

# WINE COUNTRY

I N T E R N A T I O N A L<sup>®</sup>

2023 AD SPECIFICATIONS & RATES



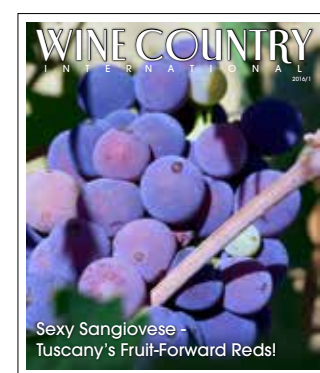
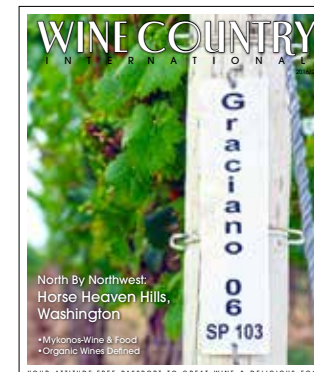
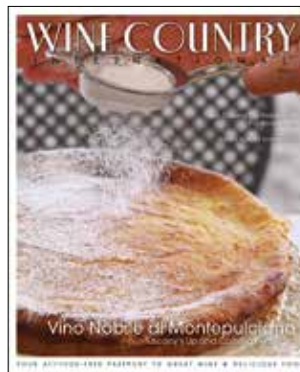
YOUR ATTITUDE-FREE PASSPORT TO SPECTACULAR TRAVEL, GREAT WINE & DELICIOUS FOOD



## ABOUT US

*Wine Country International® Magazine is dedicated to increasing the knowledge and enjoyment of wine, food, and travel. Not just to the world's great wine regions, but to destinations whose restaurants and festivals celebrate the grape.*

Though the publication is aimed at enthusiasts, our editorial contributors (wine experts, travel-photojournalists, culinary professionals, and celebrity chef-restaurateurs) blend fresh content with inside, cutting-edge information---in everyday language. Every issue includes up-to-date industry developments, in-depth travel articles, food and entertainment tips, and recipes, and unrated wine recommendations. Vivid color photography and contemporary, stunning design make each issue every wine lover's favorite read!





*WCI is well respected as a leading wine,  
food & travel magazine. Our readers are  
affluent luxury travelers who  
work hard and play hard.*





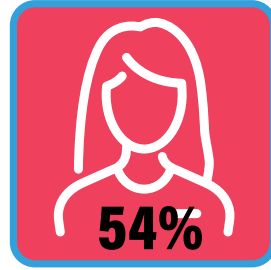
CONSUMERS/ENTHUSIASTS:



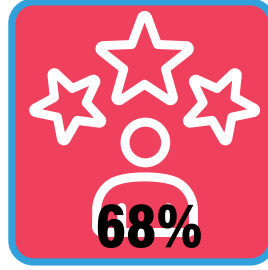
*Wine Country International® has an on-line monthly audience of more than 600,000 digital readers, 38,000 annual print readers. Social 30,000 (combined) News members 48,000*



Median Age: **47**



Female: **54%**



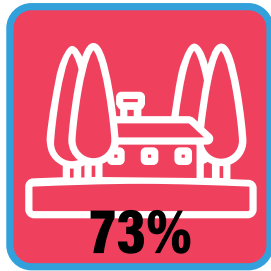
Professional/  
Managerial: **68%**



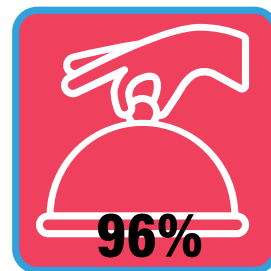
Median Reader Income:  
**\$128,000**



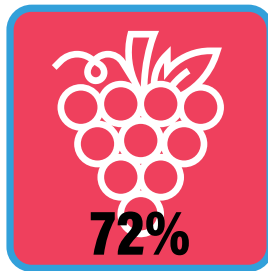
Median Household  
Income: **\$235,000**



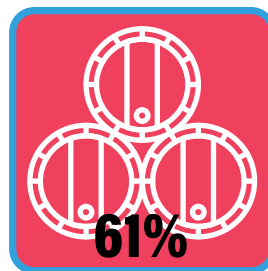
Homeowner: **73%**



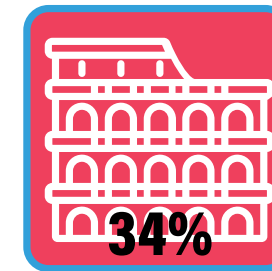
Culinary/Tourists: **96%**  
(Vacation involving food & wine)



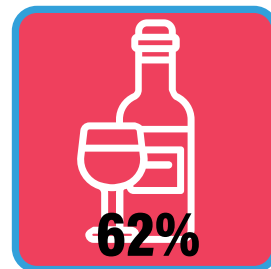
Plan to visit a wine  
destination this year: **76%**



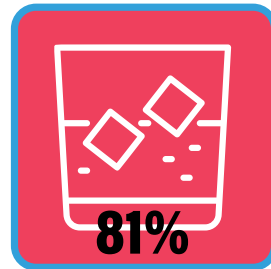
**61%** plan to visit Napa  
or Sonoma on their next  
vacation



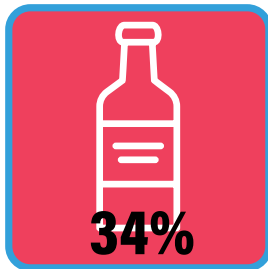
**34%** plan to visit Europe  
on their next vacation



Belongs to 3 or more  
wine clubs: **62%**



Enjoys Cocktails/Mixed  
Drinks: **81%**



Drinks Whisk(e)y  
or Bourbon: **34%**

#### Winery Owners:

- USA & International: 26,000
- Male: 79%
- Medium Net Worth: \$2.9 million

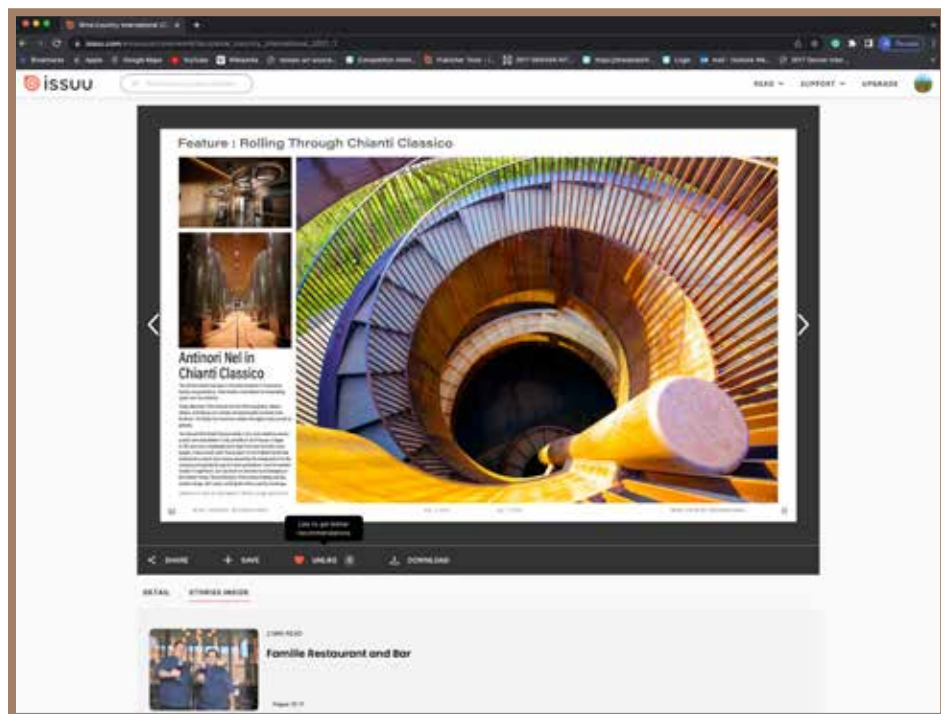


## 2023/PUBLISHING SCHEDULE:

<b>Issue</b>	<b>Reservations</b>	<b>Materials Deadline</b>	<b>Publication Date</b>
Winter	12/28/22	01/08/23	January 24, 2023
Spring	03/15/23	03/25/23	April 24, 2023
Summer	06/15/23	06/25/23	July 24, 2023
Harvest/Fall	09/15/23	09/25/23	October 30, 2023







## 2023 Distribution

Wine Country International® is now published as a digital magazine with distribution through Issuu, the world's leading digital publishing platform (with 100 million + readers) delivering exceptional reading experiences of magazines, catalogs, and newspapers. Readers may read issues on Issuu.com or on tablets and other mobile devices.

- Wine Country International enjoys over 600,000 unique views online per month.
- More than 29,000 print-on-demand issues were ordered in 2021.
- Bonus print issues will be distributed at the ProWein and VinItaly shows in 2022.

## AD PAGE SPECS

Wine Country International ® Magazine

File type required: High Res 300dpi JPG or PDF

### Full Page Dimensions:

Lineage	Non-bleed	Bleed	Trim size
Full page	8.75" x 10.75"	9.0" x 11"	8.5" x 10.5"

Send file via email to:

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## 2023 DIGITAL MAGAZINE ADVERTISING RATES

	1X	2X	4X
Full Page Full Color	\$5,500	\$5,000	\$4,750
Cover 2	\$7,500	\$7,000	\$6,750
Cover 3	\$7,000	\$6,500	\$6,000
Cover 4	\$7,500	\$7,000	\$6,750
½ Page Full Color	\$3,000	\$2,800	\$2,600
1/3 Page Full Color	\$2,000	\$1,800	\$1,680

### Media Opportunities

- Custom Advertorial- Price upon request
- WineCountryInternational.Com Website Banners
- Monthly packages starting at \$1,000 per month.

### Email broadcast to our news list

48,000 affluent wine enthusiasts (includes 8,200 winery owners)  
Cost: \$850

### Social Media Promotions:

Twitter, Facebook & Instagram (More than 24,000 combined followers)  
Cost: \$550 per shout out!

All rates are NET.

Terms: Upon Receipt

### Contacts:

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