

# Wine Spectator.com

## ONLINE MEDIA KIT

M. Shanken Communications  
387 Park Avenue South  
New York, NY 10016  
Phone: 212-481-8610

## OVERVIEW

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Launched in October 1996, WineSpectator.com is the most authoritative source of wine information in the world. This definitive Web site is for individuals who wish to expand their knowledge and appreciation of wine, fine dining, cooking and entertaining, and world travel.

America's most popular wine Web site, redesigned in August 2009, WineSpectator.com provides wine ratings and original content you won't find anywhere else. Our site provides an exciting opportunity to reach an educated, sophisticated and affluent professional who enjoys what life has to offer.

WineSpectator.com content includes:

- More than **200,000 wine ratings**, searchable by score, varietal, vintage and price
- More than **1,000 new wine ratings** each month
- **Wine Spectator School** courses
- **Detailed Vintage Charts** for all the major growing regions
- Advance wine ratings through our two newsletters, the *Insider* (hot new wines) and the *Advance* (a preview of new ratings from *Wine Spectator* magazine), exclusive to *Wine Spectator* Online
- **Editors' Blogs:** Exclusive opinions and commentary from our senior editors and guest bloggers
- **Videos:** Join the editors at *Wine Spectator* as they talk with winemakers, chefs and sommeliers
- **Auction Database** that tracks the most current prices for collectible wines
- **Personal Wine List/My Cellar:** Allows members to track their wine collections online and make their own shopping lists
- **Wine Spectator Mobile**
- **Plus:** News & Features, Tasting Reports, exclusive Barrel Tastings, Daily Wine Picks, Value Wines, Dining and Travel information and much more

## ADVERTISERS

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Our Advertisers cross many major lifestyle industries including wine, travel, tourism, financial, automotive, fashion, etc.

## AUDIENCE

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### TRAFFIC

- 6 million+ monthly page views
- 800,000+ monthly visits
- 500,000+ monthly unique visitors
- Time on site: 8:00

## DEMOGRAPHIC

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- Male/Female: 81% / 19%
- Median Age Range: 40–44
- Median HHI Range: \$150,000–\$200,000
- College Degree or Higher: 83%
- Executive, Managerial, Professional: 77%

## AD SIZES

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- 300 x 600
- 300 x 250
- 728 x 90
- 234 x 60

We will tailor the proposal based on advertiser goals and objectives.  
Our minimum buy is \$5,000 net per month.

WineSpectator.com is open to “out of the box” ideas and will create packages that suit the needs of our clients.

## LUXURY INSTITUTE CONSUMER WEBSITE STUDY, 2008

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The Luxury Institute has conducted research on leading Consumer Websites among wealthy consumers with a minimum annual income of \$150,000.

### 15 CONSUMER WEBSITES INCLUDED IN THE SURVEY WERE (ALPHABETICAL ORDER)

- Architectural Digest
- Bon Appetit
- Conde Nast Traveler
- Esquire
- Food and Wine
- Gourmet
- National Geographic Traveler
- New York Magazine
- Scientific American
- The New York Times
- The New Yorker
- Travel and Leisure
- Vanity Fair
- Vogue
- Wine Spectator

### CONSUMERS WERE SURVEYED IN DEPTH ON HOW THE FOLLOWING CATEGORIES RELATE “TO ME”:

- Subject Matter Expert
- Advertising Appropriateness
- Helpful and Relevant Information
- Production Quality

### TWO IMPORTANT QUESTIONS WERE ASKED:

- Is this website worthy of a price premium
- Would you be willing to recommend the Website to people you care about

## WINESPECTATOR.COM RESULTS

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### WINESPECTATOR.COM RANKED SIXTH OVERALL IN THE SURVEY BUT SCORED WELL ABOVE AVERAGE FOR “WORTHINESS OF A PRICE PREMIUM” AND “WILLINGNESS TO RECOMMEND”

- #1 in the category “is this consumer website worthy of a significant price premium with”
- #3 in the category “would you recommend this consumer website”

Those that would recommend winespectator.com cited its’ expert advice and product relevant information, as well as appropriate ads. The website had an 80% willingness to recommend score.

### CONSUMERS WHO WERE WILLING TO RECOMMEND WINESPECTATOR.COM TO OTHERS SAID:

“Great addition to the printed magazine”

“Definitive source for information”

“If people want access to wine reviews, winespectator.com is the best place to get them”

“Totally relevant to my lifestyle and interests, well done”

“Great reviews and recommendations for wine and food”

“Just about the best in the business”

“Best resource for wine fans”

“Expert advice and current knowledge”

## E-MAIL NEWSLETTER SPONSORSHIPS

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### SIPS & TIPS

- Features a great-value wine selected by our editors along with dining, travel and other wine-related tips
- Sent weekly to Sips & Tips opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

### VIDEO THEATER

- Features our most recent videos in one convenient delivery
- Sent twice monthly to Video Theater opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

### WINE & HEALTHY LIVING

- Features ideas and advice for a healthy and satisfying lifestyle
- Sent twice monthly to Wine & Healthy Living opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

### COLLECTING & AUCTIONS

- Provides information on upcoming auctions, results from recent auctions and other valuable information for the in-the-know collector
- Sent twice monthly to Collection & Auctions opt-in database
- Sponsorship is exclusive and includes three placements: skyscraper, tile and 50 words of text

## SPONSORSHIP OPPORTUNITIES

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Throughout the year, WineSpectator.com offers sponsorship opportunities of both special features and recurring content. Some sponsorship opportunities may include:

- Wine Ratings
- Top 100
- Daily Wine Picks
- For the Trade
- Dining & Travel
- Wine Spectator Mobile

## ADDITIONAL OPPORTUNITIES

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### GEO-TARGETING

WineSpectator.com offers geo-targeting abilities by country, region, state and/or Designated Market Area (DMA) on select placements.

### FREQUENCY CAPPING

WineSpectator.com advertisers can limit the number of times their ad is displayed to an individual browser through frequency capping.

### VIDEO & RICH MEDIA

WineSpectator.com can support a wide variety of Rich Media including Flash and In-Unit Video :07 pre-rolls also available in limited quantities

## ADVERTISING SPECS

Ad Type	Dimensions	Max File Size	Animation	Loops	Notes
Rectangle	300x250	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Tile	234x60	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Leaderboard	728x90	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Half-Page	300x600	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
Roadblock	300x250 and 728x90 (run concurrently)	30K	Up to 15 sec.	3 loops max	Additional requirements for Flash or Pre-Approved Rich Media
E-Mail Newsletter Sponsorships	728x90, 120x90 & 50 words of text	30K	Up to 15 sec.	3 loops max	GIF or JPEG only. Text max of 50 words.

### TECHNICAL AD SPECS

- Format: We accept GIF, JPG, HTML, Flash, IFrame, Javascript, and all other pre-approved, DART-compatible Rich Media files. All ads must have a border.
- Linking URL: Each creative should be accompanied by a click through URL.
- Due Dates: All creative(s) must be delivered a minimum of 5 business days prior to launch.
- All ads must have a border.

### RICH MEDIA AD SPECS

#### Flash Files:

- Flash files are accepted in .swf format only.
- To ensure proper tracking, files should contain an action script inserted in this fashion:
 

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

 (This action script will replace the click-through url within the file but urls must still be provided)
- All Flash files also require a default .gif or .jpeg with a max file size of 30k.
- Flash 6 or higher

#### Expandable Units:

- 728x90; max expansion 728x270
- 300x250; max expansion 500x500
- Expansion must be user-initiated

#### Other Rich Media:

- All Rich Media files require a default .gif or .jpeg with a max file size of 30k.
- Sound is permitted but must be user initiated.
- Please contact us for additional Rich Media-specific requirements.

## SAMPLE WEEKLY EMAIL NEWSLETTERS

SIPS & TIPS
Wine Spectator  
LEARN MORE  
DRINK BETTER

728 x 90



**FOOD MATCHING**  
**Lime Garlic Marinated Sirloin Steak**

Now that spring weather is finally here, it's time to roll out the old grill and cook dinner outdoors. Try this easy, tasty recipe from chef John Schenk of Strip House, in which garlic, lime juice, and a few easily available herbs and spices lend great flavor to sirloin steak. Pair with a juicy Malbec like the one suggested above.  
[Read the recipe](#)

[» SEE MORE FOOD MATCHING TIPS](#)

**This issue is sponsored by:**  
This full-bodied, luxurious chocolate is specially crafted to awaken your taste buds and enhance the flavors of your favorite wines. Drawing upon its unique red fruit notes, this blends single origin Chocstone chocolate to soothe the tender tannins and arouse the senses of fruit-forward wines in a memorable pairing.

120x90

**TRAVEL**  
**San Luis Obispo: Easygoing charm along the Central Coast**

California's Central Coast found the spotlight thanks to the hit movie *Sideways*. But while visitors are flocking to its Santa Barbara locations, don't overlook the laid-back charm of nearby San Luis Obispo County, less than 50 miles to the north. It's home to two wine regions, Edna Valley and Arroyo Grande, scenic coastal communities such as Pismo Beach and Morro Bay, and the lively college enclave of San Luis Obispo. Read more about the area's winery, dining and lodging options.  
[» SEE MORE TRAVEL TIPS](#)

120 x 90

VIDEO THEATER
Wine Spectator  
SEE OUR LATEST RELEASES

728 x 90



**BORDEAUX VALUES**  
*with James Molesworth*

**Bordeaux Values with Worksheet**

How can you find delicious Bordeaux that doesn't break the bank? Join James Molesworth as he shares some of his favorite values.  
[Get the worksheet. \(5min-37sec\)](#)

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120x90



**AUSTRIA BEYOND RIESLING**  
*Neumeister, Steiermark Sauvignon Blanc*

**Austria Beyond Riesling: Steiermark Sauvignon Blanc**

What happens when small family wineries like Neumeister plant one of the world's great grape varieties on top-notch soils? You get expressive, crisp Sauvignon Blancs from Austria. (6min-05sec)



**Real Men Drink Pink**

When the temperature spikes, we dream of crisp and refreshing rosé. Here is a look back at one of our classic videos in which Kim Marcus and James Molesworth compare pinks from Provence and Tavel. (2min-45sec)

728 x 90

50 words of text



728 x 90



**Grilled Yogurt-Marinated Chicken and Chardonnay**

Planning a backyard barbecue? Check out this simple, healthy recipe for grilled chicken. A tangy marinade of yogurt and smoked paprika keeps things flavorful, while a whole grain salad loaded with veggies makes a great alternative side dish to heavier potato or pasta salads. Pour a California Chardonnay alongside for a great match.

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120x90

**Q & A**

**Q: How many glasses of red wine a day is the line between good for your health and bad? —Robert**

**A:** Unfortunately, there is no magic number of drinks that can be considered the threshold between healthy and unhealthy drinking. As recently as 1990, the U.S. Dietary Guidelines, which are updated every five years, claimed there was "no net health benefit" to any amount of alcohol consumption. An Australian study recently stated that even moderate alcohol consumption—which the Dietary Guidelines define as an average of up to one drink a day for women and up to two for men—can increase cancer risk. Today, however, the U.S. Dietary Guidelines state that moderate consumption reduces mortality risk, and can help keep brain function intact in middle-aged and older adults, though they add that no one should start drinking for health reasons. A meta-analysis of 34 alcohol and health studies, published in 2006, agrees with that premise, even allowing as many as two drinks a day for



728 x 90

**COLLECTIBLES**

**G. Roumier Bonnes Mares 2008**

**94 points / \$275 / 70 cases imported** Very expressive, with floral, spice, red fruit and mineral aromas and flavors. Silky and long, with a bit of oak that requires time to be resolved. Shows fine harmony and a mineral-tinged aftertaste. Best from 2014 through 2028. —Bruce Sanderson

**WineSpectator.com members:** Add this wine to your Personal Wine List Tips

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120x90

**Q & A**

**Q: What characteristics does one need to look for in a wine to know if it's capable of aging gracefully? —Garry S., San Juan, Puerto Rico**

**A:** I'd first look at the characteristics of the person aging the wine, to make certain they like the taste of older wines. Next, I'd look at the cellar, and make certain there are good storage conditions to allow wines to age gracefully. If I'm talking to a fan of older wines with a cellar that will take good care of them, my advice to look for wines you like while still young. A wine cellar is not a wine hospital, and bottles that are unbalanced, flawed or otherwise not to your liking will just get older, not better. I think wines that age well exhibit a good combination of structure, flavor and intensity. —MaryAnn Wordes

**Have a Question about Collecting?** E-mail us.  
[Browse our archive of previous questions and answers.](#)

# Wine Spectator.com

## AD SAMPLES

234 x 60

234 x 60

300 x 250

300 x 250

Wine Spectator

Welcome, Edison Leon [logout]

Online Membership  
Online Gift Membership  
Magazine Subscription  
Magazine Gift Subscription

Wine Ratings News & Features Collecting Learn Wine Dining & Travel Blogs Video For the Trade Shop

Members: Try the streamlined Personal Wine List, with new Collar View and print-friendly options

Breaking News: Welcome to our new website! Read more about the changes here.

FIND A WINE RATING: 200,000+ Wine Spectator reviews!

OTHER SEARCH TOOLS: Restaurant Search Auction Prices & Wine-Friendly Recipes

Member Quick Links: Personal Wine List, Wine Ratings Search, Recall Last Search, Vintage Charts, My Library, Value Wines, Top 100 of 2008, Logout, Customer Care

Daily Wine Picks: 08.31.09  
• A vibrant Shiraz-Cab with blackberry and spice (\$14)  
• An intense white with passion fruit and melon flavors (\$19)  
• An inviting red showing terrific poise with plum notes (\$41)

Quick Wine Lists: 14 Northern Rhine Values, Cali Chardonnay, \$25 or less, Blight French Whites, 26 Napa Cabernet Values

Our New Website: Welcome to WineSpectator.com's new, redesigned website! Try the streamlined Personal Wine List. Comment on news and features. Learn more about the changes here.

• Contact us and let us know what you think!  
• To access your account, visit Customer Care.

234 x 60

234 x 60

728 x 90

728 x 90

300 x 250

Wine Spectator

Welcome, Edison Leon [logout]

Online Membership  
Online Gift Membership  
Magazine Subscription  
Magazine Gift Subscription

Wine Ratings News & Features Collecting Learn Wine Dining & Travel Blogs Video For the Trade Shop

New Videos | By Region | Editors' Tastings | Wine People | Learn Wine | Food Pairing | Dining & Travel | Special Reports | Vlogs | Vault | Video Search

video theater: new videos

Search videos by keyword search

Don't miss a single video. Sign up for our free e-mail newsletter.

CELEBRATING JULIA with Emerill Lagasse

VIDEO READY: Emerill on Julia

New Videos: Emerill on Julia, Keller on Julia, Julie Julia, Julie+Emerill+Cog, Julie+Keller+Boerf, Ray P-I-A-R-O, White Burg Values, How To: Wine Swc, WA Blesing

Learn wine, taste with experts, meet winemakers, visit wineries... See hundreds of free Wine Spectator videos!

## AD SAMPLES

Welcome, Edison Leon [logout]  Entire Site

Online Membership  
Online Gift Membership  
Magazine Subscription  
Magazine Gift Subscription

**234 x 60**

Wine Ratings | News & Features | Collecting | Learn Wine | Dining & Travel | Blogs | Video | For the Trade | Shop

Wine Country Travel | Restaurant Search | Winery Search | Hotel Search | Recipe Search | Wine & Food Pairing | Recent Articles

**728 x 90**

### dining & travel

**Wine Country Travel**

Our experts' guide to great wine regions, with tips on where to stay, eat and visit.

**Featured Destination: Napa Valley**  
Come for the wine. Stay for the food. Live the wine country life. No matter what you think about America's most famous wine region—critics claim it's crowded, expensive or ostentatious—this is still a fantasyland for wine lovers.

**FREE Restaurant Search**  
Search more than 3,600 restaurants around the world that earned one of Wine Spectator's 2009 Restaurant Wine List Awards.

**Winery Search**  
Profiles and listings for thousands of wineries around the globe.

**Wine Spectator Monthly Pick:** Castello di Borghese Vineyard & Winery, Long Island, Cutchogue, NY

**Recipe Search**  
Hundreds of delicious recipes — searchable by ingredient, food type and matching wine type — plus wine-pairing tips.

**Hotel Search**  
Find hundreds of recommended hotels in top wine and food destinations.

**Wine Spectator Weekly Pick:** The Beverly Hills Hotel and Runabouts, CA

**Member Quick Links**  
Personal Wine List | My Library | Logout  
Wine Ratings Search | Value Wines | Top 100 of 2008  
Recall Last Search | Customer Care  
Vintage Charts

**300 x 250**

**Our New Website**  
Welcome to WineSpectator.com's new, redesigned website! Try the streamlined Personal Wine List. Comment on news and features. Learn more about the changes here.

• Contact us and let us know what you think!  
• To access your account, visit Customer Care.

**Roadblock**

Welcome, Edison Leon [logout]  Entire Site

Online Membership  
Online Gift Membership  
Magazine Subscription  
Magazine Gift Subscription

**234 x 60**

Wine Ratings | News & Features | Collecting | Learn Wine | Dining & Travel | Blogs | Video | For the Trade | Shop

Wine Ratings Search | Daily Picks | Value Wines | Insider | Advance | Vintage Charts | Top 100 | Personal Wine List | Mobile | Our Tastings

**728 x 90**

### wine ratings

**Wine Ratings Search**

Full access to our 218,000 wine ratings. Search by name or use any combination of winery, wine name, wine region, varietal, vintage, price, score and more.

Current Buying Guide: September 30, 2009

New: Check other users' tasting notes.  
About Our Tastings: Our guidelines explained.

**Daily Wine Picks for 09.31.09**

**Value Wines**

Less than \$15 : RIBBERRY Shiraz-Cabernet Central Ranges Mountain Estate 2007

\$15 to \$30 : PROVENANCE Sauvignon Blanc Rutherford 2008

More than \$30 : DOMAINE GRAUD Châteauneuf-du-Pape Tradition 2007

Browse our exclusive lists of the world's top wine values, top value producers and easy-to-find wines.

**Featured:** Easy Finds: California Whites for \$9 to \$25

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Wine Ratings Search | Value Wines | Top 100 of 2008  
Recall Last Search | Customer Care  
Vintage Charts

**300 x 250**

**EXCLUSIVE SPONSORSHIP (all 3 ad positions)**

## WINE SPECTATOR MOBILE

**A new way to reach WineSpectator.com members — sponsor *Wine Spectator Mobile* today!**

### ABOUT WINE SPECTATOR MOBILE

Launched in October 2008, *Wine Spectator Mobile* is for everyone who has ever wanted more information when buying wine on the go.

- Search *Wine Spectator's* database of more than 200,000 wine ratings
- View our vintage charts
- Reference your shopping lists and current cellar inventory via Personal Wine List/My Cellar



### MOBILE BANNER AD SPECS

Dimension	Max File Size	Accepted Formats
216x36	3K	Static GIF or JPEG only

### ADDITIONAL INFORMATION

- Third party serving and tracking not accepted.
- Click through URL must link to a mobile web site specifically optimized for mobile phones. If you do not have a mobile web site, your ad must click through to a landing page that is optimized for mobile phones.

**[mobile.winespectator.com](http://mobile.winespectator.com)**