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MEDIA KIT 2013



WINE CONNOISSEUR  
MAGAZINE

Spotlighting the finest Wines & Restaurants in the  
Greater Washington, D.C., Maryland and Virginia (DMV)

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winesconnoisseur.com 703.862.7894



# WHO WE ARE

*Wine Connoisseur Magazine* is a valuable tool for keeping up with the new trends on the latest wines and the hot-test restaurants our readers go to relax and enjoy. With newsletters on the latest wine tasting events, Our readers blog on our website on where “They” connect to enjoy a great evening, it’s very informative. *Wine Connoisseur Magazine* is smartly written and tightly edited, you’ll gain valuable insight from the best writers in the industry.

You’ll find specialized columns to keep you primed and ready to tackle all aspects of today’s changing wine and restaurant market. At-a-glance boxes provide quick article summaries — a nice time — saving feature when perusing articles for later reference. Clean, clear, and concise, *Wine Connoisseur Magazine’s* sleek design makes for easy and inviting reading. Sections are color-coded in every issue for easy reference.



# OUR AUDIENCE

WCM is “the” magazine for those who buy, drink, and enjoy wine and food on a regular basis. Our readers range from enthusiastic beginners who want to learn about the world of wine and the styles of wine that they enjoy and experienced veterans who look for insider tips and expert wine buying advice. We publish four issues a year, each with a special seasonal focus and a uniquely DMV’s viewpoint. Each issue contains wine reviews written by our readers, and features articles on the wine and restaurants in the area that our readers enjoy.



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# WHY WINE CONNOISSEUR MAGAZINE?

*Wine Connoisseur Magazine* provides a variety of products maximizes your marketing efforts. Our magazine, website, newsletters, marketing databases, event/seminar sponsorships and social networks provide the widest range of business-to-business marketing services for suppliers in the wine and restaurant industry.

As your marketing partner we bring you to the marketplace.

## PRODUCTS

*The Wine Connoisseur Difference:*

Integrated marketing solution  
Cross platform marketing  
Semi-annual publications  
Powerful proprietary database  
More than 10 times web traffic



Integrated marketing solution that delivers results.

Comprehensive services.

Diverse product line.

Targeted audiences.

Better leads helps bring in more business!

**SOCIAL MEDIA NETWORKS** - Your brand and messaging can be promoted through product news, articles, headlines and events circulated throughout *Wine Connoisseur Magazine's* social networks on Linked In, Twitter and Facebook. This help markets your business, brand, business and product and services.

**EVENT/SEMINAR SPONSORSHIPS** - *Wine Connoisseur Magazine* sponsors and participates in over 40 key industry events and seminars annually, many of which are exclusive media sponsorships. Your advertising message is hand-delivered and promoted through bonus distribution. Our newsletter keeps you update on the latest tasting room events, expert advice and tips, inside sales and wine clubs.

**CROSS MEDIA OPPORTUNITY** - By advertising in the *Wine Connoisseur Magazine* print and online website, your company will benefit from a Cross Media Campaign (combined print and web advertising). Studies show that Small and Large B2B advertisers report a 28% higher lead generation effectiveness when using Cross Media Campaigns.\*



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# MARKETING | CIRCULATION

Issues per year **6**

Semi-annual Circulation **120,000**

Print subscribers who also view the Digital Edition **68%**

Total media impressions per year **59,000**

Locations **1,000**

Magazine is totally **free** to readers

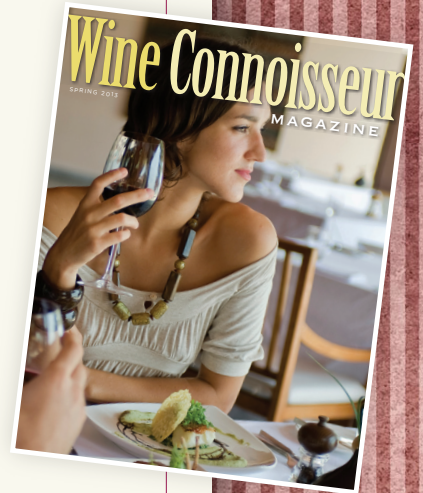
## WEBSITE

Page views per month **115,000**

Monthly unique visitors **36,000**

TARGETED Marketing **10,921**

Our winery contacts with email addresses **150,000**



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# Calendar

2013

WINE CONNOISSEUR MAGAZINE

CALENDAR EVENTS



**Wine and Chocolate Tasting** - Elk Run Vineyards Mount Airy  
Frederick County

**Wine Expo 2012**-Bel Air, Maryland 21015

**Labor Day Wine & Music Fest** - Amherst, VA. Enjoy the fruits  
of OUR labor!

**Herndon Jazz Festival** - Herndon, VA.

**Rockbridge Food & Wine Festival** - Lexington, VA.  
Lime Kiln. A day of wine tasting, food sampling and  
great music!

**Great Grapes Wine, Arts & Food Festival** - Reston  
Town Center Tantalize Your Taste Buds! You are  
invited to celebrate the taste of over 100 unique,  
diverse and flavorful wines.

**Virginia Wine Festival June & Sept.** - Great Meadows at The  
Plains - The Plains, VA. 11am - As the longest-running wine  
festival on the East Coast, the Virginia Wine Festival has become  
a Grand Commonwealth Tradition and a wine enthusiasts'  
paradise.

**Good Times, Tastes & Traditions** - Frontier Museum -  
Staunton, VA.

**Stratford Hall Wine Festival** - Stratford, VA. 11am - 6pm Visit  
Robert E. Lee's birthplace for this annual wine fest

**Wine On The Beach** - Ocean City, MD. Featuring Wineries  
from the East Coast of the United States, Micro-Brewed Beers,  
Delmarva Cuisine, Quality Arts and Crafts, Local & Regional  
Live Music.

**Festival of Grapes & Hops** - Petersburg, VA. 11am - 5pm.  
Petersburg's Wine and Beer Tasting Festival.

**Mount Vernon Fall Wine Festival** - Mount Vernon, VA.  
celebration of the history of the Virginia wine industry on the  
east lawn overlooking the Potomac River.

**Manassas Wine and Jazz Festival 2013** - Wine and Jazz Festival  
has become a popular Father's Day event for many in Northern  
Virginia.



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## MAGAZINE SPACE RATES

	1x	3x	6x	9x	12x
<b>4 COLOR</b>					
Full Page	\$3410	\$3205	\$3045	\$2850	\$2555
2/3 Page Vertical	\$2965	\$2720	\$2710	\$2575	\$2255
Island 1/2	\$2879	\$2720	\$2620	\$2510	\$2135
1/2 Page Horizontal	\$2715	\$2585	\$2495	\$2385	\$2135
1/2 Page Vertical	\$2715	\$2585	\$2495	\$2385	\$2135
1/3 Page Square	\$2460	\$2350	\$2280	\$2210	\$2020
1/4 Page Vertical	\$2270	\$2195	\$2155	\$2085	\$1870
1/6 Page Vertical	\$2080	\$1995	\$1965	\$1925	\$1725
1/6 Page Square	\$2080	\$1995	\$1965	\$1925	\$1725
1/8 Page	\$1970	\$1925	\$1890	\$1870	\$1675
<b>COVER POSITIONS</b>					
Back Cover	\$3915	\$3580	\$3395	\$3200	\$2880
Inside Front Cover	\$3700	\$3390	\$3240	\$3050	\$2745

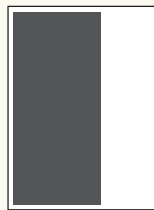
Prices includes the 20% first year issuers discount.



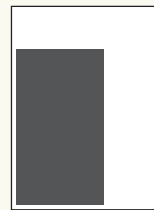
Full Page - Bleed  
XX



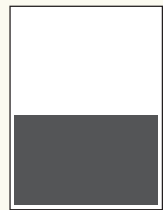
Full Page  
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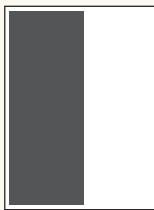
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4 3/4 x 9 7/8



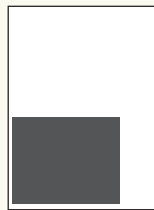
Island 1/2  
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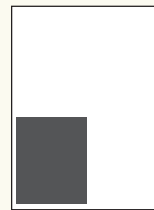
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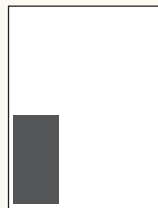
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3 1/2 x 9 7/8



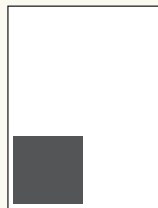
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4 3/4 x 4 7/8



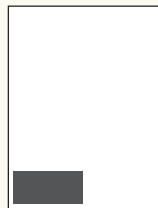
1/4 Page Vertical  
3 1/2 x 4 7/8



1/6 Page Vertical  
2 1/4 x 4 7/8



1/6 Page Square  
3 1/4 x 3 1/4



1/8 Page  
3 1/2 x 2 1/4





## MATERIALS SPECIFICATIONS

Digital files MUST be labeled with: customer name, ad size, date, issue in which ad is to run and contact information.

\*Specified layout preferences should be indicated with materials.

All graphics included in ad MUST be a minimum of 300 dpi. All files and images must be CMYK, no RGBs will be accepted.

Materials may be accepted: via CD-ROM, via client side FTP, via Fast Channel or via email (if size allows), sent to [info@wcm.com](mailto:info@wcm.com).

## ADVERTISING DEADLINES

Issue Space Closing Material Due On Sale Date-Materials in by:

**MATERIALS DUE:**

January 14th, 2013

March 11th, 2013

May 6th, 2013

July 8th, 2013

September 16th 2013

November 4th, 2013

**ISSUE:**

March- April 2013

May- June 2013

July- August 2013

September- October 2013

November- December 2013

January- February 2014

See camera ready specifications sheet for digital specs and further details. Publisher is not responsible for materials submitted out of specifications.

Questions or concerns on how to purchase advertising space or credits cards we accept please call (703)862-7894. We will be happy to send an agent out to discuss all of the opportunities we can provide and the best solutions for growing your business with our services.



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