

WineReviewOnline.com

2023 Rate Card

ABOUT WINE REVIEW ONLINE

Wine Review Online (WRO) was launched in August 2005 to provide a professionally-written, independent source of wine and wine-lifestyle information to consumers. WRO features renowned wine columnists and industry professionals whose various writing styles, personal palates, travels, and experience dictate their choice of subject matter while ensuring a balance of topics and information in each issue. Content is free to consumers and updated weekly. WRO maintains an archive of over 20,000 wine reviews and posts 30 new wine reviews each week.

WRO is a major sponsor of four international wine competitions: Critics Challenge, San Diego International Wine & Spirits Challenge, Sommelier Challenge, and Winemaker Challenge. Reviews of competition platinum award-winners are posted on WRO with links to all results.

CIRCULATION

Visitors: 1,365,000 per year
Social Media Reach: 112,000

OUR READERS

52% male / 48% female
Median household income: \$184,000
86% consume wine daily or several times a week.
78% buy wine online.
79% rate websites as a primary source of wine information.
73% refer to WRO as a resource on a weekly basis or several times a month.

AD SPECIFICATIONS

Banner ads: 435 W x 80 H pixels
Tile ads: 160 W X 120 H pixels
JPEG or GIF. Maximum File Size: 50k

ADVERTISING RATES

(Minimum 3-month purchase required)
Banner Ad: \$295/month
Tile Ad (top two position guaranteed): \$95/month
Standard Tile Ad: \$75/month

PAYMENT

In advance or monthly charge to credit card on file. All rates are net.

ADVERTISING CONTACT

Diane Salisbury, 619-807-8560 or winereview.ads@gmail.com

