

WHERE YOUR BRAND ENGAGES WINE ENTHUSIASTS FROM AROUND THE WORLD

For More Information Contact:

Wines.com Sales
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Spread your brand's message by advertising with Wines.com. Our team will work with you to enhance your brand image while increasing traffic utilizing our custom marketing techniques.

The Wines.com Portal Features:

- Rapidly expanding catalog of searchable wines from some of the top wine merchants in the United States.
- Active community of dedicated wine enthusiasts.
- Grow your business through new media and non-traditional advertising opportunities

ABOUT OUR AUDIENCE

Demographics

- 60% of visitors are female, 40% male
- Over 60% of users have a college degree or higher
- Primary audience is 41 to 50 years old
- 35% is 51+, 27% of audience is 25 to 40
- 42% of audience earns \$60+, 40% earn 100k+

Audience Size

- 4,816 Twitter followers and growing
- 22,000 site members
- 9,300 email subscribers
- 15,000 forum members

Traffic

- 35,693 unique visitors per month
- 88% new visitors each month
- Our average traffic growth rate is 20% per month
- 1,288 visits per day
- On pace to reach 1m new visitors by the end of 2011

WEBSITE ANALYTICS

Page Views

- 73,471 Lo season average page views per month
- 90,000 Hi season average page views per month
- Pages viewed per visit: 2.2
- On track to meet 1.1m page views by end of 2011

Traffic Sources

- Search Engine: 74%
- Direct Traffic: 15.5%
- Referring Sites: 10.4%

Popular Pages

- Homepage: 20% of total page views
- Content Pages: 25% of total page views
- Wineboard Forums: 8% of total page views

Popular Key Search Words

- "Buy wine"
- "Wine search"
- "Sweet wine"

Google Page Ranks

- Buy Wine: 4th
- Sweet Wine: 1st
- Wines: 3rd

WINES.COM HOMEPAGE - Main Page Ads

WINES.COM HEADER

Wine Search Area

DAILY DEALS - Text Only Ad Messages

CONTENT ROTATOR
616 X 214 pixels max
max size 50k

Content Rotator, Hot Topics
and Community Sign-in Area

New Features Area

VIDEO AD BLOCK
Managed by
Tremor Video

Community Discussion Area

MID-PAGE BANNER - 728 X 90 pixels max - max size 40k

Blog Area

BOTTOM BANNER - 728 X 90 pixels max - max size 40k

WINES.COM FOOTER

ONLINE AD PLACEMENT

WINEBOARD FORUMS - MAIN PAGE ADS

TOP BANNER - 728 X 90 pixels max - max size 40k

Forum Header Area

Forum Content Area

SKY SCRAPER
160 X 600 pixels max
max size 50k

please note that page length, width and graphics are not to scale

CONTENT PAGES - PAGE ADS

TOP BANNER - 728 X 90 pixels max - max size 40k

VIDEO PLAYER AREA

SKY SCRAPER
160 X 600 pixels max
max size 50k

please note that page length, width and graphics are not to scale

ONLINE ADVERTISING RATES

HOMEPAGE

BASE RATE

April - September

HI SEASON

October - March

Location	# of Spots	Rotation	Imp/Month	CPM	Imp/Month	CPM
Daily Deals Text Ads	4	Page Refresh	8556	\$12	10267	\$14
Content Rotator 616 x 90 pixels	4	5 Second Intervals	8556	\$12	10267	\$14
Mid-Page Banner 728 x 90	3	Page Refresh	7130	\$10	8556	\$12
Bottom Banner 728 x90	3	Page Refresh	7130	\$9	8556	\$10

WINEBOARD FORUMS

BASE RATE

April - September

HI SEASON

October - March

Location	# of Spots	Rotation	Imp/Month	CPM	Imp/Month	CPM
Top Banner 728 x90	3	Page Refresh	1032	\$10	1236	\$12
Skyscraper 160 x 600	3	Page Refresh	1032	\$10	1236	\$12

CONTENT PAGES

BASE RATE

April - September

HI SEASON

October - March

Location	# of Spots	Rotation	Imp/Month	CPM	Imp/Month	CPM
Top Banner 728 x90	3	Page Refresh	1032	\$10	1236	\$12
Skyscraper 160 x 600	3	Page Refresh	1032	\$10	1236	\$12




Rely on the Wines.com team for **DETAILED TRAFFIC REPORTING.**

NEW MEDIA OPPORTUNITIES

Explore highly effective methods to reach your target audience by allowing the Wines.com team to feature your brand in exciting non-traditional ways:

SEO and Tracking Benefits:

Search engines place Page Rank value on linking between sites, so running ads on Wines.com provides additional Page Rank benefit.

-  + Save money on extra advertising
-  + Ride along with our name and search engine ranking
-  + Receive detailed traffic reporting

E-MAIL EDITORIAL FEATURE

The E-Mail Editorial Feature is formatted and written with the same specifications as a blog post, however, it runs in our weekly digital newsletter. The average email subscriber count is around 9,300 per week.

Base Rate: April - September

- Editorial feature in weekly newsletter: \$.02 per valid e-mail address

High Season: October - March

- Editorial feature in weekly newsletter: \$.04 per valid e-mail address

BLOG POSTS

Wines.com welcomes food/wine related brands to feature their products and services in greater detail. Plan for 500-900 words with images. For copyright purposes, the Wines.com marketing staff will have the final decision on content.

Note that your blog post is also indexed into the Wines.com Blog Archive, making it searchable for ongoing SEO value!

Base Rate: January - October

- **Featured on Homepage, per day rate: \$200**

High Season: November - December

- **Featured on Homepage, per day rate: \$500**

VIDEO ADS

15-second Video Advertisements placed just before Wines.com's website videos, featuring direct click-through links to your specific URL.

- and/or -

Interactive, lower-third text and graphic overlay ads that appear while a video is playing.

All Video Advertising on Wines.com is managed by Tremor Video. Please contact your Wines.com account representative for further information.