



TheWineBuzz®

2016 Editorial Calendar

Issue	Featured Topics	Destinations	Featured Wines	Featured Spirits	BrewsNews	Special Advertising Sections	CLOSING DATES
Jan/Feb	Junk Food Pairing Large-Scale Wine & Food Festivals "On the Job" - Butcher Ladies Recipes/Pairings - Chinese New Year	Slovenia Iowa	Spanish Whites and Reds	Scotch	Organic and Gluten-Free Beer Northeast Brew Trail	Travel Planning/Festivals Ontario: Niagara-on-the-Lake	Space: 12/4 Materials: 12/4
Mar/Apr	Starting a Wine Cellar Tito's Vodka Dog Rescue Program "On the Job" - Mixologist Recipes/Pairings - Southern Italian	Willamette Valley, Oregon Priorat	Wine from the Northwest	Tequila	Sudsing Up Your May Game Northwest Brew Trail	North Carolina Michigan Wine Country Michigan Beer Scene	Space: 01/22 Materials: 01/29
May/June	Chicago Wine Bars 10 Tips for Visiting Wineries "On the Job" - Retailer Recipes/Pairings - Mother's Day Brunch	Ikaria, Greece Pittsburgh	Ohio Estate-Grown Riesling Boxed & Others	Vodka	OH Female Brewers Central Brew Trail	Touring Ohio Wine Country Farm-to-Table Restaurant Guide Pittsburgh	Space: 03/18 Materials: 03/25
July/Aug	Bastille Day Sensory Gardens Old World vs. New World Wines "On the Job" - Chef/Innkeeper Recipes/Pairings - Rub, Marinades	Idaho Wine Region Long Island Wineries	German Whites	Gin	Ginger Beer Southwest Brew Trail	Ontario: Windsor-Essex New York Wine Country	Space: 05/20 Materials: 05/27
Sept/Oct	Japanese Whiskey Portland Maine Craft Beer Scene "On the Job" - Running a Wine Bar Recipes/Pairings - Oktoberfest	"Under the Radar" Wine Regions	South American Whites and Reds	Bourbon/Rye	TBD Southeast Brew Trail	Kentucky Indiana Oktoberfest/Craft Beer	Space: 07/22 Materials: 07/29
Nov/Dec	Holiday Cocktails Ohio Cooking Schools "On the Job" - Event Planner Recipes/Pairings - Old English Christmas	South Africa Temecula	Sparkling Wine Portuguese Whites and Reds	Rum and Liqueurs	TBD Neighboring Brew Trails	Holiday Beverage Buying Guide Gift Guide	Space: 09/23 Materials: 9/30

2016 Corkboard | Neighborhoods

	North	Central	South
J/F	Akron	Grandview	Findlay Mrkt.
M/A	East Bank Flats	Westerville	Walnut Hills
M/J	University Circle	Scioto/Riverfront	Northside
J/A	Willoughby	University District	Incline
S/O	Ohio City	Powell	Newport, Ky.
N/D	Little Italy	New Albany	Oakley

In Every Issue: Shorts, reviews, news, wine bars, featured restaurants, wineries
NEW! Wine/Beer/Spirits Apps and "Seasons at the Winery" Series

TheWineBuzz Mission Statement

TheWineBuzz is intended to inform readers who are interested in wine, food, spirits and craft beers. It includes beverage reviews as well as feature articles on travel, wine, spirits, food and related topics. Our goal is educate, in a reader-friendly fashion, and take the intimidation out of wine in order to enhance its enjoyment.

www.thewinebuzz.com



Content subject to change without notice.



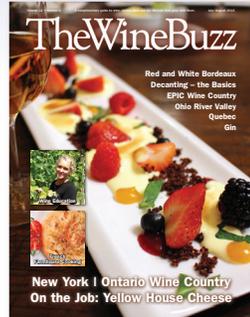
TheWineBuzz®

Information & Statistics

Reach 110,000+ wine, beer and spirits lovers and decision-makers.

Print Magazine

- Readership: 110,000+
- Bi-monthly: 2-month shelf-life
- Distributed throughout Ohio
- Added distribution at events
- Over 500 locations:
 - 57% Retail (includes 81 Giant Eagle locations)
 - 22% Restaurants
 - 12% Wineries
 - 9% Other (inns, breweries, CVBs, distributors, etc.)



Digital Magazine

- Promoted on Facebook and Twitter
- Promoted in bi-weekly e-blasts to readers
- Mobile-friendly
- Additional advertiser promotion available in digital edition via presentation page opposite cover, video, supplements



Email Marketing

- E-blasts to list of over 2,200
- Featured wine, beer and spirit in each email
- Events listings, articles, recipes/pairings
- Link to digital edition
- Link to Facebook and Twitter



Website

- Average page views (2 months): 9,000+
- Web ad impressions: 12,500+
- Web ad click-through rate: 25%
- Demographics:
 - 5% Age 25-34
 - 28% Age 18-24
 - 16% Age 35-44
 - 13% Age 45-54



Facebook



- At least two posts per day
- “Reach” increase of 189% in six months
- “Engagement” increase of 117% in six months
- Facebook post focus:
 - Advertisers and their products
 - Wine, beer, spirits info from web and print
 - Wine, beer, spirits events
 - Fun, informative “newsie” content

Twitter



- Average 100 tweets per month
- “Engagement” up 2,600% in six months
- 20,000+ impressions per month (up 4,900%)
- Twitter focus:
 - Advertisers and their products
 - Wine, beer, spirits info from web and print
 - Wine, beer, spirits events
 - Fun, informative “newsie” content

TheWineBuzz Reader Survey Results

Which of these do you drink at least once per week? (Check all that apply)

Wine ... 97.4% Beer... 38.4% Spirits.....28.2%

How likely are you to base purchasing decisions on products or services you read about in TheWineBuzz?

Very likely/Somewhat likely..... 99%

How do you purchase wine, beer or spirits?

Ad and/or review in TheWineBuzz..... 82.8%

Do you read the digital edition of TheWineBuzz?

Yes 46.1%

Annual Income?

Over \$70,000..... 40.1%

TheWineBuzz®

WEB ADVERTISING OPPORTUNITIES!

Home Page:

- 1 \$100**
Featured Event, Wine, Beer, Spirit
Logo or photo, 50 words, link to website
Duration:
Minimum 2 weeks depending on availability.
- 2,3 \$150**
Rotating Skyscraper Ad - 160 x 350
Provide art and URL for link to website
Duration:
Minimum 1 month depending on availability.



Home Page

Wine, Beer, Spirits Pages:

- 4,5 \$50**
Featured Wine, Beer or Spirit
Logo or photo, 50 words, link to website
Duration:
Minimum 1 month depending on availability.



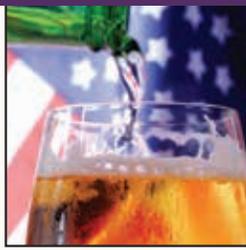
Wine Page

All Pages: (except home page)

- 6 \$100**
Skyscraper Ad - 160 x 350
Provide art and URL for link to website
Duration:
Minimum 1 month depending on availability.



Events Page



TheWineBuzz

2016

Tasting Schedule

January/February *

Featured Wine:

Wine from Spain

Featured Spirit:

Scotch; new products

Other Tastings:

Wine: Any price, region and category

Craft Beer: Seasonals, new products

Tasting Submission Deadline: October 30, 2015

Advertising Space Deadline: December 4, 2015

March/April *

Featured Wine:

Wine from the Northwest

Featured Spirit:

Tequila; new products

Other Tastings:

Wine: Any price, region and category

Craft Beer: Ohio Brews, new products

Tasting Submission Deadline: December 11, 2015

Advertising Space Deadline: January 29, 2016

May/June

Featured Wine:

Alternative Packaging | Ohio Estate-Grown Riesling

Featured Spirit:

Vodka; new products

Other Tastings:

Wine: Any price, region and category

Craft Beer: Seasonals, new products

Tasting Submission Deadline: February 26, 2016

Advertising Space Deadline: March 25, 2016

July/August *

Featured Wines:

German Whites

Featured Spirit:

Gin; new products

Other Tastings:

Wine: Any price, region and category

Craft Beer: Seasonals, new products

Tasting Submission Deadline: April 29, 2016

Advertising Space Deadline: May 27, 2016

September/October *

Featured Wines:

Wine from South America

Featured Spirit:

Bourbon/Rye; new products

Other Tastings:

Wine: Any price, region and category

Craft Beer: Seasonals, new products

Tasting Submission Deadline: June 24, 2016

Advertising Space Deadline: July 29, 2016

November/December *

Featured Wine:

Champagne/Sparkling Wine + Wine from Portugal

Featured Spirit:

Rum and Liqueurs; new products

Other Tastings:

Wine: Any price, region and category

Craft Beer: Seasonals, new products

Tasting Submission Deadline: August 26, 2016

Advertising Space Deadline: September 30, 2016

*** Indicates Seasonal Buying Guides. (Winter, Spring, Summer, Fall and Holiday)**