

A warm, intimate scene of a dinner party. In the foreground, a hand holds a flute glass of sparkling wine. The hand is adorned with a gold watch and a small tattoo. The table is set with a bottle of wine, a shaker, plates of food, and festive decorations. In the background, a person in a suit is visible, and a colorful patterned bag rests on the floor.

WINE ENTHUSIAST[®]

We bring wine to life.

MEDIA KIT 2025

Our Story

Newlyweds Adam and Sybil Strum co-founded Wine Enthusiast Companies in 1979. They started a business from the attic of their home when realizing the joys of wine were only available to a select few. Wine Enthusiast was launched as a direct-mail catalog with the intention of making wine accessible to anyone and everyone no matter their budget or expertise.

Today, the family-owned business is composed of Wine Enthusiast Commerce and Wine Enthusiast Media. Wine Enthusiast Shop provides premium wine-lifestyle products, reaching millions of consumers globally via direct mail, an e-commerce site, and a business-to-business division. Wine Enthusiast magazine is an award-winning print publication and online resource that showcases wine news, food trends, and more than 25,000 ratings and reviews annually.

In 2021, Adam and Sybil's daughters Erika Strum Silberstein and Jacqueline Strum were named co-presidents and continue to lead the mission of bringing wine to life. With Erika leading the commerce division and Jacqueline heading the media division, the second generation works together to create new and better ways for Wine Enthusiast consumers to explore and enjoy the exciting world of wine.

We hope you'll join us
with a glass in hand.



Co-founders Adam and Sybil Strum after founding Wine Enthusiast in 1979.



Sybil Strum "weighing the employee value" of her daughter Erika in 1985.



WINE ENTHUSIAST



Commerce

Ratings and
Reviews

Media

Travel

The Wine Enthusiast Ecosystem

Since its inception Wine Enthusiast has evolved into a leading multi-channel business that serves both wine lovers and the wine industry.

Today, Wine Enthusiast Companies operate a fully integrated ecosystem that spans commerce, media, ratings and reviews, and travel, all available through one unified website.



We have the largest
first-party database
in the beverage
media landscape.

Dr. Danielle Callegari
*Writer-at-Large; Tuscany
and Southern Italy*

We're #1!

**Wine Enthusiast has
the largest and most
desirable audience!**

WineEnthusiast.com has the most traffic of
any wine media website boasting
more than 4 million monthly views and
a total brand footprint of **5.75 MILLION**.

Wine Enthusiast's audience has the
YOUNGEST MEDIAN AGE (41)
within its competitive set.*

Wine Enthusiast experienced
119% GROWTH in its media audience
over the last 3 years.*

* IPSOS Affluent Survey USA Spring 2023, HHI \$125,000+



WINE ENTHUSIAST

Our Impact



The Wine Enthusiast Audience



The WE audience is one of the most desirable lifestyle audiences online today. They are highly educated, affluent, professional, wine and food obsessed, and receptive to advertising.

TOTAL BRAND FOOTPRINT:

6
MILLION

EMAIL SUBSCRIBERS:

1.3
MILLION

AUDIENCE PROFILE

2.9 MM
TOTAL
AUDIENCE

\$194,891
MEDIAN
HH INCOME

61/39
MALE/FEMALE
RATIO %

41
MEDIAN
AGE

86%
COLLEGE
GRAD

333,199
AVERAGE MAGAZINE
CIRCULATION

Elevate, Expand and Overdeliver

Podcast Downloads

WE Podcast all-time
downloads/listens:
1.7 million

Vinfamous
downloads/listens:
27,000 YTD

Social Followers



Instagram
698K Followers
(+19% YOY)



Facebook
478K Followers



X (Twitter)
225K Followers



LinkedIn
140.5K Followers
(+18% YOY)



TikTok
+185% MoM
increase in views

Competitive Set

- WE has more average monthly search traffic than our competitive set
- WE is the most engaged brand against our comp set
- WE has the most monthly page views and visit duration against comp set
- Our direct traffic is more than double than our comp set

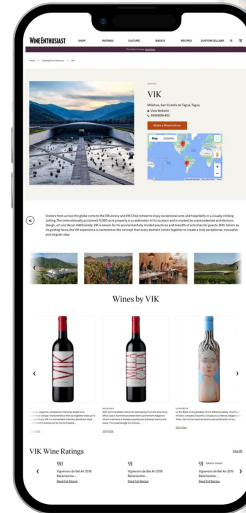
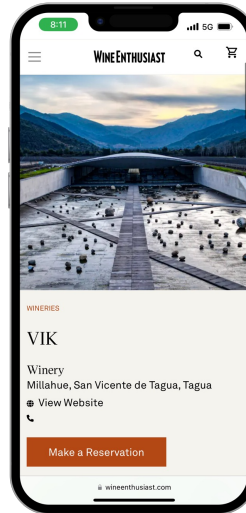
Source: GA4 and Looker 2024

Check out advertising.winemag.com/metrics
for our most up-to-date numbers.

Wine Enthusiast Travel

In July 2024, Wine Enthusiast launched a first of its kind digital product for wine tourism. The Tasting Room Directory is 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 gives them everything they need to plan their next adventure to the vineyard.



VIK

Winery
Millahue, San Vicente de Tagua, Tagua

View Website

Make a Reservation



Visitors from across the globe come to the VIK winery and VIK Chile retreat to enjoy exceptional wine and hospitality in a visually striking setting. The internationally acclaimed 11,000-acre property is a celebration of its location and is marked by unprecedented architecture, design, art and decor. Additionally, VIK is known for its environmentally minded practices and breadth of activities for guests. With holism as its guiding force, the VIK experience is centered on the concept that every element comes together to create a truly exceptional, innovative and singular stay. @vik_wine

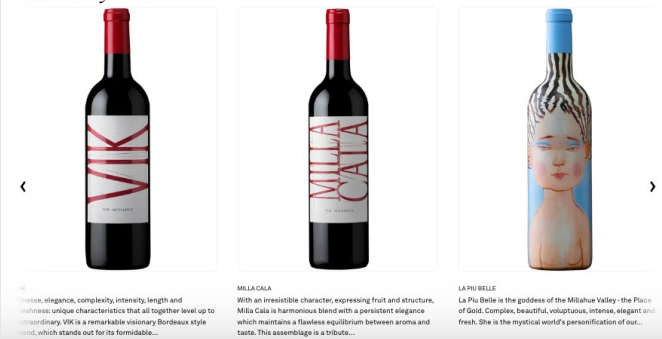


Sentiment

- Wine Enthusiast's Audience Spent **\$16 Billion** on travel in the past 12 months
- YOY Wine Enthusiast's Audience **increased their total travel spend by 20%**
- **92%** of Wine Enthusiast's Audience intend to travel in the next 12 months
- **95%** of Wine Enthusiast's Audience hold a valid passport

Source: IPSOS Affluent Survey USA Spring 2023, HHI

Wines by VIK



Unparalleled Engagement

Wine Enthusiast's top-performing content drives conversations and motivates our audience to explore new experiences, both at home and on the go.

TOP PERFORMING CATEGORIES

- Culture
- Recipes
- Tasting Rooms/Travel
- Basics
- Ratings

TOP 5 DIGITAL ARTICLES YTD

1. The Best Napa Valley Wineries to Visit
2. Rye vs. Bourbon: What's the Difference?
3. Are You a Wine Snob? 8 Red Flags to Spot
4. 7 Up-and-Coming Wine Regions That Should Be on Your Radar
5. The Two-Ingredient Carajillo Is More Than the 'Next Espresso Martini'



Wine Enthusiast Events

Wine Enthusiast brings wine to life by hosting a variety of events geared towards wine consumers and industry professionals alike. These events provide opportunities for attendees to taste and discover new wines, as well as learn about different regions, styles, and producers.



WE Events

- Future 40 Event
- Wine Star Awards
- Sip Italy and South America

Event Partnerships

- Curated Dinners
- Instagram-ready Happy Hours
- Visually Immersive Experiences
- Tradeshows Seminars, Panels and Master Classes
- Tasting Room Events
- Walk Around Tastings



Wine Enthusiast Brand Tentpoles



Wine Star Awards

JANUARY 2025

One of the most highly anticipated industry events of the year. Wine Enthusiast celebrates the innovation of the individuals and companies that have significantly contributed to the success of the wine and alcohol beverage world with our annual Wine Star Awards.



Top 100 Lists

JANUARY 2025

- Best Buys:
November 2025
- Top 100 Cellar
Selections:
December 2025
- Best of Year:
December 2025



Sip of South America

JUNE 2025

Sip of South America features 40 wineries from Argentina, Chile, and Uruguay in a curated tasting for trade and consumers.



Sip of Italy

SEPTEMBER 2025

Sip of Italy connects trade and consumers to Italian wines, aligned with our Aug/Sept issue for broad exposure.



Tastemakers

SEPTEMBER/OCTOBER 2025

Looking at people, places, movements and technology, the things that change the way America drinks. Join the celebration at the event filled with tastemakers past and present.

Wine Enthusiast Custom Content

Leverage the expertise of Wine Enthusiast's editorial team and renowned wine experts to tell your story in a way that resonates with our audience of wine lovers and connoisseurs. Our custom articles, featured in both our print magazine and online, seamlessly blend editorial insight with your brand's message, providing an authentic and engaging experience.



Let us craft your story with the credibility and voice of Wine Enthusiast.

PRINT & DIGITAL REACH

TRUSTED EXPERTISE

AUTHENTIC ENGAGEMENT

C'est Fantastique! Sainte Marguerite en Provence Launches New Rosé

Hopping on the next flight to Provence may not be in the cards this summer, though Pernod Ricard USA has the next best solution. Following the acquisition of Sainte Marguerite en Provence in 2022, the brand is introducing its two latest rosé cuvées—Château Sainte Marguerite Fantastique Rosé 2023 Cru Classe and Maison Sainte Marguerite Symphonie Rosé 2023—just in time for the upcoming summer season. These two unique wines offer an unexpected and elevated way to enjoy Provençal rosé, particularly for those curious to explore the path less traveled.



About Fantastique and Symphonie

According to Pernod Ricard USA, these new signature rosé cuvées do not conform to a moment, place or season. They're perfect for enjoying year-round as an aperitif or elevated accompaniment to a sprawling variety of dishes. Symphonie Rosé pays homage to the long-standing savoir-



Heart, Soul and the Future

Cavino's Taverello Sangiovese D.O.C.G. completes the circle.

A shared vision and a commitment to the future inspired a brave group of farmers to band together and form Cavino in 1996. Together, stronger and more determined, they were dedicated to ensuring the sustainability and success of not just their own company but to their home and its people. Since day one, Cavino's Cavino has been a leader in every facet of the global wine industry, shaping its identity around a profound dedication to the land, its people, its history and, most importantly, its future. Today, Cavino's Cavino represents 12,000 acres across seven Italian regions, covering over 15,000 acres of vines. Cavino's Cavino dedication to the land and ongoing innovation is evident in its presence across 80 countries, from everyday wines like the historic and best-selling Italian wine brand Taverello to special occasion wines and now in the vibrant and contemporary wines of Vigini Basso. Cavino strength lies in its drive to innovate from tradition and consistently deliver to the future. Based in Emilia-Romagna, Cavino's Cavino draws from its rich past to open new doors in the world of wine and it all begins with the iconic Italian wine, Taverello. Based in the Romagna D.O.C.G. the wine is inspired by the integrity, history and



Heart, Soul and the Future

the vision that have made Taverello Romagna Sangiovese approachable, delicious and affordable. The story of Taverello is based on the idea that wine should stand out on its own, be vibrant and be memorable. This motto has driven the success of Taverello and has made it one of the world's leading wines for over 40 years. For now, just being good would be enough but, as farmers, Taverello knows the more must be expected and for decades Taverello has led sustainability efforts to ensure that from vine to bottle and back again, the people, the place and the earth are respected. Taverello laid the foundation and set the stage for the evolution and development of the Romagna D.O.C.G. and today, Cavino's Cavino has established Vigini Basso, a new family of wines that honors the region's legacy of creating fresh, delicious and vibrant still wines—including red, made from Sangiovese and white, made from Trebbiano, Romagna—as well as fresh sparkling wines. The Romagna region was historically known for its sparkling wines in the 1900s, but that tradition had faded until recently. Vigini Basso has reclaimed this heritage by introducing Taverello Romagna D.O.C.G. Spumante, a new category of sparkling wine. Taverello's passion to the region's history and land, passed after the time (more) hills that define the area and provide the perfect conditions for Trebbiano Romagna and Sangiovese grapes. The wines of Vigini Basso express the history, passion and story of Romagna. With intense respect, wisdom and expertise in creating "from the vine to the glass," these wines are the essence of the sun, sea and land in a glass. A wine to transport you to Romagna and, most importantly, to the source, among the rolling hills and vines of this beautiful and historic place that has been Cavino's Cavino for generations.

EUROPEAN UNION

WINE ENTHUSIAST

Wine Enthusiast Custom Audio & Visuals

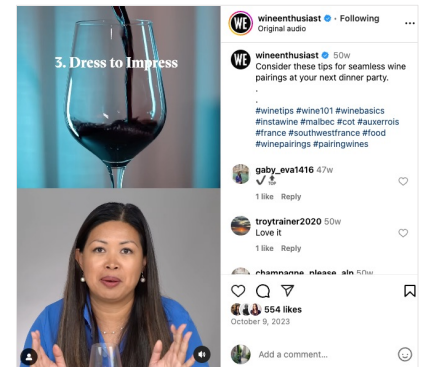
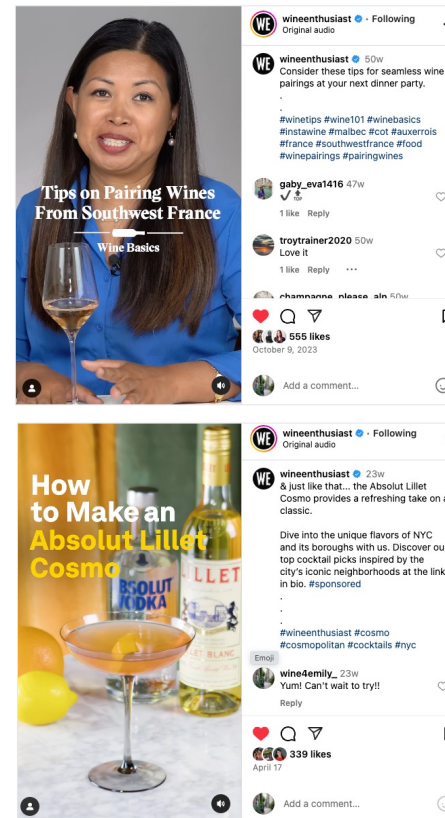
In a world where storytelling is key,

Wine Enthusiast offers advertisers the opportunity to connect with a passionate audience through our innovative custom video and audio campaigns.

Our approach goes beyond just visibility,

we aim to ignite conversations and foster community. With strategic distribution and interactive elements, we create engaging experiences that drive action and inspire loyalty.

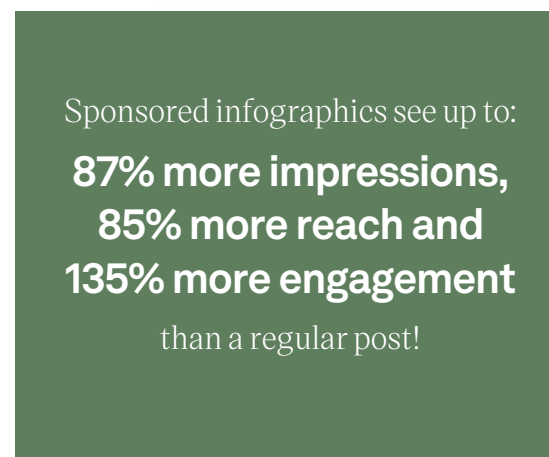
Our custom video packages reach over 1.5 million viewers.



WINE ENTHUSIAST

Wine Enthusiast Social Media Infographics

- Wine Enthusiast Social Media Infographics reach readers through an educational, custom display.
- Content is curated by Wine Enthusiast social, edit, and tasting team.
- Viewers are drawn in by eye-catching custom illustrations.
- Infographics offerings range from social posts, web pages, and custom videos.



Wine Enthusiast Tasting Panel



The Wine Enthusiast Tasting Panel blind tastes and rates 25,000 wines and spirits every year based on the 100-point scale. We have a talented Tasting Panel with impressive wine and spirit knowledge, certifications and experienced careers. The diverse panel brings fresh perspectives to our reputable reviews.

In September 2024, we launched the Wine Enthusiast Ratings Platform. This infrastructure brings two major upgrades to the long-standing tasting and review program at Wine Enthusiast:

1

Every wine and spirit submission is guaranteed to be reviewed.

2

All regions across the globe are welcome to submit wines and spirits to be blind tasted and rated.



2025 Edit Calendar



Winter February / March

The Climate Issue

Ad Close: 12/26/24

Materials Due: 1/2/25

June/July

The California Issue

Ad Close: 4/17/25

Materials Due Date: 4/24/25

November

The Best Buys Issue

Ad Close: 8/6/25

Materials Due Date: 8/13/25

April

The Travel Issue

Ad Close: 1/30/25

Materials Due Date: 2/6/25

August/September

The Italy Issue

Ad Close: 5/28/25

Materials Due Date: 6/4/25

December 1st

The Holiday/Family Issue

Ad Close: 9/11/25

Materials Due Date: 9/18/25

May

The Hollywood Issue

Ad Close: 3/6/25

Materials Due Date: 3/13/25

October

The Innovation Issue

Ad Close: 7/3/25

Materials Due Date: 7/12/25

December 31st

Best of Year Issue

Ad Close: 10/16/25

Materials Due Date: 10/23/25

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Thank You

