2022
BUYER’S GUIDE

Connecting Wine Industry Buyers & Sellers at the Point of Purchase -- in Print and Online.
Unprecedented Opportunity to Gain New Winery Customers

• Severe economic disruption over the past 18 months has meant large staff turnover within vendors serving the wine industry -- as well as vendors merging or even going out of business.

• These changes in vendor company status and personnel will cause many wineries to look for potential new vendors.
How Will Wineries Find New Vendors?

• Holding In-person meetings and tradeshows has been nearly impossible in the past 18 months, and is likely to be limited for at least the next nine months – prime buying time for wineries.

• Because of the restrictions on in-person meetings wineries will turn to the only curated, comprehensive, up-to-date, wine industry specific list of vendors: the Buyer’s Guide

• Advertisements and promotions encouraging wineries to turn to the Buyer’s Guide will run in Wine Business Monthly magazine, in the Daily News Email and on the winebusiness.com website.
How Will Wineries Find New Vendors?

Some wineries buyers will want to research their purchases in print, others will want to do their research online. The Buyer’s Guide is available in both mediums.

The online version of the Buyer’s Guide will be integrated into the newly re-designed winebusiness.com website, the leading website for the wine industry with over 150,000 unique visitors per month.

The print version of the Buyer’s Guide will be mailed to over half of US wineries producing at least 5,000 cases annually.
A Partial List of Wineries that Received the 2021 Buyer’s Guide

A Rafanelli Winery & Vineyards
A S V Wines
A To Z Wineworks
A X R Napa Valley
Madrone Vineyard
Abacela
Adams County Winery
Adelaide Vineyards & Winery
Adelsheim Vineyard
Adirondack Winery
Akash Winery & Vineyards
Alba Vineyard
Alexander Valley Vineyards
Allegro Winery
Alma Rosa Winery & Vineyards
Alpha Omega Winery
Amigoni Urban Winery
Anaba Wines
Ancient Peaks Winery
Ands Wines
Andrew Murray Vineyards
Andrew Peller
Antica Napa Valley
Anyela’s Vineyards
Argyle Winery
Artesa Vineyards & Winery
Asti Winery
Atwater Estate Vineyards
Aubert Wines
August Hill Winery
B N A Wine Group
Badger Mountain
Balboa Winery
Baldacci Family Vineyards
Balletto Vineyards & Winery
Barboursville Vineyards
Bargetto Winery
Barnard Griffin Winery
Barnett Vineyards
Bear Creek Winery
Bell Mountain Vineyards
Bell Springs Winery
Bella Vineyards & Wine Caves
Bending Branch Winery
Benton-Lane Winery
Benziger Family Winery
Bergstrom Winery
Bernardus Vineyards & Winery
Bethel Heights Vineyard
Bevan Cellars
Bianchi Winery & Tasting Room
Biltmore Estate Winery
Black Ankle Vineyards
Black Stallion Estate Winery
Blue Rock Vineyard
Bluestone Vineyard
Bogle Vineyards
Boisset Collection
Bokisch Vineyards
BookCliff Vineyards
Booster Vineyard
Bookwalter Winery
Boordy Vineyards
Bowers Harbor Vineyards
Brack Mountain Wine Co.
Brandborg Vineyard & Winery
Brian Carter Cellars
Brick Barn Winery
Bridlewood Estate Winery
Broadley Vineyards
Broken Earth Winery
Bronco Wine Co.
Brooks Wines
Brown County Wine Co.
Bryn Mawr Vineyards
Buckingham Valley Vineyards
Bully Hill Vineyards
Buttonwood Farm Winery
C Mondavi & Family
Cain Vineyard and Winery
Cairdeas Winery
Cakebread Cellars
Calcareous Vineyard
Camarillo Custom Crush
Canandaigua Winery
Cardwell Hill Cellars
Carhartt Vineyard
Carmenos Hills Winery
Casa Barranca Wines
Cass Wines
Castello di Amorosa
Castoro Cellars
Cave B Estate Winery
Caymus Vineyards
Chamisal Vineyards
Chappellet Winery
Charles B Mitchell Vineyards
Chateau Chantal
Chateau Grand Traverse
Chateau Montelena Winery
Chateau St. Croix Winery
Chateau St. Jean Winery
Childress Vineyards
Chrysalis Vineyards
Cinder
Cline Cellars
Clos Du Bois
Clos Du Val Wine Co.
Clos LaChance Winery
Clover Hill Vineyards & Winery
Colterris Wines
Columbia Crest Winery
Columbia River’s Edge Winery
Conn Creek Winery
Conneaut Cellars Winery
Constellation Brands
Cooper’s Hawk Winery
Copa di Vino/Quenett Cellars
Copper Cane Wines
Coquelicot Estate Vineyard
Cougar Crest Estate Winery
Covenant Wines
Coventry Vale Winery
Crew Wine Co./Matchbook
Crimson Wine Group
Cristom Vineyards
Cru Wine Co.
Cuivaision Estate Wines
Dablon Winery & Vineyard
D’Alfonso-Curran Wines
Danza del Sol Winery
DAOU Vineyards
Darioush Winery
Dashe Cellars
Davis Estates
Dehlinger Winery
Del Dotto Vineyards
Delicato Family Wines
DeLille Cellars
Diageo Chateau
& Estate Wines

 telephone: 707-940-3920 ~ 800-895-9463 • www.winebusiness.com • www.wbbuyersguide.com

August 23, 2021
Wineries will be Searching the Buyer’s Guide -- How will They Find Your Company?

• Many product categories in the Buyer’s Guide have more than 40 companies listed

• Stand out from your competition and get your company’s product and message in front of winery buyers as they research their purchases by advertising in the print and online versions of the Buyer’s Guide.
Advertising in Buyer’s Guide -- Print Benefits

<table>
<thead>
<tr>
<th>Buyer’s Guide Print Edition</th>
<th>Basic Listing</th>
<th>Premium Listing</th>
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</thead>
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<tr>
<td></td>
<td>Spend up to $1,000 in BG</td>
<td>Spend over $1,000 in BG</td>
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<tr>
<td>company name</td>
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<td>Bold Company Name</td>
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<td>phone number</td>
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<td>multiple phone numbers</td>
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<tr>
<td>employee detail</td>
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<tr>
<td>brands sold</td>
<td>•</td>
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</tr>
<tr>
<td>company summary</td>
<td>•</td>
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</table>

*guaranteed to be in the print edition

NO

YES

Reserve Now! Deadline is October 15, 2021
Advertising in Buyer’s Guide -- Online Benefits

Logo Added to Listing in Search Results

- **Spend $1,000+** in the Buyer’s Guide and receive a FREE upgrade to your company’s presence in the Buyer’s Guide online

- Your logo will be included in your listing on the search results page, making sure your Brand stands out.

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**Enhanced** – logo and extended copy

**Standard listing (free)** – no logo, limited text

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**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 Radow USA**
Radow manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radow'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
Advertising in Buyer’s Guide -- Online Benefits

Enhanced Profile

• **Spend $1,000+ in 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
Advertising in the Buyer’s Guide

• For one price, get your message in front of wineries as they research purchases -- in print and online.

• Receive year-round exposure: the Buyer’s Guide print edition is referenced the entire year. And your ad will be available in our Buyer’s Guide Online year-round, 24/7!
## 2022 Rates & Specifications

*New for 2022 – rates are for package of both print AND online ads**

### Ad Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>4 Color</th>
<th>1x</th>
<th>2021 Rates</th>
<th>1/2 island</th>
<th>1/2 v/h</th>
<th>1/4 vertical</th>
<th>1/8 h</th>
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<tbody>
<tr>
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<td>2,490</td>
<td>3,697</td>
<td>3,568</td>
<td>2,917</td>
<td>2,497</td>
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<td>Black &amp; White</td>
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<td>1,801</td>
<td>1,576</td>
<td>893</td>
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<td>3,400</td>
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<tr>
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<td>1,402</td>
<td>796</td>
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<td><strong>$3,999</strong></td>
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<td>3,444</td>
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<tr>
<td>Black &amp; White</td>
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<td>1,464</td>
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<td><strong>$3,742</strong></td>
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<td>3,136</td>
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<td><strong>$3,355</strong></td>
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<td>Black &amp; White</td>
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### Ad Sizes (W x H)

<table>
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<tr>
<th>W x H (in/cm)</th>
<th>full page</th>
<th>1/2 island</th>
<th>1/2 v/h</th>
<th>1/4 vertical</th>
<th>1/8 h</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.375 x 9.75” (inset) or 8.625 x 11.125” (with bleed)</td>
<td>3.625 x 9.75” (vertical) or 7.375 x 4.625” (horizontal)</td>
<td>3.625 x 4.625”</td>
<td>3.625 x 2.5”</td>
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<td></td>
</tr>
</tbody>
</table>

WBM File Format: .PDF is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractional ads. We can use your ad that ran in Wine Business Monthly Online is standard IAB 300x250 ad.

**Ads priced above $1,000 include online ads**

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**telephone: 707-940-3920 ~ 800-895-9463 • www.winebusiness.com • www.wbbuyersguide.com**
# 2022 Rates* & Specifications

*New for 2022: Rates include both print AND online

## Premium Placement (full page only)

<table>
<thead>
<tr>
<th></th>
<th>Back Cover</th>
<th>Inside Front Cover</th>
<th>Inside Back Cover</th>
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<tbody>
<tr>
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<td>$5,940</td>
<td>$5,868</td>
<td>$5,731</td>
<td>$5,148</td>
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<tr>
<td>4X</td>
<td>$5,604</td>
<td>$5,467</td>
<td>$5,390</td>
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<td>$5,483</td>
<td>$5,296</td>
<td>$5,170</td>
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<td>13X</td>
<td>$5,247</td>
<td>$5,054</td>
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<td>$4,466</td>
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