



# MEDIA KIT

## Demographics

### Viewers

The Palate Press Advertising Network attracts a mature viewing audience, with 38% of its viewers aged 35-49 and 35% of its audience 50 or older.

### Income

Average income is over \$100,000 per year.

### Education

The Palate Press Advertising Network also attracts a well-educated audience, with 75% of its readership holding college or graduate degrees.

### Disposable Income

Most of our households have no young children in the household. This represents the ideal demographic for wine advertisers: affluent, educated, mature wine lovers whose children are out of the home, leaving disposable income to purchase the products they love.

### Our Network

Network-wide, demographics are similar. Well-known, award-winning wine websites like [Good Grape: A Wine Blog Manifesto](#), [1WineDude](#), and [The New York Cork Report](#) all attract similar wine-loving audiences.

# Traffic Information

The Palate Press Advertising Network is on line 24 hours a day, all around the world. We serve more than two million page views, and over three million advertising spaces, per month. The Palate Press Advertising Network has been seen in more than 100 countries (so far) and all 50 United States. The following is viewer information about our growing Network.

## Page View Information

- more than 150,000 page views per day
- more than 4 million page views per month
- more than 2 million unique visitors per month
- more than 5 million ad impressions per month

## Geographic Information

### Global

- 80% traffic in the United States
- 13% traffic in Europe
- 5% traffic in Canada
- 4% on the Pacific Rim

### United States

- 30% traffic on the Pacific Coast
- 30% traffic on the Eastern Seaboard

### Metropolitan Areas

- 13% San Francisco/Oakland
- 10% New York
- 6% Los Angeles

# Rate Sheet

Welcome to the Palate Press Advertising Network. With our network you can advertise your products at [PALATE PRESS: The online wine magazine](#), and across our network of wine and food affiliates, including some of the top wine sites in the world, including [1 Wine Dude](#), [Good Grape](#), [CheapWineRatings.com](#), and more.

With a single advertising purchase, and a single bill, your product or service can be seen on a network providing more than two million page views every month to more than 800,000 unique visitors. The network is based in the United States, but has affiliates around the world, including in Canada, Germany, Sweden, and New Zealand.

On the Palate Press Ad Network, we can work with you to meet your needs. We can target advertising geographically, allowing your ads to be seen in a specific country, state, metro area, or even defined area codes or zip codes, and you will only pay for those viewers.

We offer three industry standard ad sizes, 300×250, 160×600, and 728×90. We are also introducing another standards size, 468×69, on several pages, and a full background ad on [Palate Press: The online wine magazine](#). We run custom email, newsletter, and advertorial campaigns through many of our websites, and our unique Friend, Fan, and Follow campaign to jump-start or invigorate social media efforts. Palate Press also offers hot-link opportunities for its wine reviews, including its reader-voted Palate Press Wine of the Week.

---

# **BANNER ADVERTISING**

Advertisers have two different choices for pricing, flat-rate or CPM (price per thousand views).

Advertising options include full network (your ad is seen everywhere in the world), the United States and Canada, other countries, or individual states, provinces, and even cities. Flat-rate pricing for the standard ad sizes is as follows:

## **FLAT RATE PRICING**

### Full Network

- One standard ad size ..... \$300.00/month
- Two standard ad sizes ..... \$400.00/month
- Three standard ad sizes ..... \$500.00/month
- Four standard ad sizes ..... \$600.00/month

### United States and Canada

- One standard ad size ..... \$250.00/month
- Two standard ad sizes ..... \$350.00/month
- Three standard ad sizes ..... \$450.00/month
- Four standard ad sizes ..... \$500.00/month

### Other Countries (Pricing per country)

- One standard ad size ..... \$ 75.00/month
- Two standard ad sizes ..... \$100.00/month
- Three standard ad sizes ..... \$125.00/month
- Four standard ad sizes ..... \$150.00/month

### Single State, Province, Metro Area or City (Pricing per geographic unit)

- One standard ad size ..... \$40.00/month
- Two standard ad sizes ..... \$50.00/month
- Three standard ad sizes ..... \$60.00/month
- Four standard ad sizes ..... \$80.00/month

## Palate Press: The online wine magazine background

- One price only ..... \$1,000.00/month

### **CPM PRICING**

CPM pricing is based upon ad size

- 300×250 ..... \$10.00/1,000
- 160×600 ..... \$ 8.00/1,000
- 728×90 ..... \$12.00/1,000
- 468×60 ..... \$ 6.00/1,000

Advertisers provide their own artwork in any Flash Media or Rich Media formats using \*.jpg, \*.png, or \*.gif (including animated gif) images.

# **DIRECT MARKETING**

## **EMAIL, RSS FEED AND NEWSLETTERS**

Many Palate Press Advertising Network websites provide direct marketing through email, RSS feeds, and newsletters. Direct marketing campaigns guarantee you are reaching wine lovers who have asked, through subscriptions to wine websites, for wine news and information.

Direct marketing campaigns are particularly effective for social media launches and mobile phone application products. Emails delivered to a wine-lover's telephone makes a new application, or a new Facebook or Twitter page, just a click away.

- Direct-marketing banner, 468x60 ..... \$10/cpm
- Geo-targeted direct-marketing banner, 468x60 ..... \$25/cpm



## **HOT LINKS**

Palate Press: The online wine magazine features five or more new wine reviews every week. Every Saturday, it runs a poll in which its viewers pick the Palate Press Wine of the Week™. Palate Press wine reviews remain in our searchable archives forever. They are also picked up every day by Google News. The regular flow of reviews, as well as Palate Press' high page rating and recognition, guarantees that Google and Bing bring Palate Press reviews up early in every search. For a very small fee wineries, distributors, and importers can purchase a permanent hot link to their website.

- Hot link from winery, distributor, or importer name in regular Palate Press wine review to website ..... \$5.00
- Hot link from winery, distributor, or importer name in Palate Press Wine of the Week wine review to website ..... \$10.00



---

# **RADIO AND PODCASTS**

## **iWINE RADIO**

- The only wine station on iTunes Radio.
- The only wine channel on Live 365.
- The only dedicated wine show on WSRadio
- The only wine station on Athena365 Network for Women
- Available as a podcast on Facebook, RadioTime, and LastFM.

### Advertising rates:

- 30 second commercial \$200/show, plus a one-time production fee of \$45 per spot.
- 60 second commercial \$250/show, plus a one-time production fee of \$65 per spot.

### Sponsorships

Segment sponsorships include Opening and Closing Billboard per show for one segment (segment may vary), and Banner/Logo/Link on iWineRadio.com:

- One month commitment \$750/month
- Three month commitment \$600/month
- Six month commitment \$450/month
- One year commitment \$325/month

### Interviews

Sponsor interviews are available packaged as part of a complete Palate Press Advertising Network campaign. Please inquire for details and availability.



## **CONTESTS AND PROMOTIONS**

Palate Press is a leader in the on-line wine world. As a leader, it can use its power in the market to create on-line writing contests and promotions to increase our clients' buzz in the marketplace. Whether it is a writing contest to promote an entire wine producing region, or to create buzz about an event, The Palate Press Advertising Network can create the contest, build a website to promote it, recruit bloggers to write about it, and judge the results.

Examples of contests include the [Cognac Contest](#) and our [WineFair.com Contest](#).

The [Cognac Contest](#) was a writing contest for on-line publishers. Prizes included a free trip to Cognac for the Cognac Blues Passion Festival, \$500, and free Cognac. More than a dozen on-line stories were published by well-known wine and liquor bloggers, including Alice Feiring and Clive Pursehouse.

The [WineFair.com Contest](#) was a writing contest for wineries, asking them to write about the winery to win a free booth at the Fair. Wineries from around the world participated and the winners, Twisted Oak and Quevado, represented the best vision for the future of wine and social media from the United States and Europe.

In our Contests and Promotions we:

- Create the Contest website;
- Promote the Contest to writers and publishers by:
  - Direct mail to our mailing list of more than 500 on-line wine websites;
  - Twitter to more than 50,000 followers network-wide
  - Facebook announcements to more than 100,000 friends network-wide
  - Personal contact and requests
- Vetting of stories for quality, content, and appropriateness based upon the client's standards;

- Badge stories with the Contest graphic, including the client's image or trademark;
- Tag each story with invisible counters to determine ROI through page views;
- Create a qualified panel of judges to identify winners; and
- Announce winners through the dedicated Contest page and social media.

Fees vary depending upon the client's needs. Please contact your Palate Press Advertising Network Sales Manager to plan your own Contest and Promotion.

## **PRODUCT PLACEMENT**

The Palate Press Advertising Network is proud to offer the first on-line product placement program for wine ever created. Banner ads remain an effective method of branding, but product placement supports branding and puts your product in the middle of the story, not just the sidebar.

The Palate Press Advertising Network has more than 100 members, most of whom are bloggers regularly updating their content, and looking for art to support their stories. Now, your brand can be placed right in the heart of the story.

Send us your artwork, wine blog-friendly images of wine glasses, wine dinners, vineyards, and more. Our network members will have access to a private image bank, and will use your images to support their stories. There are no guarantees images will be used (they have to work with the stories), but you will only be charged once they get published.

We offer 3 month, 6 month, and 12 month Product Placement agreements. During that time period we will use your images on a CPM basis, up to the cap you set.

### **Product Placement Campaign details:**

- 3 month, 6 month, or 12 month contract;
- One-time set-up fee for the network of \$25.
- One-time set-up fee per website, charged only when an image is published, of \$10.
- CPM pricing from \$15/1,000 page views to \$30/1,000 page views.

# Geo Targeting

What is “geo targeting,” and why is it the advertising model of the future?

**Geo targeting** in geomarketing and internet marketing is the method of determining the geolocation (the physical location) of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, Internet Protocol (IP) address, ISP or other criteria.

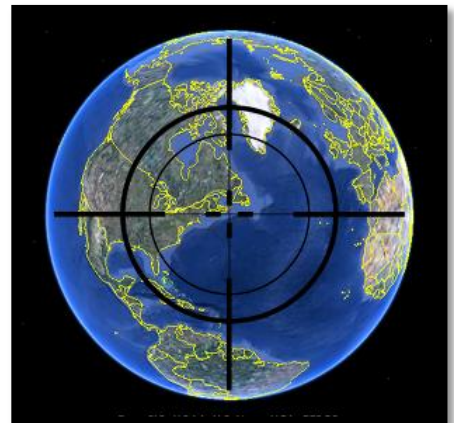
*-Wikipedia*

With geo targeting, you don't pick your advertising website, you pick your advertising viewer. In today's global world, the location of a web publisher bears almost no relationship to the location of a viewer. A wine lover in Philadelphia is as likely to read [Palate Press: The online wine magazine](#), based in Indianapolis, as he is the locally produced [1 Wine Dude](#). Indeed, he is likely to read both, along with [CheapWineRatings.Com](#) (Cincinnati), [Winehiker Witiculture](#) (Napa Valley), and [Boozemonkey](#) (Sydney, Australia). With geo targeting and [The Palate Press Advertising Network](#), you can reach that potential customer with every click.

How does it work?

When you put an ad on the internet, this is who you reach, the whole world.

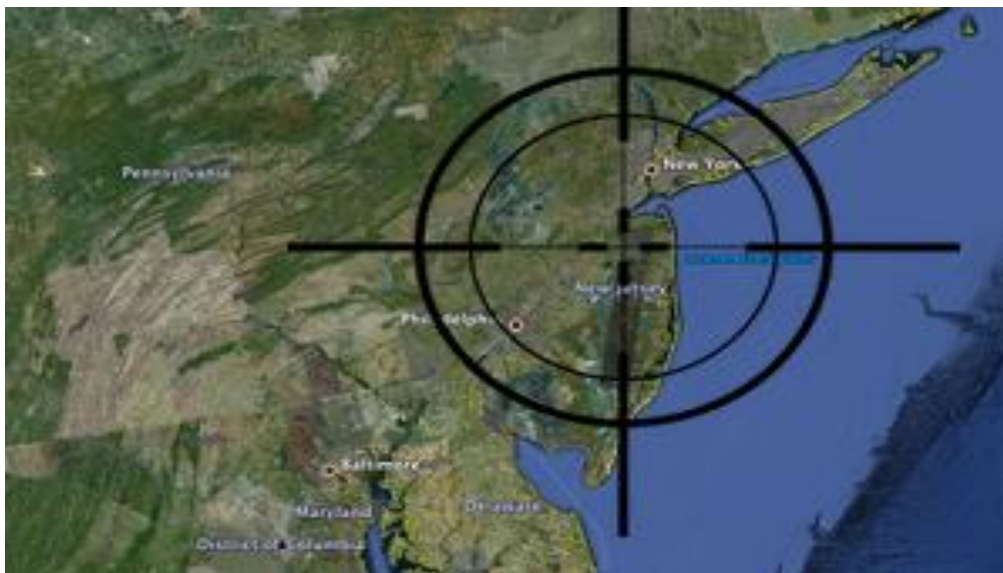
Unfortunately, your target audience is a little smaller than that. You have taken the first step by putting your ad on [The Palate Press Advertising Network](#). The only people within that target that are seeing your product are wine lovers.



With geo targeting, you don't have to aim your product at the whole world. Do you do business throughout the United States, or Europe, or Australia? Pick a continent, and we can target it.



Too big? No problem. Do you have a regional wine store, or are you promoting a big event? Why tell people in Boise about a festival in Philly? With [The Palate Press Advertising Network](#) and geo targeting, you can pick your audience. Do you want to run an ad from New York to Philadelphia? How about just in New York and Philadelphia, and nothing in between? We can do that.



Do you have a local wine shop? You don't ship? Your potential customer base is in a city or town? We can do that, too. The wine lover down the street, the one you want to reach, might not be reading her local website. Indeed, she is more likely to be reading [Palate Press: The online wine magazine](#), or [St. Louis Eats and Drinks](#), than [localwine.com](#). But if your advertising is on [The Palate Press](#)

Advertising Network she will see it every time, regardless of which site she's reading. Not just that, but as she surfs from website to website, she sees your ad on all the different sites she has come to know and trust.

The Palate Press Advertising Network will deliver your message to your customers, wherever they are, from over a hundred different fine wine websites. Because we understand what your target really is, and we want to help you hit it.



# Our Team

The Palate Press Advertising Network is made up of more than one hundred fine wine and food websites, plus select community sites in wine-growing, wine-making, and wine-loving communities. One phone call, one buy, and your advertising will be seen everywhere. Just call The Palate Press Advertising Network to meet all your advertising needs.

[Palate Press](#)

[WineBerserkers](#)

[Bottlenotes](#)

[CellarTracker](#)

[Ken's Wine Guide](#)

[Wine Country Getaways](#)

[1WineDude](#)

[New York Cork Report](#)

[San Francisco Grapevine](#)

[Enobytes](#)

[The Gray Market Report](#)

[Good Grape: A Wine Manifesto](#)

[Bigger Than Your Head](#)

[Catavino](#)

[WineTonight](#)

[AlaWine](#)

[WineIndustryInsight](#)

[Drink Nectar](#)

[Vintology](#)

[Red for Me](#)

[The 89 Project](#)

[Vintwined](#)

[Wellesley Wine Press](#)

[St. Louis Eats & Drinks](#)

[Ithacork](#)

[RJ's Wine Blog](#)

[Simple Hedonisms](#)

[Crushworthy Wines](#)

[2 Days per Bottle](#)

[Drink With the Wench](#)

[Galveston Wine Guy](#)

[California Wine Hiker](#)

[Decatur Wine & Food Dude](#)

[Palate Match](#)

[Between the Vines](#)

[Food & Wine Chickie](#)

[The Wine Case](#)

[Wine & Stilettos](#)

[Southern California Wine News](#)

[Suburban Wino](#)

[Sacramento Grapevine](#)

[B K Wine](#)

[1337 Wine](#)

[Toledo Wine & Vines](#)

[Vindulge](#)

[New York Grapevine](#)

[Under the Grape Tree](#)

[CheapWineRatings.Com](#)

[Wineheimer](#)

[Sparkling Online](#)

[WINEormous](#)

[The Food Case](#)

[Boozemonkey](#)

[Wine and Beer Washington](#)

[Luscious Lushes](#)

[Oenotype](#)

[Northwest Whites](#)  
[Michigan By The Bottle](#)  
[LA Grapevine](#)  
[Wine Welfare](#)  
[Just Grapes](#)  
[WineZag](#)  
[Notes from the Cellar](#)  
[The Wine Curmudgeon](#)  
[Hudson Valley Wine TV](#)  
[Hudson Valley Wine Goddess](#)  
[WineFoot](#)  
[Wine Connoisseur](#)  
[WineWriting](#)  
[Pittsburgh Grapevine](#)  
[Ventura Grapevine](#)  
[San Diego Grapevine](#)  
[Santa Barbara Grapevine](#)  
[Las Vegas Grapevine](#)  
[Salt Lake City Grapevine](#)  
[Contra Costa County Grapevine](#)  
[Chicago Grapevine](#)  
[Southwest Florida Grapevine](#)  
[Vinsifera](#)  
[Grapes & Grains NYC](#)  
[The Wineing Woman](#)  
[Wine Flair](#)  
[Cuvee Corner](#)

[Atlanta Grapevine](#)  
[VinTuba](#)  
[Sip Swirl Snark](#)  
[San Antonio Grapevine](#)  
[Springfield Grapevine](#)  
[Baltimore Grapevine](#)  
[Savvy Taste](#)  
[NewYorkIsWineCountry](#)  
[WineBiz Radio](#)  
[Broke Wino](#)  
[Hudson Valley Grapevine](#)  
[Honolulu Grapevine](#)  
[Napa Valley Grapevine](#)  
[Iowa Wino](#)  
[On Reserve](#)  
[Girl On Wine](#)  
[Labeled](#)  
[Drinks Are On Me](#)  
[NorCal Wine](#)  
[Colorado Wine Press](#)  
[Winethropology](#)  
[Wine By the Bar](#)  
[Grape-N-Grain](#)  
[iWineRadio](#)  
[TaylorEason.Com](#)  
[Wine Shopper](#)  
[Roussilon & Languedoc](#)