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WINES & VINES 2022 BUYER'S GUIDE

**Connecting Wine Industry Buyers & Sellers
at the Point of Purchase -- in Print and Online.**

Unprecedented Opportunity to Gain New Winery Customers

- Severe economic disruption over the past 18 months has meant large staff turnover within vendors serving the wine industry -- as well as vendors merging or even going out of business
- These changes in vendor company status and personnel will cause many wineries to look for potential new vendors.

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How Will Wineries Find New Vendors?

- Holding In-person meetings and tradeshow has been nearly impossible in the past 18 months, and is likely to be limited for at least the next nine months – prime buying time for wineries.
- Because of the restrictions on in-person meetings **wineries will turn to the only curated, comprehensive, up-to-date, wine industry specific** list of vendors: the Buyer's Guide
- Advertisements and promotions encouraging wineries to turn to the Buyer's Guide will run in *Wine Business Monthly* magazine, in the Daily News Email and on the winebusiness.com website.

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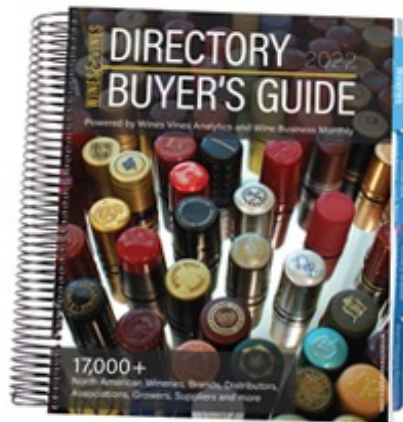


How Will Wineries Find New Vendors?

Some wineries buyers will want to research their purchases in print, others will want to do their research online. The Buyer's Guide is available in both mediums.



The online version of the Buyer's Guide will be integrated into the newly re-designed winebusiness.com website, the leading website for the wine industry with over 150,000 unique visitors per month.



The print version of the Buyer's Guide will be mailed to over half of US wineries producing at least 5,000 cases annually.

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A Partial List of Wineries that Received the 2021 Buyer's Guide

A Rafanelli Winery & Vineyards
A S V Wines

A To Z Wineworks
A X R Napa Valley
Madrone Vineyard

Abacela
Adams County Winery

Adelaida Vineyards & Winery
Adelsheim Vineyard
Adirondack Winery

Akash Winery & Vineyard
Alba Vineyard

Alexander Valley Vineyards
Allegro Winery
Alma Rosa Winery & Vineyards

Alpha Omega Winery
Amigoni Urban Winery

Anaba Wines
Ancient Peaks Winery
Andis Wines

Andrew Murray Vineyards
Andrew Peller

Antica Napa Valley
Anyela's Vineyards
Argyle Winery

Artesa Vineyards & Winery
Asti Winery

Atwater Estate Vineyards
Aubert Wines
August Hill Winery

B N A Wine Group
Badger Mountain

Balboa Winery
Baldacci Family Vineyards
Balletto Vineyards & Winery
Barboursville Vineyards

Bargetto Winery
Barnard Griffin Winery
Barnett Vineyards
Bear Creek Winery
Bell Mountain Vineyards
Bell Springs Winery
Bella Vineyards & Wine Caves

Bending Branch Winery
Benton-Lane Winery
Benziger Family Winery
Bergstrom Winery
Bernardus Vineyards & Winery
Bethel Heights Vineyard
Bevan Cellars
Bianchi Winery & Tasting Room

Biltmore Estate Winery
Black Ankle Vineyards
Black Stallion Estate Winery
Blue Rock Vineyard
Bluestone Vineyard

Bogle Vineyards
Boisset Collection

Bokisch Vineyards
BookCliff Vineyards
Booker Vineyard

Bookwalter Winery
Boordy Vineyards

Bowers Harbor Vineyards
Brack Mountain Wine Co.
Brandborg Vineyard & Winery

Brian Carter Cellars
Brick Barn Winery

Bridlewood Estate Winery
Broadley Vineyards
Broken Earth Winery
Bronco Wine Co.

Brooks Wines
Brown County Wine Co.
Bryn Mawr Vineyards
Buckingham Valley Vineyards
Bully Hill Vineyards
Buttonwood Farm Winery
C Mondavi & Family

Cain Vineyard and Winery
Cairdeas Winery
Cakebread Cellars
Calcareous Vineyard
Camarillo Custom Crush
Canandaigua Winery
Cardwell Hill Cellars
Carhart Winery

Carneros Hills Winery
Carol Shelton Wines
Casa Barranca Wines
Cass Wines
Castello di Amorosa

Castoro Cellars
Cave B Estate Winery

Caymus Vineyards
Chamisal Vineyards
Chappellet Winery
Charles B Mitchell Vineyards
Chateau Chantal

Chateau Grand Traverse
Chateau Montelena Winery
Chateau St. Croix Winery

Chateau St. Jean Winery
Childress Vineyards

Chrysalis Vineyards
Cinder
Cline Cellars
Clos Du Bois

Clos Du Val Wine Co.
Clos LaChance Winery
Clover Hill Vineyards & Winery
Colterris Wines
Columbia Crest Winery
Columbia River's Edge Winery
Conn Creek Winery

Conneaut Cellars Winery
Constellation Brands
Cooper's Hawk Winery
Copa di Vino/Quenett Cellars
Copper Cane Wines
Coquelicot Estate Vineyard
Cougar Crest Estate Winery
Covenant Wines

Coventry Vale Winery
Crew Wine Co./Matchbook
Crimson Wine Group
Cristom Vineyards
Cru Wine Co.

Cuvaision Estate Wines
Dablon Winery & Vineyard

D'Alfonso-Curran Wines
Danza del Sol Winery
DAOU Vineyards

Darioush Winery
Dashe Cellars

Davis Estates
Dehlinger Winery
Del Dotto Vineyards

Delicato Family Wines
DeLille Cellars

Diageo Chateau
& Estate Wines

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Wineries will be Searching the Buyer's Guide -- How will They Find Your Company?

- Many product categories in the Buyer's Guide have more than 40 companies listed
- Stand out from your competition and get your company's product and message in front of winery buyers as they research their purchases by advertising in the print and online versions of the Buyer's Guide.

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Advertising in Buyer's Guide

-- Print Benefits

Buyer's Guide Print Edition	Basic Listing Spend up to \$1,000 in BG	Premium Listing Spend over \$1,000 in BG
company name	•	Bold Company Name
address	•	•
phone number	single phone number	multiple phone numbers
website	•	•
full contact detail		•
employee detail		•
brands sold		•
company summary		•
*guaranteed to be in the print edition	NO	YES

Reserve Now! Deadline is October 15, 2021

and premium (text and financial) our sensory profiles delivered through an array of product formats worldwide.

OAK SOLUTIONS GROUP

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2557 Napa Valley Corporate Dr, Ste D, Napa, CA 94558

P: (707) 259-4988 **F:** (707) 255-5952

E: info@oaksolutionsgroup.com

W: oaksolutionsgroup.com

Brands Sold: évOAK, trū/tan

Products and Services: Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: évOAK forward-thinking oak products and trū/tan enological tannins.

Premium Listing

Basic Listing

OAK WISE

809 Black Diamond Way, Lodi, CA 95240

P: (209) 224-5353 **F:** (209) 625-8953

W: oak-wise.com

OENOFRANCE USA, LLC

Contact(s): Fabien Machard, Reg. Mgr. - USA, Oregon - Mendocino - Temecula - Paso Robles, fmdg@oenofranceusa.com, (707) 971-8271, (707) 224-2222; Guyon Cliffo, General Manager

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Advertising in Buyer's Guide -- Online Benefits

Logo Added to Listing in Search Results

- Spend \$1,000+ in the Buyer's Guide and receive a **FREE upgrade to your company's presence in the Buyer's Guide online**
- Your logo will be included in your listing on the search results page, making sure your Brand stands out.

Enhanced – logo and extended copy

Standard listing (free) – no logo, limited text



Seguin Moreau Napa Cooperage

Barrels in Bordeaux and Burgundy shapes and larger formats: French, American, European and Russian oak. Wood for ICÔNE barrels is selected on chemical composition and targeted to specific results. Oak tanks, plus a range of oak alternatives products.



Tonnellerie Radoux USA

Radoux manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radoux's proprietary Oakscan® technology is now applied to both barrel and oak for enology products.

J Rettenmaier USA

Vitacel filter aid is a crystalline silica-free, biodegradable, pure cellulose replacement for DE

online

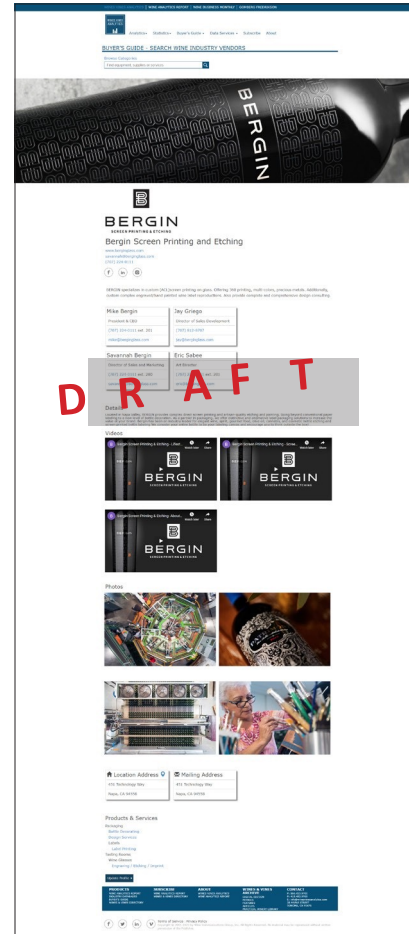
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Advertising in Buyer's Guide -- Online Benefits

Enhanced Profile

- Spend \$1,000+ in the Buyer's Guide and also receive a FREE upgrade to your Online Business Profile which enables you to showcase your products in the most advanced way possible.
- An Enhanced Online Business Profile can include:
 - ~ A hero banner showcasing products or brand
 - ~ Multiple contact information
 - ~ Marketing materials
 - ~ Videos
 - ~ Product photos
 - ~ Social media handles



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Advertising in the Buyer's Guide

- For one price, get your message in front of wineries as they research purchases -- in print and online.
- Receive year-round exposure: the Buyer's Guide print edition is referenced the entire year. And your ad will be available in our Buyer's Guide Online year-round, 24/7!

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2022 Rates & Specifications

New for 2022 – rates are for package of both print AND online ads*

Ad Rates

Frequency		full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
1x	4 Color	\$4,398	\$3,697	\$3,568	\$2,917	\$2,497
	Black & White	\$2,490	\$1,801	\$1,576	\$893	\$520
4x	4 Color	\$4,213	\$3,579	\$3,400	\$2,883	\$2,446
	Black & White	\$2,273	\$1,576	\$1,402	\$796	\$474
7x	4 Color	\$3,999	\$3,444	\$3,282	\$2,833	\$2,406
	Black & White	\$2,041	\$1,464	\$1,245	\$750	\$434
13x	4 Color	\$3,742	\$3,304	\$3,136	\$2,739	\$2,367
	Black & White	\$1,761	\$1,319	\$1,144	\$663	\$388
20x	4 Color	\$3,355	\$2,939	\$2,810	\$2,457	\$2,126
	Black & White	\$1,576	\$1,223	\$1,026	\$602	\$342

Ad Sizes (W X H)

WBM File Format: .PDF is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals. We can use your ad that ran in Wine Business Monthly

Online is standard IAB 300x250 ad.

**Ads priced above \$1,000 include online ads

full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
7.375 x 9.75" (inset) or 8.625 x 11.125" (with bleed)	5.5 x 7.125"	3.625 x 9.75" (vertical) or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

2022 Rates* & Specifications

***New for 2022: Rates include both print AND online**

Premium Placement (full page only)

	Back Cover	Inside Front Cover	Inside Back Cover	Tab Divider
1X	\$5,940	\$5,868	\$5,731	\$5,148
4X	\$5,604	\$5,467	\$5,390	\$4,972
7X	\$5,483	\$5,296	\$5,170	\$4,769
13X	\$5,247	\$5,054	\$4,955	\$4,526
20X	\$4,724	\$4,554	\$4,466	\$4,158

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