

INTRODUCING

WINE ENTHUSIAST[®]

TASTING ROOM DIRECTORY

*An entirely new platform
empowering our readers to
explore wine country.*



Introducing the Travel Division at Wine Enthusiast

In the wake of cultural shifts caused by the pandemic, American consumers are more interested in travel than ever before. As we've watched our readers and customers venture out to experience wine at its source, we've realized a need to build more resources to quench their thirst for adventure. That's why we're launching an entirely new Travel Division at Wine Enthusiast Companies.

This new division will help our audience discover, explore and even book experiences for their next vineyard-bound trip. Under this new umbrella we'll have Wine Enthusiast organized tours, a robust travel content section and most exciting of all—the launch of our Tasting Room Directory.

Our Audience is Travel-Obsessed

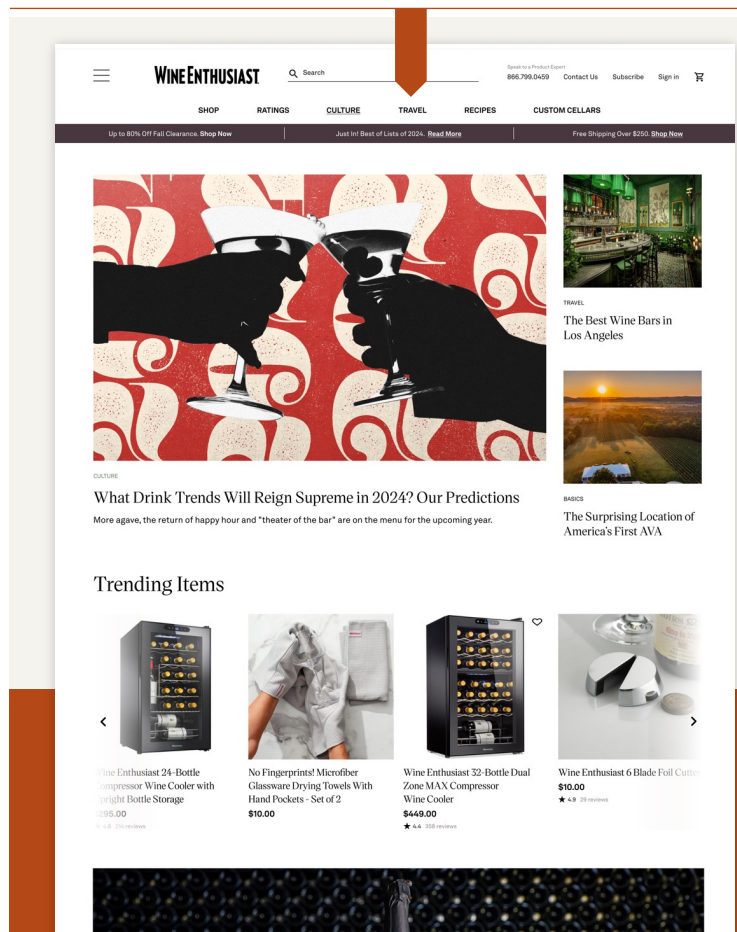
Wine Enthusiast's Audience:

- Ranks #1 for intending to travel in the next 12 months (92%)*
- Ranks #1 for spending on personal travel/vacations (93%) and foreign personal/vacations (76%)**
- Spent \$16 Billion on travel in the past 12 months.
- YOY increased their total travel spend by 20%
- 86% "Enjoy going to new travel destinations."
- 85% "Before I travel somewhere I make sure to do my research."
- 80% "I'm always thinking about and planning my next vacation."

Source: Ipsos Affluent Survey USA Spring 2023, HHI \$125,000+ Total Brand Footprint

*Competitive set: Architectural Digest, Robb Report, Town & Country

**Competitive set: Wine Spectator, Bon Appetit, Epicurious.com and Food & Wine



Overview

IN THE SPRING OF 2024, Wine Enthusiast is launching a first of its kind digital product for wine tourism. The Tasting Room Directory will be filled with thousands of winery tasting room listings and map integrations to inspire our audience. Our users are thirstier than ever to get out and explore the wine world around them. This tool will give them everything they need to plan their next adventure to the vineyard.

In partnership with Tock reservation software, every listing that's currently on Tock will have a built-in integration to drive visitors to your Tasting Room. If you don't currently use Tock, we're happy to send our readers directly to your winery tasting room/tourism website. In addition, we're offering an opportunity to work together to build out your venue pages to create the ultimate resource for wine travel on the internet.

Tasting Room Directory

WINEENTHUSIAST

Search

Subscribe

Sign In

🔍

Shop

Ratings

Culture

The Basics

Recipes

Custom Cellars

Up to 50% Off Full Course. [Shop Now](#)

Just 10 Days Left of 2023. [Read More](#)

Free Shipping Over \$200. [Shop Now](#)

Tasting Room Directory



Winery Name

Region



Winery Name

Region



Winery Name

Nahe Valley



Winery Name

Region

All Listings

Show Filters

Sort By

Clear All Filters



Listing Name

Address, Region

Cuisine | \$\$\$

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[Learn More](#)

Listing Name

Address, Region

Cuisine | \$\$\$

[Learn More](#)

All Listings

Show Filters

Sort By

Clear All Filters

Close Filters

Hide Filters

Clear All Filters

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Listing Name

Address, Region

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[Learn More](#)



Listing Name

Address, Region

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[Learn More](#)



Listing Name

Address, Region

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[Learn More](#)



Listing Name

Address, Region

Cuisine | \$\$\$

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[Learn More](#)

HOW TO PARTNER

Tasting Room Listing

In partnership with Tock, a list of 1,000+ Tasting Room Listings pages will go live in Spring of 2024 with limited information. In an effort to enrich our pages, we're reaching out to partners for an opportunity to build out their venue's landing pages and bring in new visitors.



Paid Tasting Room Listing Package includes:

- 1 Cover Photo
- Winery Name, Address, Website, Phone
- Tock Link to make a reservation or winery's preferred reservation link
- Map and locator pin on their designated Region
- 100 Word Copy written by client, edited by Wine Enthusiast
- 5 smaller winery images on a carousel
- 3-4 DTC wine bottles on carousel *
- 3-4 Wine ratings & labels linked to Buying Guide*

Introductory Price: \$5,000 for a 2-year subscription

*If a winery does not have a DTC retail program or wines reviewed by Wine Enthusiast these features can be turned off.

Sponsored Tasting Room Listing

The screenshot shows a detailed listing for 'Winery Name' on the Wine Enthusiast website. The listing includes a large cover photo of a long wooden table in a tasting room, a map of the region, and a 'Make a Reservation' button. Below the main image is a carousel of five smaller winery photos. The 'Wines by Winery Name' section displays three wine bottles with their respective product titles and 'Shop Now' links. The 'Winery Name Wine Ratings' section shows four wine ratings with scores (97, 94, 94, 97) and links to 'Read Full Review'.

This screenshot shows a basic listing for 'Winery Name' on the Wine Enthusiast website. It includes the winery name, address, website, and phone number. A green circle with the text 'Without Partnership' is overlaid on the right side of the listing, indicating that the listing is limited compared to the sponsored version.

The screenshot shows the 'Featured Regions' section of the Wine Enthusiast website. It features a carousel of four images representing different wine regions, each with a 'Sponsored' label and a 'Shop now' button. Below the carousel is a section titled 'Explore The Region' with more images and a 'Shop now' button.

HOW TO AMPLIFY

Tasting Room Listing

Drive our readers to your Tasting Room Listing page by using any of the below options to bring our on-target audience into your world. These proven methods of driving impressions are an efficient way to expose more visitors to your property.

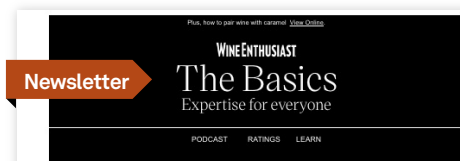
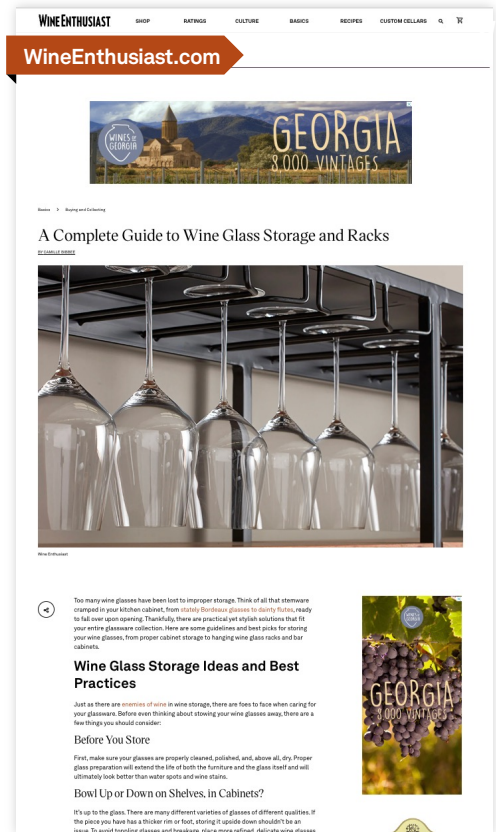
In addition to your Tasting Room Listing, add on additional amplification.

TIER 1: \$15,000

- Paid Social Promotion across Facebook and IG
- Newsletter Inclusion driving to Tasting Room page

TIER 2: \$25,000

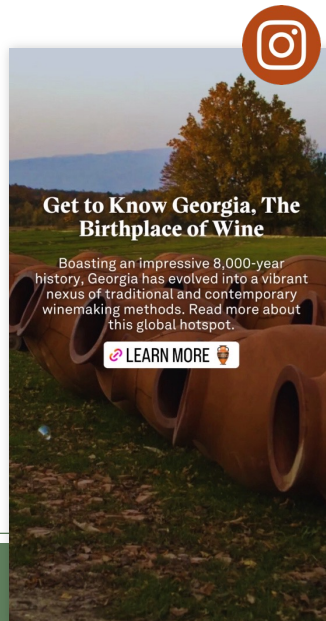
- Paid Social Promotion across Facebook and IG
- Newsletter Inclusion driving to Tasting Room page
- 1 Organic IG Story on WE driving to Tasting Room page
- 30 Days of ROS supplied banners on WE.com



What, Exactly, Is a GSM Wine?

This iconic blend is an easy entry point into bold reds, with its three namesake varietals smoothing and enhancing a wide range of notes.

READ MORE



Get to Know Georgia, The Birthplace of Wine

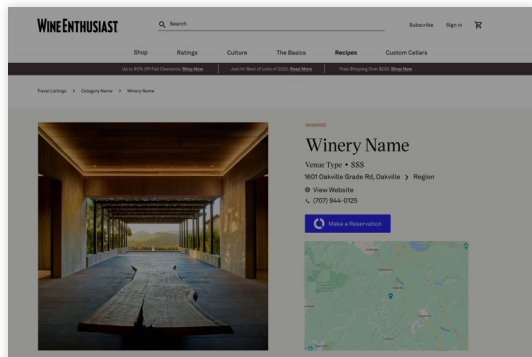
Boasting an impressive 8,000-year history, Georgia has evolved into a vibrant nexus of traditional and contemporary winemaking methods. Read more about this global hotspot.

LEARN MORE



HOW TO PARTNER

Tasting Room Listing + Winery Postcard



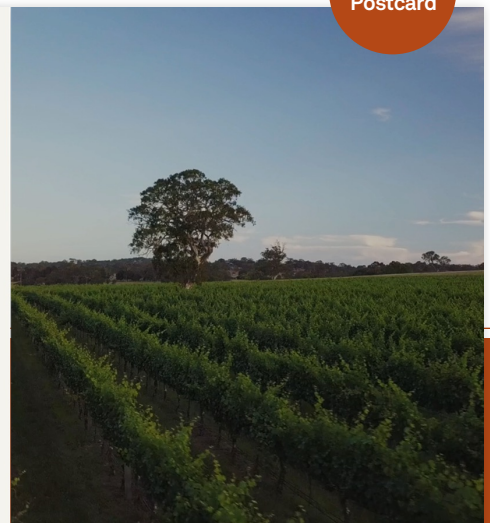
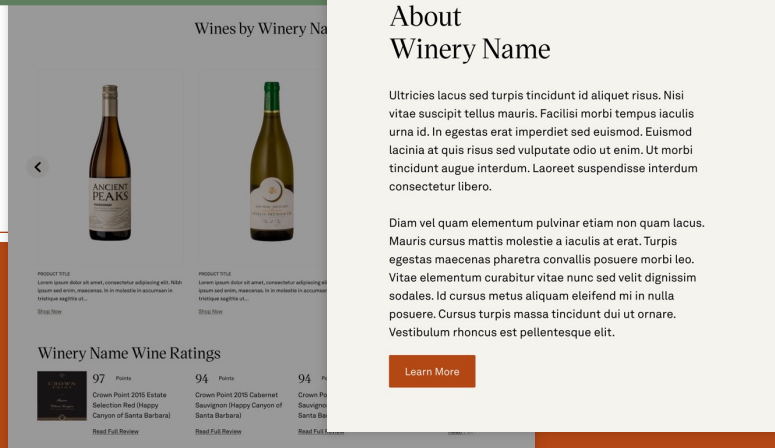
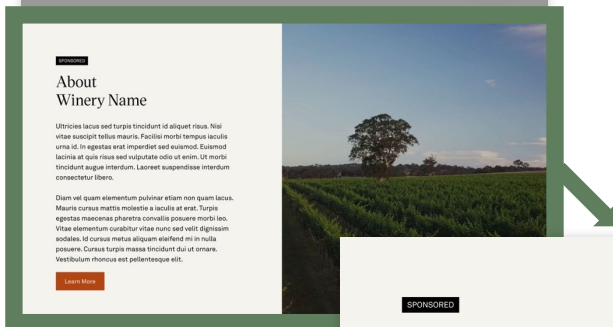
In addition to your partnered Tasting Room Listing, the Winery Postcard offers you the chance to tell your story in more detail with native content. We'll craft the copy (500-800 words) on your behalf to be sure it upholds our brand voice with the best editorial writing standards.

The postcard within your Listing Page will be a 100-word teaser that links out to the full article on WineEnthusiast.com. Our content team is filled with experts who know how to craft content that inspires a visit to your property.

- Wine Enthusiast to write 500-800 words of copy with client approval
- With the purchase of a Winery Postcard, the client is granted a single review session. Further reviews will incur supplementary charges.
- Client to provide hero image or video asset

Add-On Price: \$10,000 additional

Winery
Postcard



HOW TO PARTNER

Integrated Tasting Roundups

We're creating travel guides and recommendations using Google Maps integration. This allows us to offer Integrated Tasting Roundups with pinned listings within a region's map to visit. Our team will work with you to come up with a creative concept that best fits your brand values and demographic. In addition, we'll include a full 360 package of media promotion to drive our audience to this Integrated Tasting Roundup.

These custom itineraries allow our readers to dive into what a full day of activities and tours could look like with your winery or multiple wineries at its core.

Each custom content campaign:

- **Content Creation:** Wine Enthusiast's production team collaborates with you to develop the content elements of your campaign. We strive to make your custom content indistinguishable from Wine Enthusiast editorial content.
- **Distribution:** Promotional tout on Wine Enthusiast homepage
- **Promotional and Brand Media Plans:** Each content marketing campaign includes a promotional media plan designed to promote your custom content as well as a brand media plan to deliver brand impressions and links to your digital properties. Media plans include:
 - Includes co-branded banner creation
 - Includes promotional tout on homepage
 - Newsletter tile driving to landing page on wineenthusiast.com
 - Social amplification promotion
 - Supplied roadblock banners surrounding content

Price: \$35,000

Ideas for Integrated Tasting Roundups Include:

- Our Favorite Spots to Bring Your Dog in Paso Robles
- The Hottest New Tasting Rooms in Napa
- Best Kid-Friendly Places to Taste Wine in the | North Fork
- Top 7 Picnicking Spots in Sonoma
- 5 Best Wineries to Stay in Virginia

WINEENTHUSIAST


Google Map Integration

Culture > Wine & Ratings

WINE & RATINGS

The Best American Restaurants This Year Are Wine Bars

BY MATT KETTNER / 3 MIN READ




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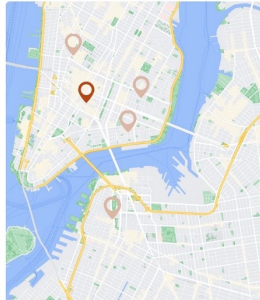
All featured products are independently selected by our editorial team or contributors. Wine Enthusiast does not accept payment to conduct any product reviews, though we may earn a commission on purchases made through links on this site. Prices were accurate at the time of publication.

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Bar Crenn
Japanese • East Village
28 Ave A, New York > Wine Region
[View Website](#) [Make a Reservation](#)



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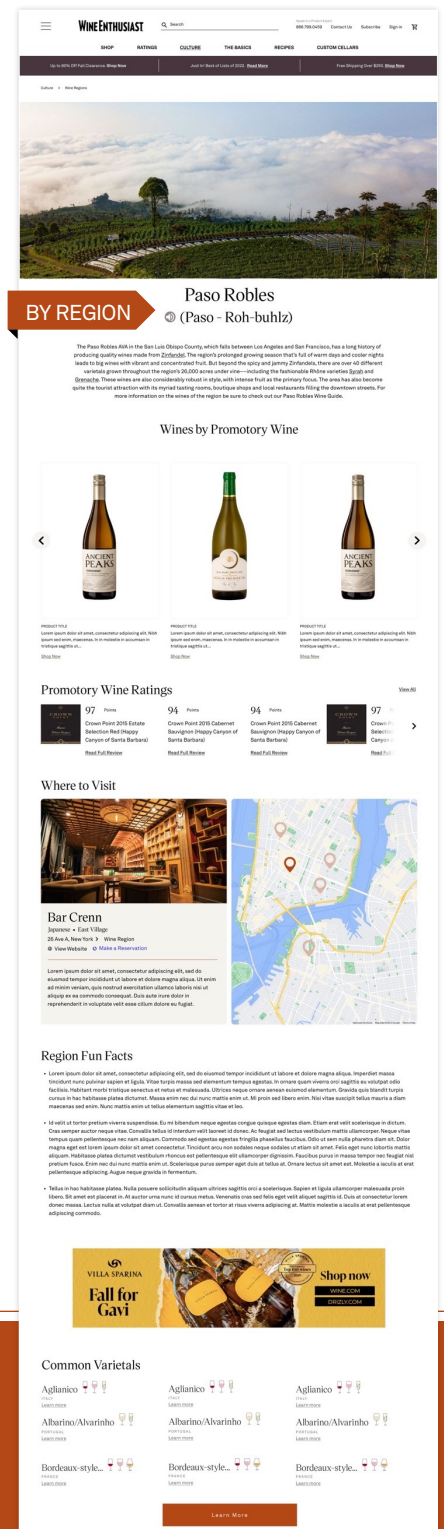
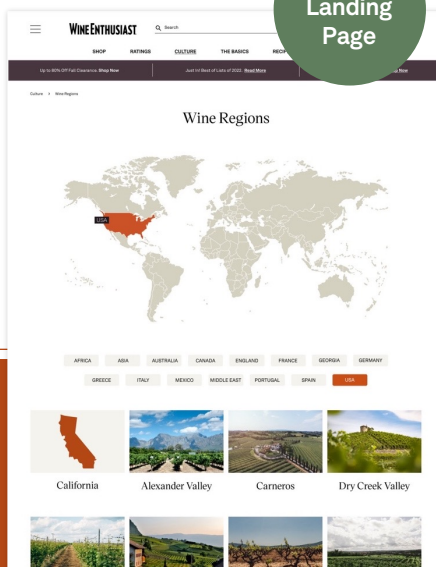
Region Pages

We're building destination pages for all the most iconic wine regions across the globe. These pages are built with organic discoverability in mind, answering common audience queries like 'where is,' 'what is,' 'where to go,' and 'what to do.' Our goal is to educate our audience on the diversity of different regions and the unique experiences that they offer.

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 - Paid social amplification promotion
 - Supplied roadblock banners surrounding content

Price: \$35,000

Regions
Landing
Page



TASTING ROOM LISTING

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