



TheWineBuzz

2018 Editorial Calendar

Issue	Featured Topics	Destinations	Featured Wines	Featured Spirits	BrewsNews	Promotions	CLOSING DATES
Jan/Feb	Hot Toddies Drunken Cheese Oak Influence (Wine + Spirits) Recipes/Pairings - Super Bowl Wings	Healdsburg	Ice Wine	Scotch	Grisettes	Ontario	Space: 11/18 Materials: 11/25
Mar/Apr	Legal Moonshine Blind Tasting Wine + Sports Recipes/Pairings - Focaccia, Stromboli	York, Pennsylvania	Washington	Tequila	"Artful" Ales (creative packaging)	North Carolina	Space: 01/20 Materials: 01/27
May/June	Ohio Charcuterie Hot Ohio Mixologists Ohio Sparkling Wine Recipes/Pairings - Olé All Day	Hungary	Ohio Pinot (Gris, Grigio, Noir)	Ohio Spirits	Dayton/Toledo Breweries	Touring Ohio Wine Country	Space: 03/17 Materials: 03/24
July/Aug	Beer for a Cause Shrubs Wines for a Plant-Based Lifestyle Recipes/Pairings - Backyard BBQ	New Zealand	Dry Riesling	Gin	Long Live Lager	New York	Space: 05/19 Materials: 05/26
Sept/Oct	History of Beer, Wine, Spirits Old World vs. New World Is an Appellation a Brand? Recipes/Pairings - Fall Comfort	Ribera Del Duero, Spain	Rhône	Bourbon	Drafting Excellence	Kentucky	Space: 07/21 Materials: 07/28
Nov/Dec	Oysters and Champagne Just Desserts Holiday Buying Guide Recipes/Pairings - Antipasto	Milan	Champagne Sparkling Wine	Rum	TBD	Holiday Beverage Buying Guide Gift Guide	Space: 09/20 Materials: 9/27

Special Content:

Shorts, Recipes, Cool Apps, Wine Words, On the Job, Best of the Bunch, Book Reviews, Ohio Winery News, What's New: North, Central and South
Contents subject to change without notice.

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.

TheWineBuzz Reader Survey Results

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

Wine97.4% Beer38.4% Spirits28.2%

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

Very likely/Somewhat likely99%

How do you purchase wine, beer or spirits?

Advertisement 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%

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