



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 [CellarTracker](#), [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 five million page views, and over ten 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 170,000 page views per day
- more than 5 million page views per month
- more than 2 million unique visitors per month
- more than 10 million ad impressions per month

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: The online wine magazine

CellarTracker

Bottlenotes

Wine Country Getaways

1WineDude

WineIndustryInsight

Drink Nectar

Good Grape: A Wine Manifesto

Red for Me

The 89 Project

Vintwined

Wellesley Wine Press

St. Louis Eats & Drinks

Ithacork

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

WineBerserkers

Ken's Wine Guide

New York Cork Report

San Francisco Grapevine

Enobytes

The Gray Market Report

Vinotology

Bigger Than Your Head

Catavino

WineTonight

AlaWine

Under the Grape Tree

CheapWineRatings.Com

RJ's Wine Blog

WineBiz Radio

Broke Wino

Wineheimer

Sparkling Online

WINEormous

The Food Case

Boozemonkey

Wine and Beer Washington

Luscious Lushes

Oenotype

Northwest Whites

Wine & Stilettos
Southern California Wine News
Suburban Wino
Sacramento Grapevine
B K Wine
1337 Wine
Toledo Wine & Vines
Vindulge
New York Grapevine
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
Hudson Valley Grapevine
Honolulu Grapevine
Napa Valley Grapevine
Contra Costa County Grapevine
On Reserve
Girl On Wine
Labeled
Drinks Are On Me
NorCal Wine
The Wine Cellar Insider

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
Iowa Wino
Chicago Grapevine
Southwest Florida Grapevine
Vinsifera
Winethropology
Wine By the Bar
Grape-N-Grain
iWineRadio
TaylorEason.Com
Wine Shopper
Roussilon & Languedoc
Colorado Wine Press
Wine Cellar Insider Forum

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 five million page views every month to more than 2 million 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 four industry standard ad sizes, 300×250, 160×600, 120×600, and 728×90. We also offer a full background ad on [Palate Press: The online wine magazine](#). We run custom email, newsletter, and advertorial campaigns, contests, and more through our many websites. Palate Press also offers hot-link opportunities for its wine reviews, including its reader-voted Palate Press Wine of the Week.

BANNER ADVERTISING

Banner Advertising pricing is based upon views of the advertisement. This is called "Cost Per Thousand," or "CPM" pricing. The Palate Press Advertising Network does not price its spaces on "Cost Per Click," or "CPC" pricing.

CPM pricing is based upon ad size

- 300×250 \$10.00/1,000
- 160×600 \$ 9.00/1,000
- 120×600 \$ 9.00/1,000
- 728×90 \$12.00/1,000

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

Minimum advertising buys for individual campaigns are for three months and a minimum of \$250.00.

Time Share Advertising

For smaller advertisers, we have a unique new product, "Time Share Advertising." Do you need to advertise wine or another luxury good, but you're not sure you want to finance a complete campaign? [The Palate Press Advertising Network](#) is pleased to announce the first of its kind Time Share Ad Campaign. Buy one share in a campaign or buy all ten. As soon as the whole campaign is committed we will load load it and start it running. Each ad will run independently, so viewers will not know that you only purchased part of a campaign. Here's how it works:

1. Tell us how many shares you want to buy, from one to ten. Every share costs \$30 for a guaranteed 2500 page views in a month.

2. Tell us how when you want the ad to start and where you want it to be viewed. We can geo-target by city, metro area, State, and country.
3. Send *.gif, *.jpg, *.jpeg, or *.png graphics for at least two of our three standard ad sizes, 160×600, 728×90, and 300×250.
4. Tell us where you want the ad to link.
5. Tell your friends and associates about us, because the sooner we sell all ten shares, the sooner your ad will run.

By purchased a share of advertising in The Palate Press Advertising Network, you will be seen on the broadest, deepest, most targeted luxury advertising network on the internet.

Each share costs \$30 and guarantees 2500 impressions in a month. We will load each Time Share campaign once we sell ten shares. Each submission should include graphics for at least two of our three standard sizes, 160x600, 728x90, and 300x250, as a *.gif, *.jpg, *.jpeg, or *.png.

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

ADVERTORIAL

"Advertorials" are advertisements designed to look like articles. The Palate Press Advertising Network takes the advertorial idea a step beyond everybody else. Other advertising networks will publish your advertorial content. With The Palate Press Advertising Network, our customers tell us their basic outline, give us a link, and Palate Press Advertising Network Team Members compete to provide the advertorial content, writing in their own voice. Stories are always subject to the client's approval. Our program of custom advertorials is far more persuasive, as it reaches the readers with the content and writing style of the individual website.

- Custom advertorial, approx. 500 words \$250.00

PALATE PRESS FLASH

Palate Press is excited to announce a new kind of flash sale. In the past, flash sales were controlled by the flash sites. They demanded huge discounts, took a big cut off the discounted price, and kept all the customer contact to themselves. With The Palate Press Advertising Network, we can create a new kind of flash sale. The winery picks the discount, the winery keeps the profits, and the winery gets the customer contact. Here's how it works:

First, decide how many views you want and whether you want to run your sale for one day or two:

- 24-hour flash sale
 - 10,000 impressions - \$110*
 - 25,000 impressions - \$250*
 - 50,000 impressions - \$475*

- 48-hour flash sale
 - 20,000 impressions - \$200*
 - 50,000 impressions - \$450*
 - 100,000 impressions - \$900*

*Take a 10% discount if you refer another winery for a Palate Press Flash sale and they participate in the program.

Second, pick your geo-targeted area, telling us just the States you can ship to, so you don't waste a single impression.

Third, pick your discount. We ask for a minimum 30% discount based upon our experience. Flash sales have spoiled consumers, and 20% discounts don't draw any click-throughs. People also like free shipping. Put the discount on the wine, not the shipping.

Fourth, create a piece of art. We suggest a bottle shot, label, or logo, the discount percentage in large letters, and some copy about the wine. The copy usually includes a description, a review, a score, or a combination of the three. We need the art in all four standard sizes, 120x600, 160x600, 300x250, and 728x90. The art need to be place in

these four frames. We will send you the frames when you inquire about Palate Press Flash.



728x90



120x600



160x600



300x250

Fifth, give us a date range for your sale. These are work-intensive campaigns for us and we prefer to load them at least a week at a time, with two week's lead time. Once we schedule the sale we will give you the date it will run. Then just wait for it and sell your wine.

Sixth, change the price on your website for the scheduled date and add the Palate Press Flash Logo. The sales and the customers belong you to, not to Palate Press.



Palate Press Flash, a flash program for wineries, not flash sites.

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 \$25.00
- Hot link from winery, distributor, or importer name in Palate Press Wine of the Week wine review to website \$50.00



PALATE PRESS LEAPFROG™

Every year wineries send owners and marketing directors on cross-country trips, appearing in wine stores and restaurants for tastings and dinners. With a Palate Press Leapfrog™ campaign the winery can get the most out of their marketing and travel investment.

The Palate Press Leapfrog™ campaign is based upon our ability to geo-target your advertising. It is best explained with an example. In the past, if you were going to be in Chicago on October 14th, Indianapolis October 17th, and Louisville on October 20th, you had to rely on your host store to tell people about it, or just hope the people who showed up for the regular tasting liked your wine. With Palate Press Leapfrog™ you can prime the pump yourself without wasting a single advertising dollar. On October 1st, we would load your ad across the Palate Press Advertising Network, geo-targeted to only the Chicago metro area. For two weeks, wine lovers in Chicago will see your ad with your brand on our hundred-plus wine websites, inviting them to the tasting. Three days later we start the same ad (with a different store address and date) in Indianapolis, and three days later we do it again for Louisville. Each turns off when you get to the city, with one starting as another stops, leapfrogging from city to city, leading you across the country.

Palate Press Leapfrog™ fee schedule:

- 2 week lead Palate Press Leapfrog™ campaign
(20K - 40K impressions per city)
 - 2 standard sizes \$10/cpm
 - 4 standard sizes \$ 9/cpm

- 2 week lead Palate Press Leapfrog™ campaign
(10K - 20K impressions per city)
 - 2 standard sizes \$ 8/cpm
 - 4 standard sizes \$ 7/cpm

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.
 - 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.

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

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

WINE BIZ RADIO

Thirty second spot, spoken by radio personalities or (pre-screened and approved) produced by advertiser \$ 300.00

Discounts available for long-term sponsors.

CONTESTS AND PROMOTIONS

Palate Press is a leader in the on-line wine and luxury goods 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:
 - o Direct mail to our mailing list of more than 500 on-line wine websites;
 - o Twitter to more than 50,000 followers network-wide
 - o Facebook announcements to more than 100,000 friends network-wide
 - o Personal contact and requests
- Review 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.

PALATE PRESS: THE iMAGAZINE

Palate Press is excited to announce Palate Press: the iMagazine, our newest publication, for iPad users. Each edition will contain an entire month of Palate Press Features, stories, and reviews, as well as video and Feature content unique to the iMagazine. The January and February editions included the first two parts of Tom Mansell's terrific "Wine Science" video series. Future editions will include the rest of the series, special Feature Stories by Meg Houston Maker, Talia Baiocchi, and others, and more.

Palate Press: the iMagazine offers a new opportunity for our advertisers, an opportunity to reach readers who don't spend time on-line, but who use their iPads as magazine readers. Advertising is sold on the traditional magazine model, by full, half, and quarter page sizes. Advertisements will link off-site and can include *.jpg, *.gif, and *.png graphics as well as short YouTube video links.

- One Month
 - Full page \$ 500.00
 - Half page \$ 250.00
 - Quarter page \$ 125.00

- Three Months
 - Full page \$ 800.00
 - Half page \$ 400.00
 - Quarter page \$ 200.00

- Six Months
 - Full page \$1500.00
 - Half page \$ 750.00
 - Quarter page \$ 325.00

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.

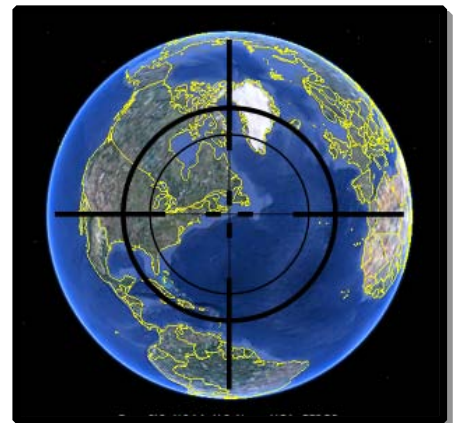
-Wikipedia

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 Wiculture (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 you reach the whole world.

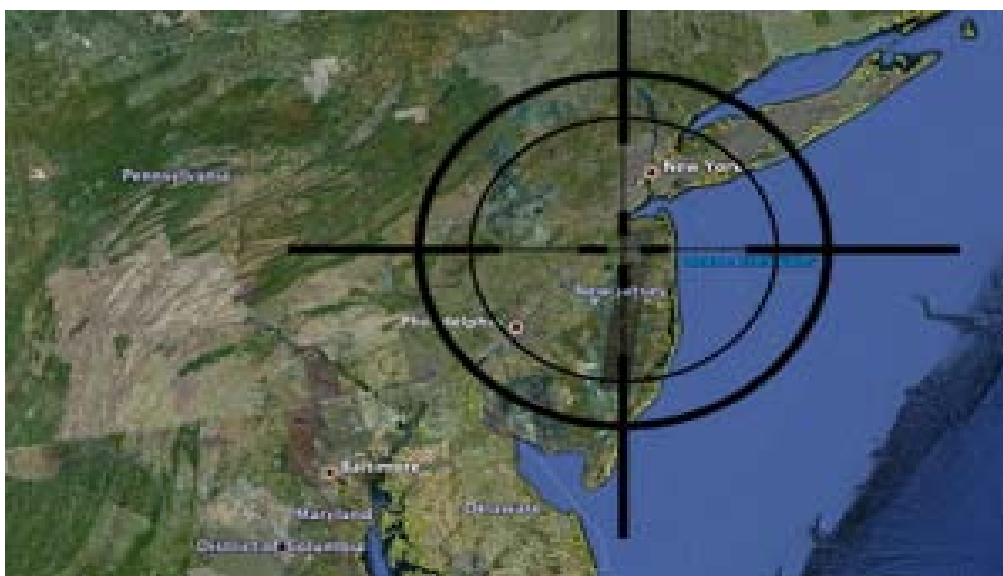
Unfortunately, your target audience is a little smaller than that. You have taken the first step by putting your ad on [The Palate Press Advertising Network](#). The people seeing your product are all wine lovers on wine websites.



With geo targeting and The Palate Press Advertising Network, you can aim your advertising directly to the wine lovers of your choice. 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 store, or are you promoting a big event? Why tell people in Boise about a festival in Philadelphia? 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 shop? You don't ship? Your potential customer base is in a city or town? We can do that, too. The customer down the street, the one you want to reach, might not be reading her local website. But if you advertising is on [The Palate Press Advertising Network](#) she will see it every time she looks at wine on line, 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.



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