

WINE COUNTRY

I N T E R N A T I O N A L[®]

2025 AD SPECIFICATIONS & RATES

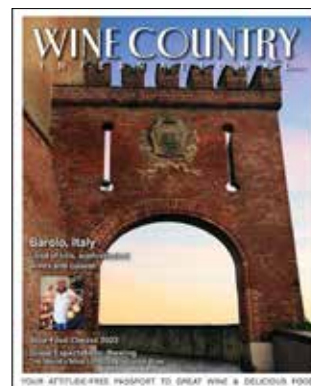
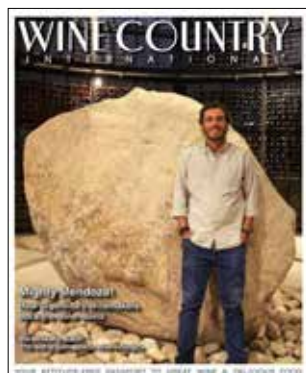


YOUR ATTITUDE-FREE PASSPORT TO SPECTACULAR TRAVEL, GREAT WINE & DELICIOUS FOOD

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.



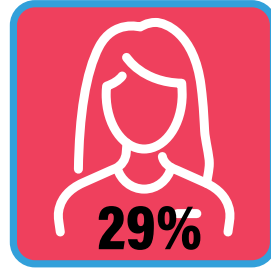
CONSUMERS/ENTHUSIASTS:



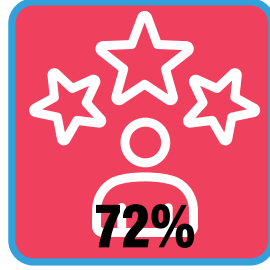
Wine Country International® has an on-line monthly audience of more than 600,000 digital readers, 44,000 annual print readers. Social 30,000 (combined) News members 48,000



Median Age: **47**



Female: **54%**



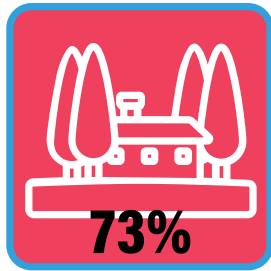
Professional/
Managerial: **68%**



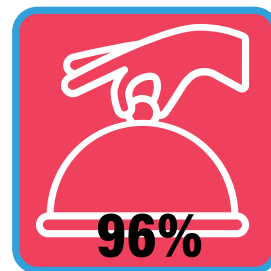
Median Reader Income:
\$128,000



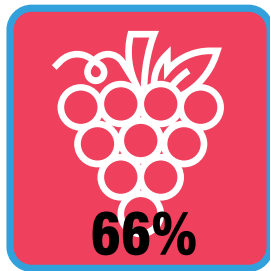
Median Household
Income: **\$235,000**



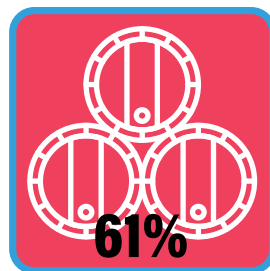
Homeowner: **73%**



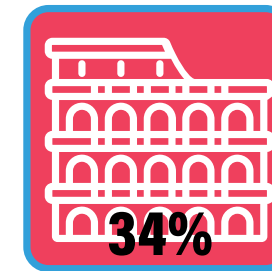
Culinary/Tourists: **96%**
(Vacation involving food & wine)



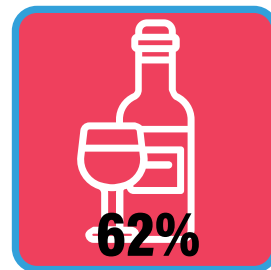
Plan to visit a wine
destination this year: **76%**



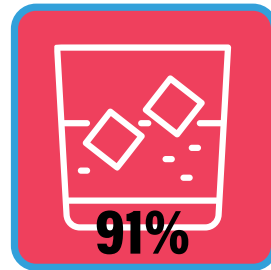
61% plan to visit Napa
or Sonoma on their next
vacation



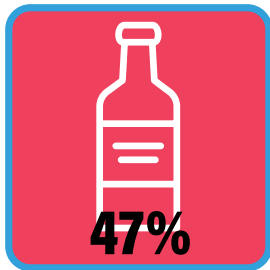
34% plan to visit Europe
on their next vacation



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



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



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

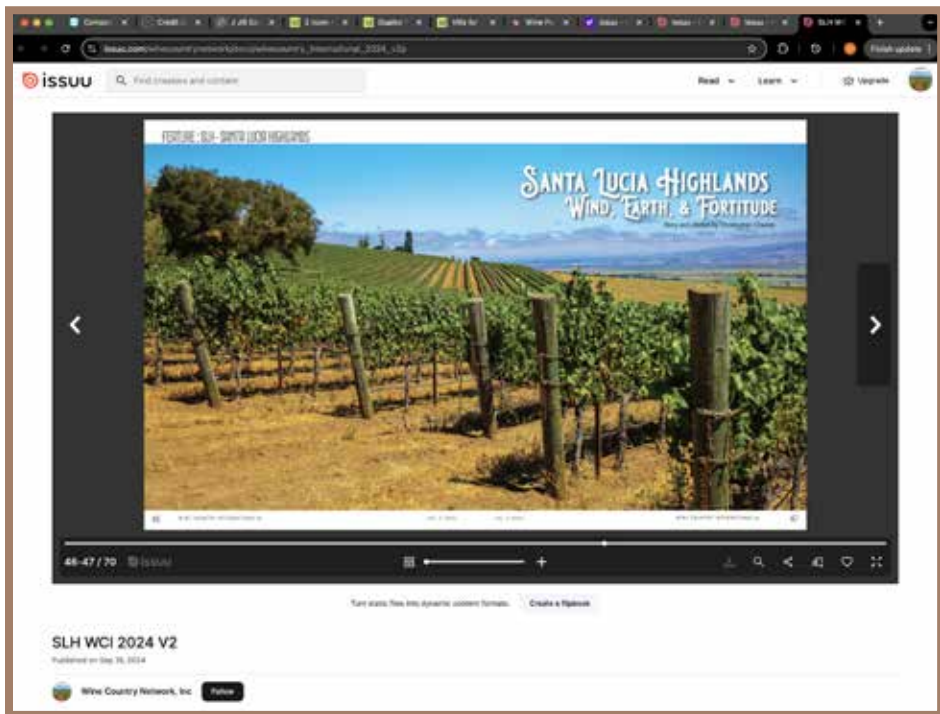
Winery Owners:

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

2025/PUBLISHING SCHEDULE:

| <u>Issue</u> | <u>Reservations</u> | <u>Materials Deadline</u> | <u>Publication Date</u> |
|---------------|---------------------|---------------------------|-------------------------|
| Winter | 1/17/25 | 1/24/25 | February 28, 2025 |
| Spring | 4/11/25 | 4/18/25 | May 30, 2025 |
| Summer | 7/11/25 | 7/18/25 | August 29, 2025 |
| Harvest/ Fall | 10/10/25 | 10/17/25 | November 21, 2025 |





2025 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 42,000 print-on-demand issues were ordered in 2024.
- Print issues will be sold at select fine wine retailers in 2025

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" |

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2025 DIGITAL MAGAZINE ADVERTISING RATES

| | 1X | 2X | 4X |
|----------------------|---------|---------|---------|
| Full Page Full Color | \$6,000 | \$5,000 | \$4,750 |
| Cover 2 | \$8,000 | \$7,000 | \$6,750 |
| Cover 3 | \$8,000 | \$6,500 | \$6,000 |
| Cover 4 | \$8500 | \$7,000 | \$6,750 |
| ½ Page Full Color | \$3,500 | \$2,800 | \$2,600 |
| 1/3 Page Full Color | \$2,500 | \$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

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