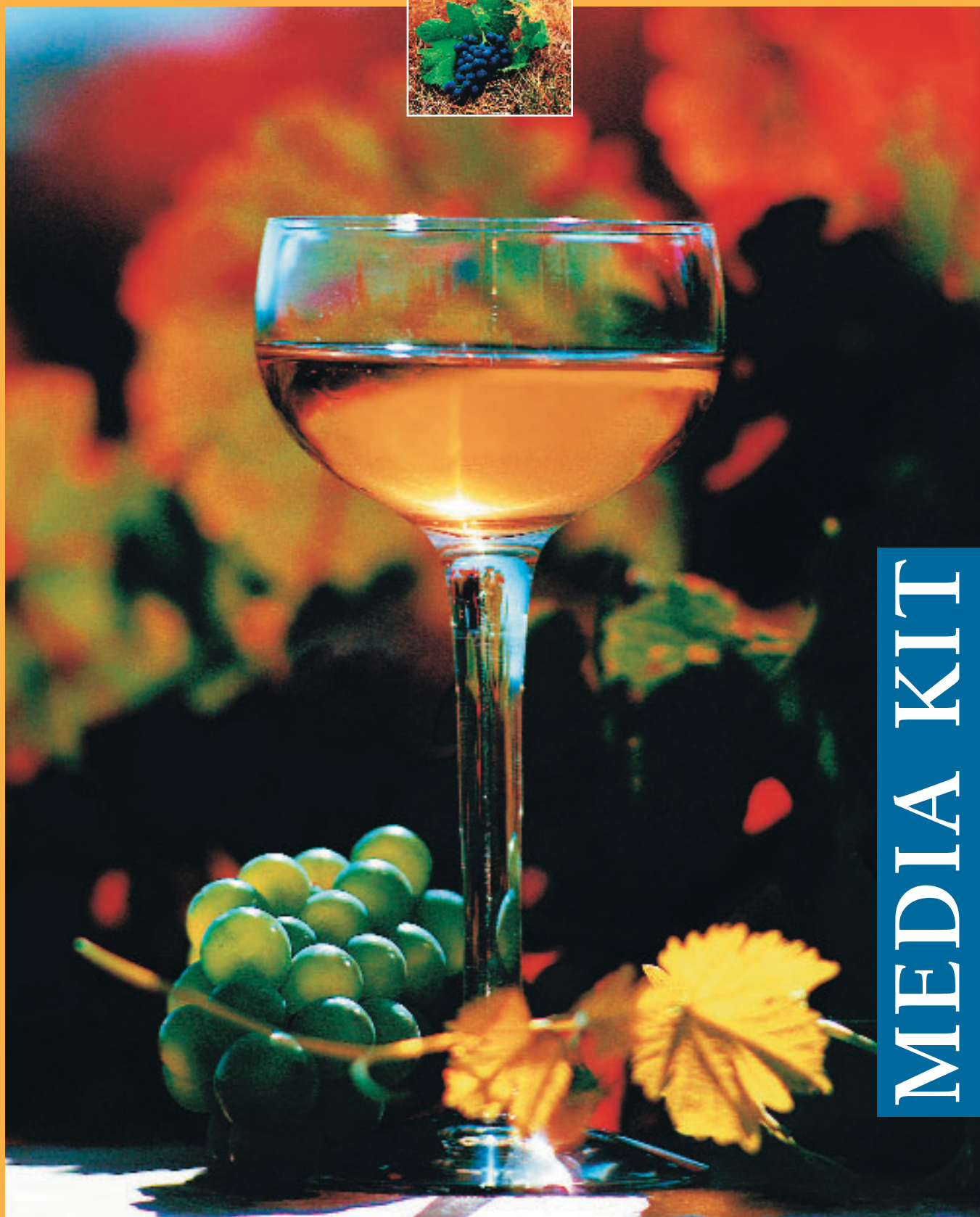


# CALIFORNIA WINERY WINE CLUB

DIRECTORY 2006



MEDIA KIT

# ABOUT THE DIRECTORY



*T*HE *California Wine Club Directory* is an annual print publication that is a comprehensive listing of the best winery wine clubs in California's Wine Country. It is a consolidated resource guide to the wine clubs hosted by large, medium and small wineries. The target consumer is:

- The wine enthusiast/bargain hunter who prefers to purchase directly from wineries,
- The consumer who builds wine collections and seeks access to exclusive vintage wines,
- Wine connoisseurs who join clubs to network, try out, or give memberships, or simply to acquire exclusive one-of-a-kind wines.

This publication will serve an emerging demographic trend combining the dramatic increase in the number of wineries **AND** the driving consumer desire for wine education, quality wine consumption and economic-minded acquisition of fine wines. It will also serve the needs of wineries and provide an ideal resource to foster direct consumer purchases of wine products, wine-associated merchandise, and associated services and products by an affluent audience.

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# DISTRIBUTION

A PUBLICATION ONLY HAS VALUE if it can find its way into the hands of those who will use it—the targeted consumers. That’s why the majority of these directories will be delivered to wine lovers for free. Advertising pays the majority of the cost of delivering a high-value publication to a hungry audience. The distribution breakdown is as follows:



## 130,000 Annual Printing

Distributed as follows:

- 71,500 mailed to 1,722 wineries, wine club members, and wine enthusiasts,
- 20,000 for consignment distribution in tourist bookstores and newsstands nationwide,
- 20,500 direct-mail (direct marketing via direct mail and Internet websites with partnerships in place for shared revenue),
- 15,500 for free to wine bars and tasting rooms included in the book to sell or give away,
- 2,500 sold through traditional bookstores and to libraries.

MEDIA KIT

# Reaching the Right Audience is Everything...

Choosing an advertising medium to deliver your message used to be an art, not a science. The publisher and editors of the *Wine Club Directory* understand your promotion budget is precious and your ads must deliver results. Every aspect of the *Wine Club Directory* is carefully planned to reach and be a call to action for your target audience: a quality directory listing of every winery wine club in California, top-notch printing and paper, editorial articles and bonuses that provide lasting value, and distribution to those who admire, browse, taste, buy, collect, and drink wine each and every day.

## Gender

Male .....	.60%
Female .....	.40%

## Age

18–34 .....	.15%
18–49 .....	.60%
25–54 .....	.70%
35–64 .....	.75%
Average Age .....	.46

## Marital Status

Married .....	.82%
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## Education

Some College .....	.85%
College Degree or Higher .....	.65%
Post Graduate Degree .....	.25%

## Occupation

Managerial/Professional .....	.50%
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## Household Income

\$100,000 or Higher .....	.72%
\$125,000 or Higher .....	.55%
\$200,000 or Higher .....	.25%
Average Income .....	\$.136,000

## Who Reads the Wine Club Directory?

Readers will buy their copies in wine stores, tasting rooms, bookstores, news-stands, and online, and will receive copies in their shipments from advertiser's wine clubs. Circulation will be audited.

## Why Will They Buy the Directory?

The book is the only concise listing of every winery direct-to-consumer club in California. Wine enthusiasts seek out boutique wineries and special bottlings through participation in wine clubs.

## What Makes the Directory Different?

Its pocket-sized format, easy-to-access listings, and up-to-date information means it's faster and easier to find a favorite winery and its clubs in the book than with an Internet search.

## Who Publishes the Wine Club Directory?

Information industry professionals with decades of experience in delivering rifle-shot information to consumers.

## The Wine Club Directories

2176 Crossroads Place

Livermore CA 94550

(925) 373-3394 • FAX (925) 373-3397



# RATES



Marketing to a highly targeted audience is the most effective way to spend advertising dollars. For a low annual cost, wineries, consumer wine product manufacturers and providers of wine-related services can reach their core audience. Affordable annual rates are as follows:

## PREMIUM ADVERTISEMENTS

- Back cover (4-Color) \$11,500
- Inside covers (4-Color) \$9,995\*

\*Inside covers must pair with adjacent book page.

## DISPLAY ADVERTISING RATES

- Full page \$5,865
- 1/2 page (vert. or horiz.) \$4,395
- 1/4 page (vert. or horiz.) \$2,935
- 1/6 page (vert.) \$1,465
- 1/8 page (coupon) Free\*\*

\*\*Free coupon with any ad of 1/4 pg. or larger.

Display rates shown are for B&W advertisements.  
(For 2-color, add 25%. For 4-color, add 50%.)

**Ad Space Reservation Closing Dec. 15, 2005**

California Winery Wine Club Directory, Rate Card No. 2, Sept. 15, 2005

### Display Advertising Terms

- 25% upon space reservation
- 75% upon receipt of pre-publication tear-sheets two weeks prior to distribution
- 15% outside agency commission (no in-house agency recognition)
- Discounts available for full payment on signing

## AD DIMENSIONS

