

# WineReviewOnline.com

## Media Kit & 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 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: 1,365,000 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**
- Premium 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, Marketing Director, 619-807-8560 or [WROmarketing@yahoo.com](mailto:WROmarketing@yahoo.com)

