

WineReviewOnline.com

2019-20 Media Kit

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 20-30 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: 1,225,000 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 SIZES & FORMATS

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

CONTACT

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