

WINE COUNTRY *This Week*



“Wine Country This Week is the only publication that consistently drives traffic to our tasting room and brings us new and loyal customers.”

– VITTORIO BELMONTE, VJB VINEYARDS & CELLARS

WINE COUNTRY THIS WEEK, published weekly since 1981, is the most widely read and only weekly publication designed to provide a comprehensive guide for the millions of annual visitors to Northern California who require current information about wineries, restaurants, accommodations, galleries, antiques, shopping, attractions, transportation and a timely calendar of events.

WINE COUNTRY THIS WEEK...

- provides visibility, value and editorial support to its advertisers.
- is the leading tourism publication throughout Northern California.
- is complimentary at all key tourism locations.
- is the most effective and cost efficient way to reach thousands of destination-oriented visitors.
- currently has more than 1,100 distribution points.
- distributes up to 17,000 copies weekly.
- reaches a different prequalified readership of approximately 35,000 per issue.
- has an annual readership of more than 2 million.



We appreciate you taking the time out of your business day to look over the enclosed material and look forward to meeting with you to discuss your advertising opportunities in WINE COUNTRY THIS WEEK.

NAPA VALLEY | WINE COUNTRY THIS WEEK



Tasting Room of the Week: SUTTER HOME WINERY

By Karl August

Not many wineries in California have been able to sustain a reputation for over 100 years. Sutter Home Winery is one of the few that have. Founded in 1846, Sutter Home has a rich history and a commitment to quality that is evident in every bottle of wine they produce. The winery is located in Yuba City, California, and is one of the largest wineries in the world. Sutter Home produces a wide variety of wines, including Cabernet Sauvignon, Merlot, and Pinot Noir. The winery is also known for its exceptional customer service and its commitment to sustainability.

www.WineCountryThisWeek.com

Feature Story

This is an overall piece introducing consumers to a winery, its history, staff and the wines it produces. It persuades people to visit by describing what is unique and interesting.

Tasting Room of the Week

Each week a tasting room is highlighted and guests are encouraged to visit by providing in-depth information about what makes this tasting room stand above the rest.

NAPA VALLEY | WINE COUNTRY THIS WEEK



TRINCHERO NAPA VALLEY

By Charles Rosen

Trinchero Family Estates is a family-owned winery in Napa Valley, California. The winery is known for its high-quality wines and its commitment to sustainability. The winery is located in the town of Yuba City, California, and is one of the largest wineries in the world. Trinchero Family Estates produces a wide variety of wines, including Cabernet Sauvignon, Merlot, and Pinot Noir. The winery is also known for its exceptional customer service and its commitment to sustainability.

www.WineCountryThisWeek.com

Perfect Pairings

Sutter Home Sauvignon Blanc Perfectly Paired with Queso Fundido

For a festive holiday dinner, pair Sutter Home Sauvignon Blanc with Queso Fundido. The wine's crisp acidity and citrus notes complement the rich, creamy cheese and the savory flavors of the dish. This pairing is perfect for a holiday dinner or a special occasion.

QUESO FUNDIDO

- 1 lb. Sutter Home Sauvignon Blanc
- 1 lb. Queso Fundido
- 1/2 lb. Chorizo
- 1/2 lb. Bell Peppers
- 1/2 lb. Onions
- 1/2 lb. Tomatoes
- 1/2 lb. Black Beans
- 1/2 lb. Kidney Beans
- 1/2 lb. Pinto Beans
- 1/2 lb. Corn
- 1/2 lb. Avocado
- 1/2 lb. Salsa
- 1/2 lb. Cilantro
- 1/2 lb. Lime

www.WineCountryThisWeek.com

Winemaker Profile

Consumers gain insight to the wines and the person behind them by reading about the winemaker – his or her past experience and winemaking style.

NAPA VALLEY | WINE COUNTRY THIS WEEK

Winemaker Profile: Trinchero Napa Valley

MARIO MONTICELLI



By Ron Kelly

Mario Monticelli is the winemaker for Trinchero Family Estates in Napa Valley, California. He has over 20 years of experience in the wine industry and is known for his high-quality wines and his commitment to sustainability. Mario is passionate about his work and is dedicated to producing the best possible wines for his customers.

www.WineCountryThisWeek.com

Wine & Food Pairings

New-release wines are paired with a complimentary recipe. It gives step-by-step instructions on recipe preparation, and explains why the wine and food compliment each other.

NAPA VALLEY | WINE COUNTRY THIS WEEK

New Releases from Trinchero Napa Valley

Trinchero Family Estates is proud to announce the release of several new wines. These wines are the result of years of hard work and dedication to quality. The new releases include Cabernet Sauvignon, Merlot, and Pinot Noir. These wines are available at select retailers and online.



Press Releases and Events

WCTW publishes your company-generated news and event releases – keeping readers informed about your business.

New Release Wines

Inform consumers of newly released wines or highlight wines that have recently been recognized and awarded.

WINE COUNTRY NEWS | WINE COUNTRY THIS WEEK

Trinchero Family Estates Named 'American Winery of the Year'

Trinchero Family Estates has been named 'American Winery of the Year' for the second time. This recognition is a testament to the winery's commitment to quality and sustainability. The winery is known for its high-quality wines and its dedication to producing the best possible wines for its customers.

LODGING

WINE COUNTRY	WINE COUNTRY	WINE COUNTRY
WINE COUNTRY 1234 Main St Yuba City, CA 95991 (555) 555-5555 www.winecountry.com	WINE COUNTRY 1234 Main St Yuba City, CA 95991 (555) 555-5555 www.winecountry.com	WINE COUNTRY 1234 Main St Yuba City, CA 95991 (555) 555-5555 www.winecountry.com

www.WineCountryThisWeek.com

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WINE COUNTRY

This Week

DISTRIBUTION



- More than 1,100 distribution points throughout Northern California – an annual distribution of more than 750,000 copies, and an annual readership of 2 million.
- Coverage includes the greater Bay Area, Sacramento and surrounding areas, Sonoma, Sonoma Coast, Napa, Mendocino, San Francisco, Livermore, Lodi, Silicon Valley, Carmel, Monterey and Salinas Valleys and Sierra Wine Country.
- Distributed to hotels and B&Bs, concierge desks, visitor/tourist centers, Chambers of Commerce, wineries, car rental locations, airports, AAA travel offices, corporate travel, vacation and recreation clubs, galleries, antique and specialty stores, restaurants, upscale grocery/specialty markets, upscale wine shops and major consumer-oriented events and festivals.

WINE COUNTRY THIS WEEK is constantly keeping up with traveling and visitor patterns. We add distribution points on a regular basis and keep current about where your potential customers are.

WINE COUNTRY

This Week

AD RATES

Advertising rates effective January 1, 2011

COLOR RATES	Page Size	52 Weeks Price p/week	38 Weeks Price p/week	28 Weeks Price p/week	14 Weeks Price p/week	4 Weeks Price p/week	2 Weeks Price p/week
Camera-ready ads and copy changes are required 4 weeks prior to publication. Ads requiring design and proofs must be submitted 6 weeks prior to publication. Please refer to ad size schedule for ad specifications and ad requirements.	Full	\$878	\$895	\$915	\$935	\$965	\$1090
	3/4	640	660	675	702	725	820
	1/2	430	445	460	490	530	575
	1/3	310	320	335	360	380	430
	1/4	225	240	270	290	330	375
	1/6	160	210	225	245	NOT AVAILABLE	
	1/8	120	175	190	215		
	1/12	80	130	150	170		
	Enhanced Listing with color photo or graphic \$49 per week						

BLACK & WHITE RATES	Page Size	52 Weeks Price p/week	38 Weeks Price p/week	28 Weeks Price p/week	14 Weeks Price p/week	4 Weeks Price p/week	2 Weeks Price p/week
Camera-ready ads and copy changes are required 4 weeks prior to publication. Ads requiring design and proofs must be submitted 6 weeks prior to publication. Please refer to ad size schedule for ad specifications and ad requirements.	Full	\$525	\$535	\$545	\$585	\$615	\$735
	3/4	380	400	415	435	460	550
	1/2	255	270	285	315	355	400
	1/3	185	200	220	245	270	315
	1/4	140	155	180	205	225	240
	1/6	105	125	140	160	NOT AVAILABLE	
	1/8	92	105	115	135		
	1/12	60	70	84	95		

FRONT COVER: \$1375 (1 Week)
COVER CORNER TAB: \$575 (2 Weeks)
INSERTS: *\$75 per 1000 (\$225 min.) for selected partial insertion
 *\$65 per 1000 for 1 week issue insertion

PRODUCTION CHARGES:
 \$65 per hour – minimum \$25
 * Prices subject to change

REPRINTS

Let consumers know about your wines and your winery with reprints of your story in Wine Country This Week – it's a great way to promote your wine facility. They come in a convenient 8-1/2"x11" size that can be inserted in to cases of wine, at wine events and your tasting room, posted in markets and fit perfectly in binders for sales presentations. It's a direct, effective and economical way to reinforce your identity in the marketplace.

SPECIAL OFFER
500 SELL SHEETS
4 COLOR FRONT/BACK
\$250
 PLUS SHIPPING

	1,000	2,000	3,000	5,000	10,000*
PRICE PER SHEET	\$.49 ea.	\$.27 ea.	\$.19 ea.	\$.13 ea.	\$.09 ea.
TOTAL PRICE	\$485	\$535	\$570	\$650	\$850

Production charges: \$65 per hour • Shipping additional • *For more than 10,000 contact your representative.

AD SPECIFICATIONS

Please use this check list – any requirements not met may result in extra charges.

- For best results supply ads in EPS format with all fonts converted to outlines and graphics embedded.
- Ads must be correct size
- All 4-color, CMYK process settings (no RGB or spot colors)
- Acceptable software: Illustrator, Acrobat QuarkXpress or Photoshop
- Illustrator files – Convert type to outlines, include all embedded art files, save art as EPS.
- Photoshop files – save as TIFF. Photos must be saved at 300 dpi, line art at 1200 dpi
- If PDF file is submitted, fonts must first be converted to outlines or supplied.
- Quark files – include Screen and Printer fonts, no True Type fonts. Don't use the keyboard to change fonts to bold or italic.
- Custom colors named in Illustrator or QuarkXpress must have specific names (no RED or BLUE, etc.)
- Deadline for all camera-ready ads is four weeks prior to publication.

AD SIZES

FULL PAGE BLEED

8- 7/16 x 10- 7/8
finished/trimmed

8- 7/8 x 11- 1/4
image area for bleed

FULL PAGE

7-3/4" wide
x
9-3/8" high

THREE QUARTERS

7-3/4" wide
x 7" high

HALF PAGE

3-3/4" wide
x
9-3/8" high

HALF PAGE

7-3/4" wide
x
4-5/8" high

ONE THIRD

3-3/4" wide
x
6-1/4" high

ONE THIRD
(4 column)

7-3/4" wide
x 3" high

QUARTER PAGE
(1 column)

1-3/4" wide
x
9-3/8" high

QUARTER PAGE
(2 column)

3-3/4" wide
x
4-5/8" high

QUARTER PAGE
(4 column)

7-3/4" wide
x
2-1/2" high

ONE SIXTH
(1 & 2 column)

1-3/4" wide
x 6-1/4" high
3-3/4" wide
x 3" high

ONE EIGHTH
(1 & 2 column)

1-3/4" wide
x 4-5/8" high
3-3/4" wide
2-1/4" high

ONE TWELFTH
(1 & 2 column)

1-3/4" wide
x 3" high
3-3/4" wide
1-1/2" high

For questions regarding electronic ad submittal, contact
Chandra Grant, (707) 938-1783 or chandra@winecountrythisweek.com

COVER IMAGE:

Note: when choosing your cover image, keep in mind the Wine Country This Week logo and corner tab will be occupying the top 1/3 of the cover.

CORNER TAB IMAGE:

Please provide a high-resolution image and logo along with less than 10 words for text.

STORY:

The editorial piece needs to be provided for the cover or corner. It should be 350+ words including the business name, hours of operation, address, phone and website.

INSIDE IMAGES:

At least one 4"x6", 300dpi color image to run with the story is recommended.

IMAGES:

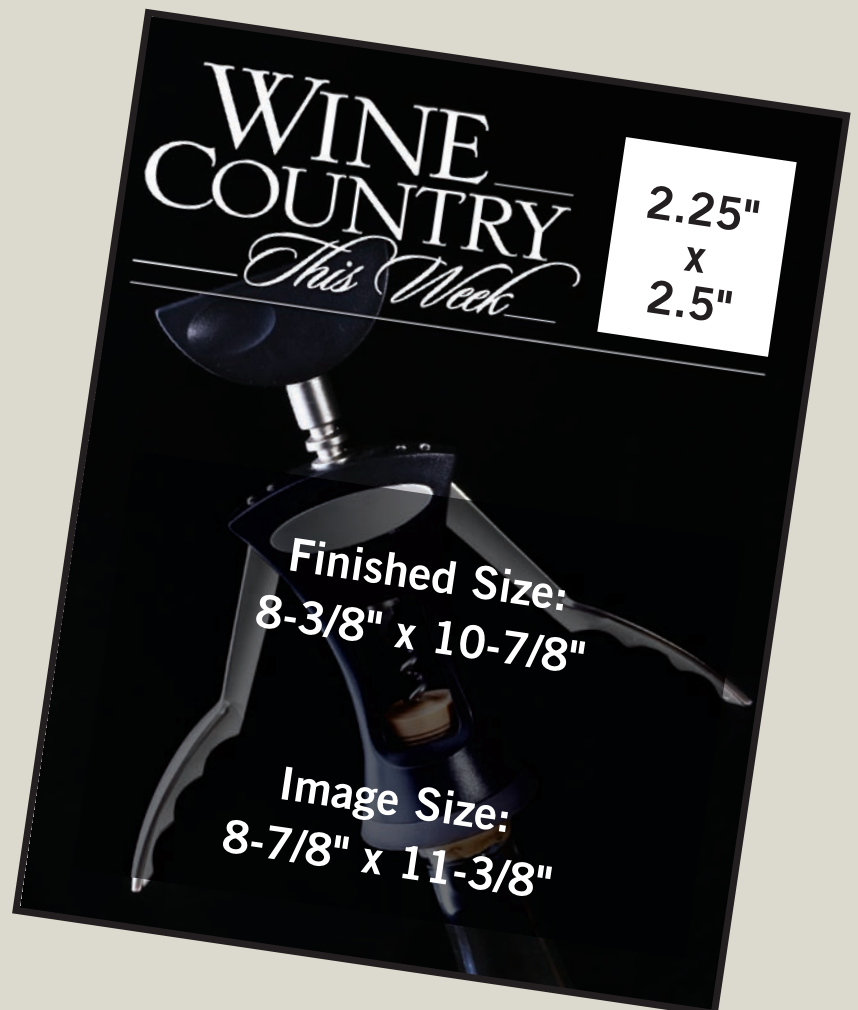
Please use this check list – any requirements not met may result in extra charges.

- Images must be correct size
- Images must be 300dpi digital file, high-resolution slide, transparency or negative
- Photoshop files must be saved as TIFF or JPEG at 300 dpi
- PC files must be saved for Macintosh.

For questions regarding
electronic submittal, contact:
chandra@winecountrythisweek.com
(707) 938-1783

Delivery Mail:
Wine Country This Week
c/o Chandra Grant
669 Broadway, Suite B
Sonoma, CA 95476

U.S. Mail:
P.O. Box 92
El Verano, CA 95433



WINE COUNTRY

This Week

www.WineCountryThisWeek.com

...is a proven website rich in content and interactivity

Users can peruse both the Northern California and Central Coast **magazines in an easy-to-use “scrolling” format** – or use the search function to find specific published content in the magazines.

Users of the site can also access **deep databases of information** on lodging, dining, shopping, golfing, etc. in addition to wineries, according to region.

Another feature provides users the opportunity to search by specific regions for **“Deals”** on tasting room fees, wine purchasing and more.

“Inside Info” provides insight into some unique winer country experiences.

The **Calendar** functionality is a great way to keep up with wine country events, again sorted by region.

Wine Country This Week **downloadable maps** are available on the site as PDFs.

Don't miss the opportunity to check out leading **Wine Clubs** in our database as well.



Support for our magazine advertisers...

- **editorial support** includes any stories that have appeared in the magazine including Feature, Tasting Room of the Week, Winemaker Profile, Food and Wine Pairings, submitted press releases as well as events included in the calendar
- each magazine advertiser receives a **link to their website** from their listings
- each magazine advertiser receives a **bold listing in the database with a link** to published stories

IMPACT AD (300x250 pixels)

Rotation of three ads

3 months	6 months	12 months
\$175/mo	\$145/mo	\$125/mo

Ad size approximate, depending on monitor settings

APEX AD (300x100 pixels)

Rotation of three ads

3 months	6 months	12 months
\$145/mo	\$125/mo	\$95/mo

Ad size approximate, depending on monitor settings

TEXT LINKS On home page and all subsequent pages
(3 per page, no rotation – 66 letters: 22 letters per line, 3 lines)

3 months	6 months	12 months
\$175/mo	\$145/mo	\$125/mo



Follow us on facebook

www.facebook.com/WineCountryThisWeek
and Twitter @WineCountryTW

Ask us about utilizing our bi-weekly email newsletter to drive traffic to your events and tasting room.

You and Wine Country This Week – The Perfect Partnership

Reach more than **2,000,000 qualified wine country visitors** annually with your advertisement in Wine Country This Week plus receive these additional benefits...

In Print:

- **Calendar** – As a PARTNER you will receive preferential treatment for your events – bold and highlighted in color.
- **Editorial Support** – As a PARTNER you will receive professionally written stories on an annual and as needed basis.
- **Press Release/Event Support** – As a PARTNER you have the ability to submit unlimited press releases and any other PR material for inclusion in our printed and online publication.
- **Map Listing** – As a PARTNER your winery will be bold in magazine with gold star. You will also be highlighted on 40,000 copies of the Napa Valley Wineries map distributed annually in map pad format.
- **Directory Listing** – As a PARTNER your winery listing will be bold and highlighted in color in the directory portion of the magazine.

Digitally:

- **Email Newsletter Support** – Wine Country This Week Email Newsletter goes out every two weeks to more than 3,000 subscribers. Let us know if you have an event, special discounts or something significant that you would like to be included.
- **Website** – As a PARTNER you will have a bold and expanded listing for our audience of more than 10,000 unique visitors monthly.
- **Facebook Support** – We post to our Facebook page at least twice a week. Let us know if you have an event or something significant that you would like to be posted.
- **Twitter** – As a PARTNER we can “tweet” and “retweet” any of your pertinent events, news, releases etc.

Distribution:

- We continue to service more than **1,200 distribution locations weekly** from Mendocino to Monterey, from the major San Francisco hotels to the Foothills, with heavy emphasis in Napa and Sonoma counties. In 2010, distribution was increased in the Sacramento area (additional 300+ magazines per week) plus we service four new stand-alone outdoor boxes in Napa and Sonoma counties.

Reminders

- Send your **event information** to cathy@winecountrythisweek.com
- Send your **press releases** to chandra@winecountrythisweek.com

Just ask them...

"Since opening toward the end of 2006, the **MERITAGE RESORT AND SPA** has seen nearly 200,000 overnight guests. On the average, each week, we assist over 500 guests plan their wine country itinerary. *There is only one publication we accept, use and hand out to our guests: Wine Country This Week magazine.*"

– Garry Elliott, Head Concierge, MERITAGE RESORT AND SPA

"**THE NAPA VALLEY CONFERENCE AND VISITORS BUREAU** averages over 150,000 visitors each year. While we have available other visitor magazines, *by far, Wine Country This Week is the magazine preferred by our staff* when helping out-of-town guests plan their visit to Napa Valley. Because it is so comprehensive, it literally provides us a one-book planning network." – **Ronnie Villegas, Director of the Napa CVB, Napa Valley**

"The most important job I have as general manager of a luxury property is ensuring my guests have the very best experience during their stay with us in wine country. For over 10 years, *Wine Country This Week magazine has been the lead resource preferred by myself and concierges in assisting our guests* with their wine country itinerary. In addition to your easy-to-navigate maps, our guests have commented how much they enjoy reading your insightful and entertaining stories including Tasting Room of the Week and Winemaker Profiles. Two 'in-house' favorites are the Calendar of Events pages and Winery Listing. Our concierges especially appreciate these. Needless to say, Wine Country This Week is a valuable asset to our industry. Cheers to you for over 25 years helping our guests have very best experience during their stay with us in wine country."

– Eric Risby, Concierge, HOTEL HEALDSBURG

"Being in the concierge profession for over 10 years, it is imperative that my staff is able to access information expeditiously. I'm delighted to have Wine Country This Week magazine as our single print resource for staff and guests. Your publication is a great help to our concierges when assisting our guest plan their wine country getaway. *Wine Country This Week will always be our main source of information and quick reference.* Thank you for establishing this great tool to help the concierge community in its work."

– Polly Olsen, Guest Service Manager, AUBERGE DU SOLEIL

"As concierge at **SOLAGE**, a leading resort in the Napa Valley, it is always hard to stay on top of current events and activities in the Valley. One of the ways *I stay abreast of all the activities is by reading Wine Country this Week. The magazine not only has current activities, but also great articles and maps* of the valley that really help our guests get to know the Valley and explore it. Thank you for making my job easier and for all the knowledge I have gleaned through the years from your publication." – **Tyson Miller, Concierge, SOLAGE**

"I believe I speak for the entire concierge community when I say *Wine Country This Week is 'our Bible' when it comes to referencing wineries, special events and maps.* The articles highlighting wineries each week is most informative and given the multitude of new wineries in the wine country, we can't possibly visit each one, so we especially depend on this feature. The publication is also a wonderful handout for us to present to guests who are unfamiliar with the wine country. It gives them a better appreciation of distances involved in planning their excursions, saving us untold hours of revising many overly aggressive itineraries! Thank you for being such a valuable resource to all of us who are in hospitality. We look forward to a long and continued relationship with your publication! Keep up the exceptional work!"

– Dean Gross, Concierge, THE FAIRMONT SONOMA MISSION INN