

Classified Advertising

Wine Spectator Online Rates and Information

America's most popular wine Web site is now accepting classified advertising. Reach the widest possible audience for your wine products and services. A valuable extension of the magazine, www.winespectator.com traffic now exceeds 250,000 affluent visitors per week. In the months and years ahead its traffic is expected to increase dramatically. This is your chance to get in on the ground floor. Please note that the Web site audience is 80% male and their household income is \$100,000-\$150,000, which is among the highest of all Web sites.

Classified Listing Includes:

- Name
- Address
- Phone/Fax
- Web Site URL
- E-mail
- 50 Additional Words of text

Graphic Specifications:

- 120 pixels wide by 60 pixels high
- 5k maximum file size
- Graphic is to be emailed to ifader@mshanken.com
- Format: gif or jpeg only

Categories:

- Auctions
- Business Opportunities
- Cooking Schools
- Gourmet Products
- Help Wanted
- Hotels & Resorts
- Positions Wanted
- Real Estate
- Restaurants
- Services
- Wine Accessories
- Wine Appraisers
- Wine Books
- Wine Cellar Transportation
- Wine Clubs
- Wine Country Lodging
- Wine For Sale
- Wine Racks
- Wine Schools
- Wine Shops
- Wine Software
- Wine Storage Systems
- Wine Storage Facilities
- Wine Tours
- Wineries
- Miscellaneous

Sample Listing:

California Wine

387 Park Avenue South
New York, NY 10016
Phone: 212-684-4224
Fax: 212-779-3383

<http://www.winespectator.com> ← *This will link directly to your web site*
info@winespectator.com



120 x 60 Pixels
4-Color Graphic Sample

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

- Prepayment is required.
- All ads or changes must be prepaid by check or money order in US funds, 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.