



# WineSpectator.com

A SUBSCRIPTION-BASED WEBSITE

## ONLINE MEDIA KIT

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## OVERVIEW

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For over 17 years, WineSpectator.com has served as the most authoritative source of wine information on the web. With its industry-leading wine ratings and expert editorial content, the site has helped millions of wine lovers expand their knowledge and appreciation of wine, fine dining, cooking and entertaining, and world travel.

WineSpectator.com is an excellent opportunity to reach educated, sophisticated and affluent professionals who enjoy what life has to offer. Because the majority of the site's audience consists of paid subscribers, every campaign is guaranteed to reach consumers who are highly engaged, serious about wine and willing to invest in their passions.

WineSpectator.com content includes:

- Nearly **300,000 expert wine reviews**, with WS ratings and tasting notes, searchable by score, varietal, vintage and price
- More than **1,000 new reviews** added each month
- **Wine Spectator School** courses
- **Wine Challenge:** Bi-weekly quizzes
- **Detailed Vintage Charts** for all the major growing regions
- Advance wine ratings through our two newsletters, the *Insider* (hot new wines) and the *Advance* (a preview of new ratings from *Wine Spectator* magazine), exclusive to WS online subscribers
- **Editors' Blogs:** Exclusive opinions and commentary from our senior editors and guest bloggers
- **Videos:** Join the editors at *Wine Spectator* as they talk with winemakers, chefs and sommeliers
- **Auction Database** that tracks the most current prices for collectible wines
- **Personal Wine List/My Cellar:** Allows members to track their wine collections online and make their own shopping lists
- **Wine Spectator Mobile**
- **Plus:** News & Features, Tasting Reports, exclusive Barrel Tastings, Daily Wine Picks, Value Wines, Dining and Travel information and much more

## ADVERTISERS

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Our Advertisers cross many major lifestyle industries including wine, travel, tourism, financial, automotive, fashion, etc.

## AUDIENCE\*

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### TRAFFIC

- #1 highest trafficked wine editorial site online
- 3,500,000 monthly page views
- 1,000,000 monthly visits
- 700,000 unique monthly visitors

## DEMOGRAPHIC\*\*

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- Median Age: 45.1
- Median Household Income: \$178,400
- Median Net Worth: \$993,400
- College Degree or Higher: 70.5%
- Executive, Managerial, Professional: 72.8%

## AD OPPORTUNITIES

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**We can tailor proposals based on advertiser goals, objectives and budgets.  
Our recommended minimum buy is \$6,500 net per month.**

Wine Spectator welcomes all innovative and engaging creative solutions and ideas.

### ANIMATED BANNERS

WineSpectator.com supports animated GIF banners.

### GEO-TARGETING

WineSpectator.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

### FREQUENCY CAPPING

WineSpectator.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

### VIDEO

WineSpectator.com offers integrated video sponsorship and pre-roll opportunities.

## E-MAIL NEWSLETTER SPONSORSHIPS: Reach Opt-in Subscribers



**Each newsletter offers an exclusive sponsorship opportunity.**

**Ad creative may be presented in either of two formats:**

**Two Banner Ads or a Sponsored Post.**

**NATIVE & ORGANIC ADVERTISING OPTIONS AVAILABLE.**

**PLEASE CONTACT US FOR MORE INFORMATION.**

### SIPS & TIPS

- Features a great-value wine selected by our editors along with dining, travel and other wine-related tips
- Sent weekly to Sips & Tips opt-in database

### VIDEO THEATER

- Features our most recent videos in one convenient delivery
- Sent twice monthly to Video Theater opt-in database

### WINE & HEALTHY LIVING

- Features ideas and advice for a healthy and satisfying lifestyle
- Sent twice monthly to Wine & Healthy Living opt-in database

### COLLECTING & AUCTIONS

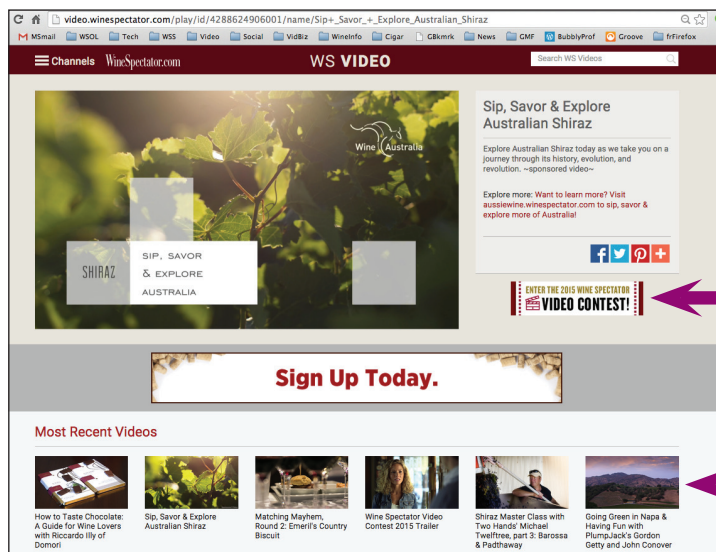
- Provides information on upcoming auctions, results from recent auctions and other valuable information for the in-the-know collector
- Sent twice monthly to Collection & Auctions opt-in database

### UNFILTERED

- Delivers the latest scoop on how wine and spirits intersect with film, TV, music, sports, politics and pop culture
- Sent twice monthly to Unfiltered opt-in database.

## INTEGRATED WINESPECTATOR.COM VIDEO SPONSORSHIP PROGRAM

Video Sponsorship Opportunity: Your video will appear within the popular Video section of WineSpectator.com. With this program, you may choose to run a 15-second pre-roll video on all videos throughout the section **or** run banners throughout the site to promote and direct traffic your video. Both options include a dedicated 234x60px banner ad throughout the video section.



## SPONSORSHIP OPPORTUNITIES

Throughout the year, WineSpectator.com offers sponsorship opportunities of both special features and premium content. Some sponsorship opportunities may include:

- Wine Ratings
- Top 100
- Daily Wine Picks
- For the Trade
- Dining & Travel

**CONTACT US FOR MORE DETAILS!**

## ADVERTISING SPECS

Ad Type	Dimensions	Max Size	Animation	Loops
Rectangle	300x250	40K	Up to 15 sec.	Unlimited only
Tile	234x60	40K	Up to 15 sec.	Unlimited only
Leaderboard	728x90	40K	Up to 15 sec.	Unlimited only
Half Page	300x600	40K	Up to 15 sec.	Unlimited only
Roadblock	300x250, 234x60 and 728x90 (run concurrently)	40K	Up to 15 sec.	Unlimited only
Email Newsletter Sponsorships: Banners Only	300x50px and 300x250px	40K	Up to 15 sec.	Unlimited only
Email Newsletter Sponsorships: Sponsored Post	540x304px GIF or JPG 72 DPI image Short photo caption/photo credit URL Headline: Up to about 5 words or 42 characters. Text: Up to about 70 words or 400 characters Suggested Tweet text (Up to 118 characters, plus the shortened link) Suggested Pinterest caption (Facebook and Google Plus will pick up the metatitle of the page we're linking to.)	40K	Up to 15 sec.	Unlimited only

### VIDEO THEATRE SPONSORSHIP:

- Video Format and Size: .mov or .mp4; 2GB max
- Video Aspect Ratio: 16x9
- Large Still: 848x477px JPG file, without text
- Video Title (appears under the Large Still image): up to 65 characters, with spaces
- Short Description of the video (short + punchy is best): up to 220 characters, with spaces
- Link (to your website, promotional materials, etc.): text up to 50 characters; URL
- Banner ads: 234x60px, 300x250px and 728x90px; GIF or JPG format under 40kb

### TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.

### RICH MEDIA AD SPECS

- Expandable Units:**
  - 728x90; max expansion 728x270
  - 300x250; max expansion 500x500
  - Expansion must be user-initiated
- Other Rich Media:**
  - All Rich Media files require a default .gif or .jpeg with a max file size of 40k.
  - Sound is permitted but must be user initiated.
  - Please contact us for additional Rich Media-specific requirements.