



# TheWineBuzz

## 2020 Editorial Calendar

Issue	Featured Topics	Destinations	Wine Features	Featured Spirits	BrewsNews	Promotions	CLOSING DATES
<b>Jan/Feb</b>	Limoncello Black Cocktails Cooking with Wine Recipes/Pairings - Canada Comfort Food	Ontario, Canada	Viognier Petite Syrah/Sirah Samples Due: 10/22	Rum & Liqueurs	Ohio Cider	Ontario	Ad Space: 11/22 Materials: 11/29
<b>Mar/Apr</b>	Starting a Wine Cellar Craft Wine Vinegars Michigan Spirits Recipes/Pairings - Asian Cuisine	Ann Arbor Michigan	Italian Whites & Reds Samples Due: 12/13	Tequila	Upper Peninsula Breweries	Michigan (Wine, Beer and Spirits)	Space: 01/17 Materials: 01/24
<b>May/June</b>	Lake Erie Region Pinot Gris (Grigio) Cocktail Culture (Ohio N, S, E, W) Cinderella Wines Recipes/Pairings - Great Grilling	Ohio Wine Country The Oval Collection	Ohio Vignoles, Baco & Chambourcin Samples Due: 2/21	Ohio Spirits	Butler County, OH Breweries	Touring Ohio Wine Country	Space: 03/20 Materials: 03/27
<b>July/Aug</b>	Hard Seltzers Wine Cruise on the Snake/Columbia Gettysburg Recipes/Pairings - The Perfect Picnic	Hendersonville, NC N Carolina's High Country Lake Erie Wine Country	Spanish Whites & Reds Samples Due: 4/24	Gin	Milwaukee Breweries	North Carolina New York	Space: 05/22 Materials: 05/29
<b>Sept/Oct</b>	Cocktail Menus Ryder Cup Bloody Mary Socially Conscious Wineries Recipes/Pairings - Decadent Chocolate	Indiana's Thirsty Wine Triangle Kentucky Bourbon Scene	Pinot Grigio Pinot Noir Samples Due: 6/19	Bourbon/Rye	Columbus Craft Beer What's New	Kentucky Indiana	Space: 07/24 Materials: 07/31
<b>Nov/Dec</b>	Holiday Gift Guide (Cool Products/Books) Classic Holiday Wine Pairings Cocktail Tour of New Orleans Recipes/Pairings - Party Starters	Travel by Train in Spain Holidays in Central Europe	Champagne Sparkling Wine Samples Due: 8/21	Port	Virginia Brew/Kombucha Trail	Holiday Beverage Buying Guide Gift Guide	Space: 09/18 Materials: 9/25

### TheWineBuzz Reader Demographics

#### Gender

Female..... 62%    Male .....38%

#### Age

<40yrs...14%    40-49...20%    50-59...37%    >59...29%

#### Income

<\$50k...33%    \$50-\$70k...26%    >\$70k...41%

**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?**

Advertisement and/or review in TheWineBuzz .....83%

### Special Content:

**Shorts, Recipes, Wine Words, 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.

