,004</b>	<b>\$2,851</b>	<b>\$2,489</b>	<b>\$2,152</b>
	Black & White	\$1,601	\$1,199	\$1,040	\$663	\$388
<b>20x</b>	<b>4 Color</b>	<b>\$3,050</b>	<b>\$2,672</b>	<b>\$2,555</b>	<b>\$2,234</b>	<b>\$1,933</b>
	Black & White	\$1,433	\$1,112	\$933	\$602	\$342

## Ad Sizes (W X H)

**WBM File Format:** .PDF is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals. We can use your ad that ran in Wine Business Monthly.

	full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
	7.375 x 9.75" (inset) or 8.625 x 11.125" (with bleed)	5.5 x 7.125"	3.625 x 9.75" (vertical) or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

# 2021 Print Rates & Specifications

## Premium Placement (full page only)

	<b>Back Cover</b>	<b>Inside Front Cover</b>	<b>Inside Back Cover</b>	<b>Tab Divider</b>
<b>1X</b>	<b>\$5,400</b>	<b>\$5,335</b>	<b>\$5,210</b>	<b>\$4,680</b>
<b>4X</b>	<b>\$5,095</b>	<b>\$4,970</b>	<b>\$4,900</b>	<b>\$4,520</b>
<b>7X</b>	<b>\$4,985</b>	<b>\$4,815</b>	<b>\$4,700</b>	<b>\$4,335</b>
<b>13X</b>	<b>\$4,770</b>	<b>\$4,595</b>	<b>\$4,505</b>	<b>\$4,115</b>
<b>20X</b>	<b>\$4,295</b>	<b>\$4,140</b>	<b>\$4,060</b>	<b>\$3,780</b>

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