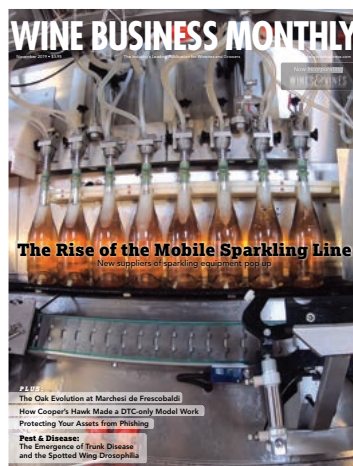
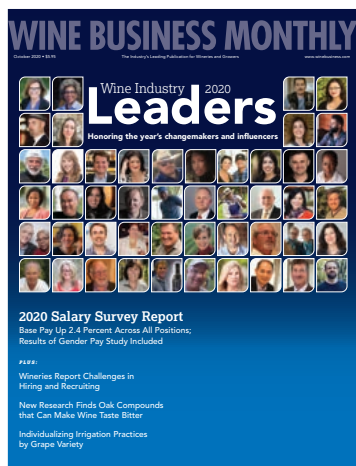
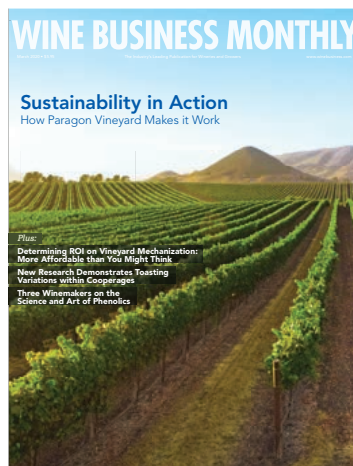
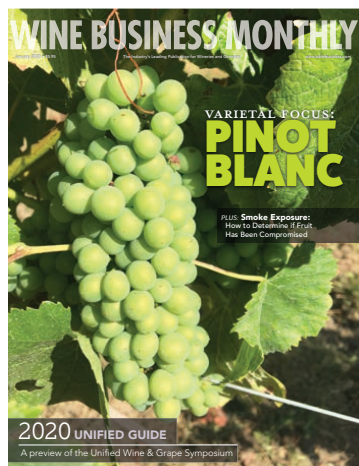


# WINE BUSINESS MONTHLY

The Leading Producer of Wine Industry Information and Events



2021 Advertising Planning Guide

**WINE BUSINESS MONTHLY**

**WBM**events

**WINE BUSINESS.com**

daily news **EMAIL**

# WINE BUSINESS MONTHLY

## 2021 editorial calendar

winemaking	grape growing	sales & marketing <b>MONTHLY FEATURES</b> Retail Sales; Packaging	technology & business <b>MONTHLY FEATURES</b> Finance	Directories <b>SURVEYS</b>	* <b>Bonus Distribution &amp; Ad Deadlines</b> <b>Events in red are produced by WBM</b>	
<b>january</b> <b>Super Issue</b> <i>Unified Guide</i>					Unified Guide	AD SPACE DEADLINE (FOR JANUARY 2021) <b>December 4, 2020</b>
Winemaking Products Featured at Unified	Vineyard Equipment Featured at Unified	DTC Products Featured at Unified	Technology Products Featured at Unified		Unified Symposium	
<b>february</b> <b>Super Issue</b> <i>Review of the Industry: WBM 50</i>					Grape & Bulk Wine Broker Directory	AD SPACE DEADLINE (FOR FEBRUARY 2021) <b>January 8, 2021</b>
Optical Sorters			WBM 50: The Largest Wine Companies; Number of Wineries		Unified Symposium	
<b>march</b> <i>Innovation Issue; Eastern Winery Focus, Hot Brands</i>					Cooperage Directory	AD SPACE DEADLINE (FOR MARCH 2021) <b>January 29, 2021</b>
PR: Barrel Washers; SR: Equipment	Vineyard Automation	Annual WBM Hot Brands		<b>SURVEY REPORT: Winemaking Equipment</b>		
<b>april</b> <i>Packaging Issue, Central Coast Focus</i>					Capsule Vendor Directory Oak Alternative Directory	AD SPACE DEADLINE (FOR APRIL 2021) <b>February 26, 2021</b>
Technical Review: Central Coast	Pest & Disease	Packaging for Value Wines; Cork Trends	SR: Facilities; Tech Trends	<b>SURVEY REPORT: Facilities</b>		
<b>may</b> <i>Vineyard Issue</i>					Vineyard Finance Directory	AD SPACE DEADLINE (FOR MAY 2021) <b>March 26, 2021</b>
Barrels (Wooden Eggs); Tanks	SR: Vineyard	Subscription Models	Vineyard Values	<b>SURVEY REPORT: Vineyard</b>		
<b>june</b>					Glass Provider Directory	AD SPACE DEADLINE (FOR JUNE 2021) <b>April 23, 2021</b>
Technical Review; Yeast		Trends in Label Design	M&A Market			
<b>july</b> <i>Direct to Consumer Issue</i>					Closure Directory	AD SPACE DEADLINE (FOR JULY 2021) <b>May 28, 2021</b>
Product Review: Spectrophotometers		SR: Tasting Rooms; Innovations in Packaging	Investing in DTC	<b>SURVEY REPORT: Tasting Rooms</b>		
<b>august</b> <i>Packaging Issue</i>					Software Provider Directory	AD SPACE DEADLINE (FOR AUGUST 2021) <b>June 25, 2021</b>
Oak Alternatives	Pest & Disease	SR: Packaging & Glass	Investing in Automation	<b>SURVEY REPORT: Packaging &amp; Glass</b>	<b>Wine Packaging Awards</b>	
<b>september</b> <i>Technology Issue</i>					Winery Financing Directory	AD SPACE DEADLINE (FOR SEPTEMBER 2021) <b>July 23, 2021</b>
Technical Review		PACK Design Awards	Banking: Winery Topics; SR: Technology; PR: Depletions Software	<b>SURVEY REPORT: Technology</b>	<b>Wine Industry Technology Symposium; Wine Industry Financial Symposium</b>	
<b>october</b> <b>Digital Super Issue</b> <i>Salary Survey Report; Recruiting</i>					Recruiter Directory	AD SPACE DEADLINE (FOR OCTOBER 2021) <b>August 20, 2021</b>
How the WBM 50 Make Wine	Rootstock		Salary Survey; Recruiting	<b>SURVEY REPORT: Salary</b>	<b>Wine Industry Technology Symposium; Wine Industry Financial Symposium</b> *Most viewed online issue	
<b>november</b> <i>Top 50 Wine Industry Leaders</i>					Tank Supplier Directory	AD SPACE DEADLINE (FOR NOVEMBER 2021) <b>September 24, 2021</b>
Technical Review; SR: Closures			Top Industry Leaders	<b>SURVEY REPORT: Closures</b>	<b>SUMMIT; Wine Industry Technology Symposium; Wine Industry Financial Symposium; Vineyard Economics Symposium</b>	
<b>december</b> <i>Year in Review</i>					Vineyard Manager Directory	AD SPACE DEADLINE (FOR DECEMBER 2021) <b>October 22, 2021</b>
SR: Barrels & Oak	Growing Year in Review		Top Stories of 2021; Top M&A Deals	<b>SURVEY REPORT: Barrels &amp; Oak</b>		

Throughout the year, news happens. This calendar may change slightly. There may also be other opportunities for Bonus Distribution.  
NOTE: Ad Materials due on the Tuesday after Friday's Ad Space Deadline.

\* Event Distribution is subject to change based on COVID restrictions

# WINE BUSINESS MONTHLY

## 2021 Rates & Specifications

### WINE BUSINESS MONTHLY *ads run in both print & digital editions*

**Frequency Discounts:** In order for frequency discounts to apply, all advertisements must run within a 12-month period (including the 18x rate). Online advertising combines with print advertising for frequency discounts.

**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 island	half page v/h	three-eighths	quarter page	eighth page
1x	Four Color	\$4,675	\$4,318	\$3,379	\$2,946	\$2,513	\$2,015
	Black & White	\$3,327	\$3,004	\$2,028	\$1,595	\$1,162	\$665
3x	Four Color	\$4,344	\$4,005	\$3,175	\$2,786	\$2,397	\$1,947
	Black & White	\$2,993	\$2,722	\$1,825	\$1,436	\$1,047	\$599
7x	Four Color	\$3,763	\$3,442	\$2,757	\$2,433	\$2,150	\$1,893
	Black & White	\$2,495	\$2,253	\$1,522	\$1,196	\$872	\$544
12x	Four Color	\$3,608	\$3,317	\$2,698	\$2,395	\$2,089	\$1,842
	Black & White	\$2,328	\$2,128	\$1,420	\$1,118	\$813	\$491
18x	Four Color	\$3,459	\$3,191	\$2,602	\$2,297	\$2,009	\$1,772
	Black & White	\$2,162	\$2,002	\$1,319	\$1,038	\$755	\$465

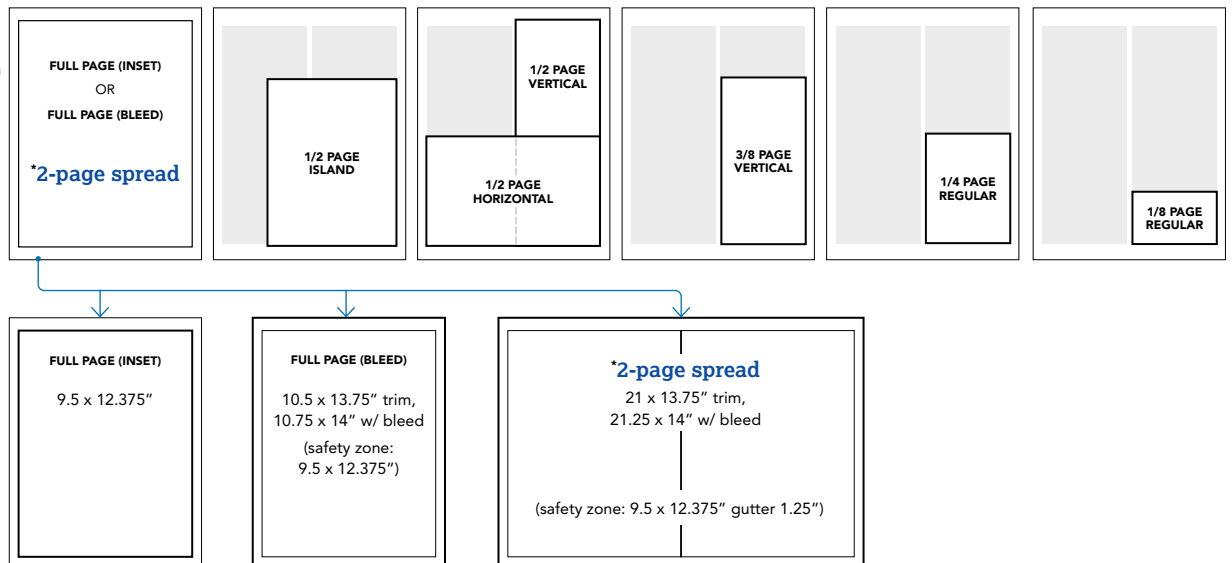
#### WBM Ad Sizes (W x H)

full page	half page island	half page v/h	three-eighths	quarter page	eighth page
9.5 x 12.375" (inset) or 10.75 x 14" (with bleed)	7 x 9.125"	9.5 x 6" or 4.625 x 12.375"	4.625 x 9.125"	4.625 x 6"	4.625 x 2.875"

**TRIM SIZE:** 10.5 x 13.75 inches  
**BLEED:** Add .125 inch around all edges. Use inset dimension for safety area.

**FILE FORMAT:** Must be in PDF. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals.

\* Please contact your account executive for 2-page spread information



# WINE BUSINESS MONTHLY

## Online Advertising 2021 Rates & Specifications

### Website Ads Unique Visitors: 100,000 per month

#### HOME PAGE WINE BUSINESS.com

Rates are for 15 minutes per hour every hour for one month.

Main Column		Right-hand Column	
Ad Size (w x h) Frequency	300 x 250 pixels	Ad Size (w x h) Frequency	300 x 250 pixels
1X	\$3,500	1X	\$2,150
3X	\$3,250	3X	\$2,100
7X	\$3,000	7X	\$2,050
12X	\$2,500	12X	\$2,000
18X	\$2,250	18X	\$1,950

#### 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 for one month.

Ad Size (w x h) 300 x 250 pixels

**Per Month \$3,500**

### 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	\$4,000	5th Position	\$3,500
2nd Position	\$3,750	6th Position	\$3,500
3rd Position	\$3,750	7th Position	\$3,500
4th Position	\$3,750	8th Position	\$3,500

#### weekly wrap EMAIL

Email sent out every Friday afternoon.

Ad Size (w x h) 300 x 250 pixels

**Per Month \$4,000**

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.

#### 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

**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.