

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...

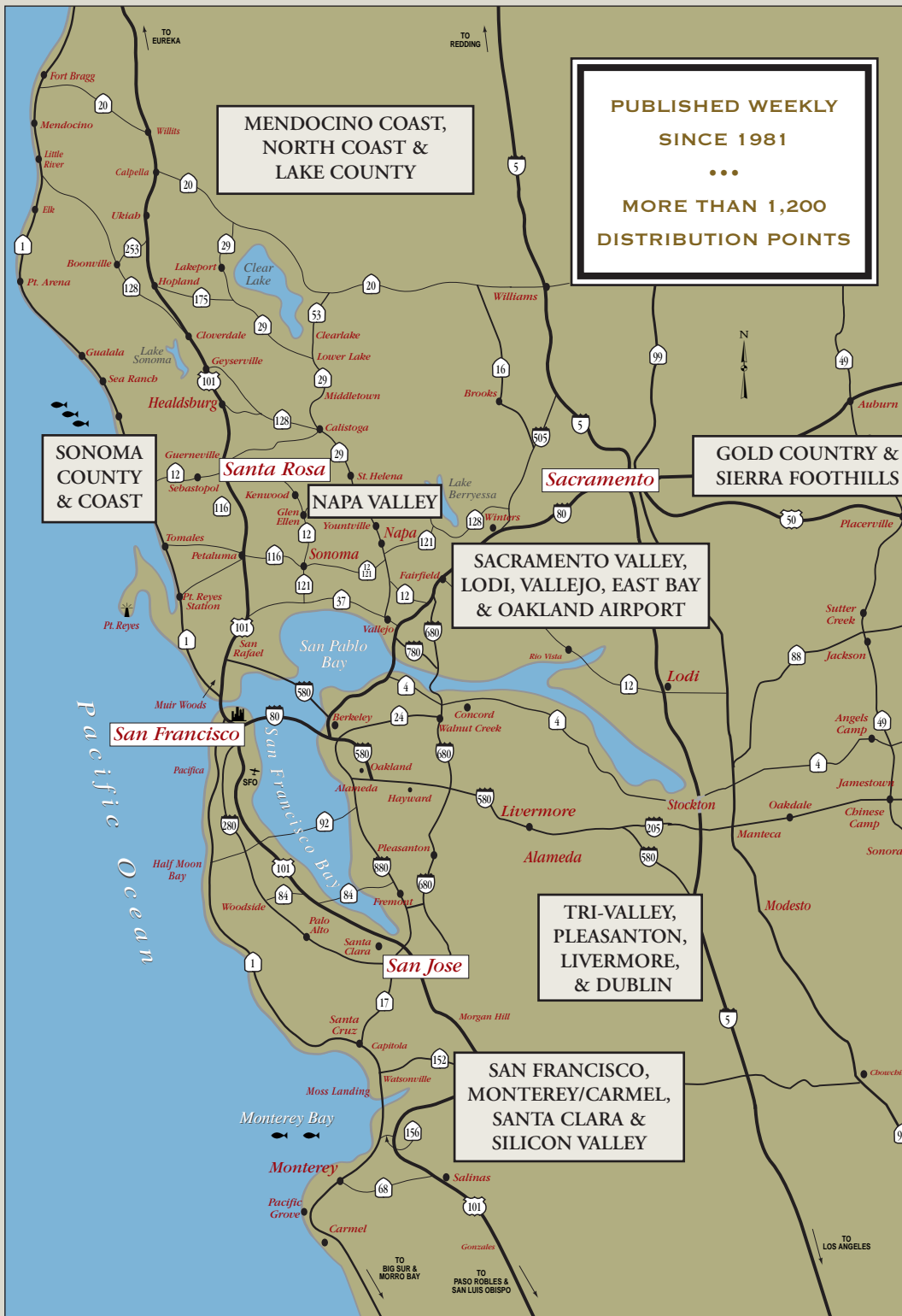
- provides visibility, value and editorial support to its advertisers.
- is the leading tourism publication throughout Northern California.
- is complimentary at all key tourism locations.
- is the most effective and cost efficient way to reach thousands of destination oriented visitors.
- currently has more than 1,200 distribution points.
- distributes more than 17,500 copies weekly.
- reaches a different prequalified readership of approximately 40,000 per issue.
- has an annual readership of more than 2.5 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.

WINE COUNTRY

This Week

DISTRIBUTION



- More than 1,200 distribution points throughout Northern California – an annual distribution of more than 1,000,000 copies, and an annual readership of 2.5 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.



winecountrythisweek.com

Our website is designed to keep potential visitors updated and current on all there is to do in Wine Country. Each magazine advertiser receives an automatic link to their website.

Winery Listings

We offer a complete listing of California wineries, including hours, location, phone numbers and website addresses. Advertiser listings are highlighted and include past published stories.



Editorial Support for Advertisers

Feature Story

A different advertising winery is featured on the website homepage every week. The story is then archived and linked to the winery's listing.

Tasting Room of the Week

Each week, a tasting room of an advertising winery is featured for readers to learn about the wines currently being poured and who's pouring them. The story is also linked the the winery's listing.



Calendar of Events

Website visitors will be able to find everything they need to know about your events through our comprehensive calendar ... updated regularly.

Lodging, Dining, Shopping, etc.

There's a lot more to Wine Country than wineries! Visitors will learn about where to stay, where to eat, where to shop ... and much more!



Recipes with Wine Pairing

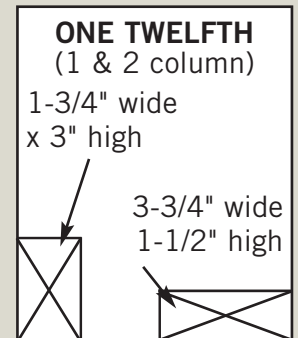
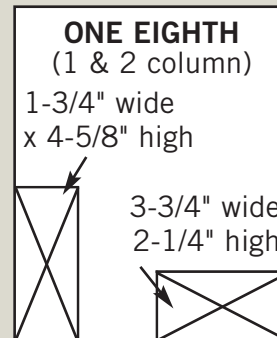
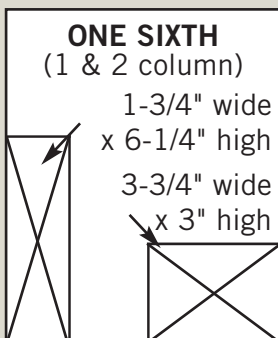
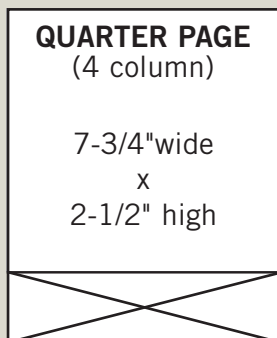
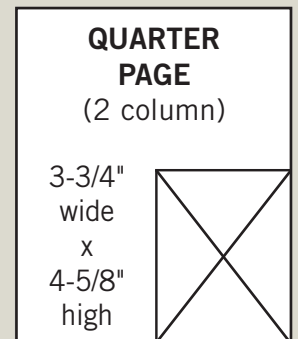
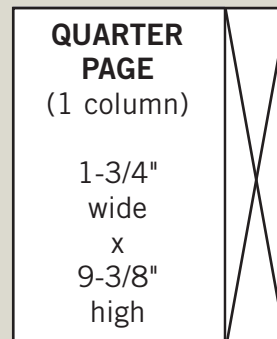
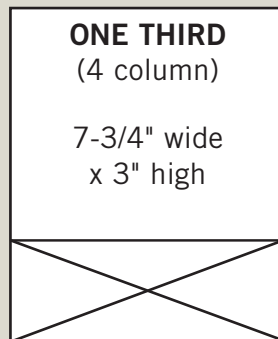
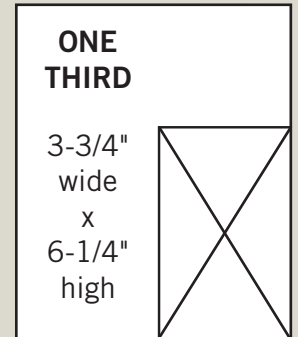
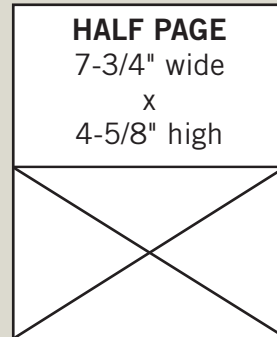
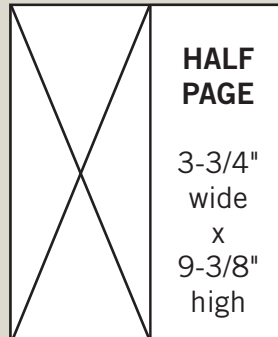
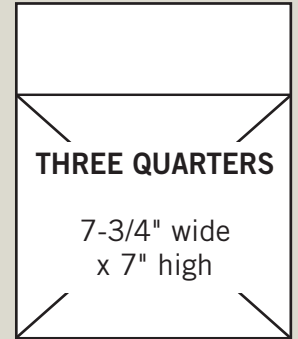
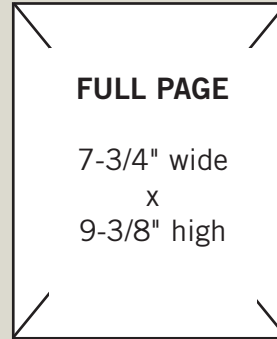
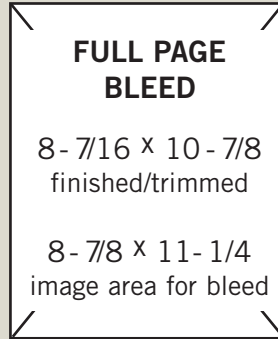
We welcome advertisers to submit wine and food pairings with delicious, easy-to-prepare recipes. These will publish in the magazine for two consecutive weeks and on the website indefinitely.

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)
- 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 or EPS. 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



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

