# WineSpectator.com Classified Advertising Rates and Information

**WineSpectator.com**, the most authoritative source of wine information in the world, will place your classified ad on our website. Here your ad will be seen by your best customers! Known as "America's most popular wine website" our subscribers are world travelers who wish to expand their knowledge and appreciation of wine, fine dining, cooking and entertaining. Don't miss the opportunity to reach our educated, affluent and sophisticated audience!

**WineSpectator.com AUDIENCE**: 3 million+ monthly page views\*\*, 1,000,000 monthly visits, 600,000+ monthly unique visitors. **DEMOGRAPHICS\***: Male/Female: 65% / 35%, Median Age: 45, Median HHI: \$178,400, Median Net Worth: \$993,400\*

\*2015 Ipsos Afflent Survey USA, HHI \$100,000+ \*\*Google Analytics 2015

## CLASSIFIED LISTING INCLUDES:

- Name
- Address
- Phone/Fax
- Web Site URL
- E-mail
- 50 words of text
- Graphic

#### **GRAPHIC SPECIFICATIONS:**

- 650 pixels wide by 325 pixels high
- 5k maximum file size
- Format: GIF or JPEG only
- Graphic is to be emailed to cchiaffitella@mshanken.com

#### **CATEGORIES:**

- Auctions
- Wine Jobs
- Dining & Travel
- Real Estate
- Wine Accessories
- Wine Clubs
- Wine Shops
- Wine Storage

#### **SAMPLE LISTING:**

California Wine 825 Eighth Avenue, 33rd Floor New York, NY 10019

Phone: 212-684-4224 Fax: 212-481-1540

info@winespectator.com



650x325 pixel sample ad

The first edition of this comprehensive guide was the 1996 winner of the James Beard Award for Best Wine and Spirits Book, and this brand new second edition is even better. At 672 pages, it has everything you need to know to enhance your appreciation of California's premier wines.

#### **PRICING:**

Listing for 1 year	\$1,200
Listing for 4 months (minimum)	\$500
Fee for change to existing listing	\$100 (per change)

- Prepayment is required.
- All ads or changes must be prepaid by check, Visa, MasterCard or American Express. *Wine Spectator* is not responsible for ads submitted without payment.
- There is no agency discount on classified advertising.
- Ad will appear within 3–5 business days of receipt of payment, insertion order, and graphic unless otherwise specified.

## WineSpectator.com Classified Advertising

### Insertion Order

#### PAYMENT IN ADVANCE IS REQUIRED

Category (choose category from attac	hed page)			
Company Name		Contact Name		
Contact Phone	Contact Email			
Listing Package: (check one)				
☐ <b>\$1,200</b> Listing for 1 year St	art Date:	: End Date:		
$\square$ \$500 Listing for 4 months St	art Date:	e: End Date:		
☐ <b>\$100</b> Fee for changes on existing	ng listing			
Information For Listing:				
Company Name				
Address				
City	S	tate	Zip	
Phone	F	Fax		
Web site URL				
E-mail				
50 words of text				
Method of Prepayment:				
☐ Check ☐ Visa ☐ Master	card 🗆 American Ex	(press		
Card Number	Sec. Code	Exp.Date		
CardholderName				
Cardholder Signature				

Disclaimer: No refunds will be given for cancellation of ad schedule. The Publisher reserves the right to reject any advertisement or graphic. Any compensation for errors shall be made at the discretion of the Publisher and shall be in the form of additional advertising. The Publisher accepts no responsibility for the accuracy or legality of classified advertisement appearing online. The Publisher reserves the right to change rates and specifications without notice.

Send To: Christina Chiaffitella, WineSpectator.com • cchiaffitella@mshanken.com Phone: 212.684.4224 x321 • Fax: 212.779.3383 • 825 Eighth Ave., 33rd Floor, New York, NY 10019