

V&WM Products
Vineyard & Winery
Trade Publication

Annual Directory &
Products Guide (DPG)

Wine Industry Phone Book

Wineries Unlimited
Trade Show

Vineyard & Winery
Technical Seminars

International Eastern
Wine Competition

Grand Harvest
Awards Competition

West Coast Wine
Competition

Internet Services

Sales Offices

West Coast
P.O. Box 2358
Windsor, CA 95492-2358
Phone: (707) 836-6820
Fax: (707) 836-6825

East Coast
QEM
3960 Post Road
Warwick, RI 02886
Phone: (401) 885-5830
Fax: (401) 886-8020

Business & Circulation

P.O. Box 231
Watkins Glen, NY 14891
Phone: (607) 535-7133
Fax: (607) 535-2998

Website:

www.vwm-online.com

Our Mission

We stand behind our editorial pursuit...to be the "bottom line resource" for the entire North American wine market. Our goal is to keep our readers finely tuned and primed for profit.

Who reads *Vineyard & Winery Management* magazine?

Wine industry decisions makers comprise our primary audience. That means the people who read your advertisement make or directly influence purchasing decisions in their daily business dealings.

Editorially, we focus on the management of people and process in viticulture, enology, finance, and winery marketing. Our articles are written with a high degree of technical expertise by a team of wine industry professionals and contributing writers. Timely articles and columns keep our subscribers poised for excellence and success.

As we enter into our third decade, our magazine (published bimonthly) has emerged as a wine industry leader. Now more than ever, it offers increasing value to you — our advertising partner.

To provide the confidence you need to invest wisely in the vineyard and winery market, we have retained BPA International, the leading authority on circulation validation, to audit our circulation figures and publish them for your review.

Year after year, *Vineyard & Winery Management's* paid circulation continues to climb, reaching an all-time high level.

But you don't have to take our word for it. Some of our readers have this to say:

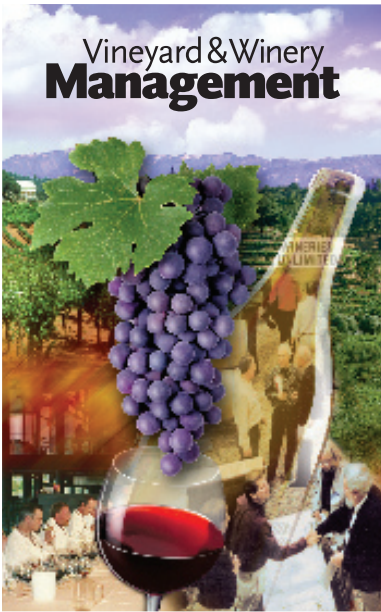
"Vineyard & Winery Management's a valuable tool for keeping up with the new trends in wine maketing, finance, production technology and vineyards. Articles are succinct and informative, and help me to do my job better."

- Michaela Rodeno, CEO, St. Supery Vineyards & Winery

"In my opinion Vineyard & Winery Management magazine addresses the topics and interests that I have in the wine and grape industry."

- Michael Loykasek, Winemaker, de la Montanya Winery





Press Releases

Vineyard & Winery Management is happy to accept press releases, however we only accept them electronically.

To submit your press release for our consideration, please follow these guidelines:

- (1) insert the text within the email message field
- (2) email it to pressrelease@vwm-online.com (no attachments, please).

Text should include a headline (title case, not all caps, in seven words or less), and should be fewer than 200 words. As a matter of course we will discard text over the 200 word limit, so be sure to include pertinent information within that parameter.

We should have all material for the next issue by the 20th of the month, two months in advance of the issue (i.e. November 20th for January/February issue, etc.)

There are several categories in Vineyard & Winery Management's Spotlight section. These include: General News, Winery News, People in the News (not suppliers), Supplier News, and New Products (not wines). Please put one of these categories in the subject field of your message along with the issue (Jan/Feb, March/April, etc.) in which you would like it to appear. Calendar items must be for events targeting an industry audience, not consumers.

Any cameo photos should be attached in a resolution of at least 300 dpi, in JPEG, TIFF, EPS or PDF formats, and the text must have a photo caption referenced.

Few press releases for wine awards are printed; top state awards are exceptions. We reserve the right to edit for space and content and cannot guarantee that submissions made prior to the deadline will run due to space constraints.

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Thematic Calendar 2006

ISSUE	VINEYARD	WINERY	MANAGEMENT
JAN/FEB	<ul style="list-style-type: none"> • New Technology preview for Unified Symposium • Vineyard Establishment posts, wires, stakes, trellis supplies, vine tubes, drainage tile and pipe, fencing, tractor planting attachments • Worker Safety & Protective Equipment 	<ul style="list-style-type: none"> • New Technology preview for Unified Symposium • Cellar Management barrel room, inventory, case storage • Fortified, Sparkling Wines • Worker Safety & Protective Equipment 	<ul style="list-style-type: none"> • Financial Management • Market Watch • Wine Wise Marketing • World View
MAR/APR	<ul style="list-style-type: none"> • Sprayer Equipment and Spray Materials fungicide, herbicide, insecticide • Irrigation/Fertigation pumps, well drilling, rubber hose for drip irrigation, liquid fertigation supplies, and sprinkler systems 	<ul style="list-style-type: none"> • Analysis lab equipment • Post Fermentation pumps & filtration, fining, racking • Tasting Room Profitability Conference & Trade Show and Wine Club Summit • Fruit, Dessert Wines 	<ul style="list-style-type: none"> • Succession Planning • Market Watch • Wine Wise Marketing
MAY/JUN	<ul style="list-style-type: none"> • Harvesting Equipment mechanical harvesters, gondolas, boxes/bins, high-pressure washers, field refrigeration, scales, pH meters, refractometers, hand shears • White Wines 	<ul style="list-style-type: none"> • Packaging Issue bottling equipment, closures • White Wines 	<ul style="list-style-type: none"> • Financial Services, Management/Planning • Market Watch • Wine Wise Marketing
JUL/AUG	<ul style="list-style-type: none"> • Environmental Regulation • Tractor Accessories • Hedging/Trimming Supplies Equipment • Animal and Weed Control bird netting, canons, traps, repellants, mowing equipment, flammers • White Wines 	<ul style="list-style-type: none"> • Winery Sanitation • Fermentation Equipment, Electricity/Temperature Control • White Wines 	<ul style="list-style-type: none"> • World View • Succession Planning • Market Watch • Wine Wise Marketing
SEP/OCT	<ul style="list-style-type: none"> • Red Wines • Tractors • Vines/Nursery Stock • Wind Machines 	<ul style="list-style-type: none"> • Fermentation Issues, Processes, Equipment • Oak Options • Red Wines 	<ul style="list-style-type: none"> • World View • Financial Management • Market Watch • Wine Wise Marketing
NOV/DEC	<ul style="list-style-type: none"> • Red Wines • Pruning Equipment • Tilling Equipment/ Attachments • Soil Testing Equipment • Backhoes, other vehicles • Software, Remote Weather Instrumentation 	<ul style="list-style-type: none"> • Red Wines • Software, Remote Weather Instrumentation 	<ul style="list-style-type: none"> • Market Trends • World View • Exports • Financial Services, Management/Planning

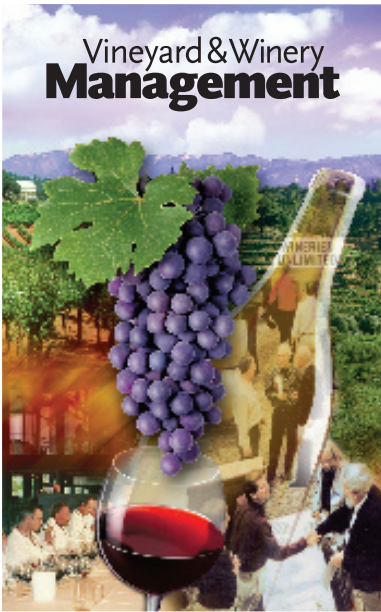
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*These are the kinds of topics our audience may expect in these issues. More specific topics and equipment about viticulture and enology will be addressed under the general themes.



Directory & Products Guide

Your advertisement in our DPG works for you all year long!

Vineyard & Winery Management's annual Directory & Products Guide, (the "Yellow Pages" to North American vineyard and winery suppliers), is published at the beginning of each year. This complete guide is the most up-to-date and accurate directory for:

- Wineries in the US and Canada – including personnel, phone and fax numbers, web sites, and email addresses where available – listed alphabetically and by state. Listings also include appellations, grapes grown, varieties and gallons produced, and more.
- Yellow Page vineyard and winery suppliers, products, and services listed alphabetically, by category, and by brand name.
- Winery and Grower Associations in the US and Canada – with addresses, contact numbers, chief executive officers, and membership information.
- Viticultural areas within the US and Canada.
- Wine Competitions in the US and Canada that accept wine from more than one state – with dates and contact information.
- Regulatory office listings and contact numbers for Federal and State Governments in the US and selected Canadian provinces.
- Wine industry universities, research centers and faculty listed alphabetically and by state.
- Listings of trade shows, seminars, and workshops available in the US and Canada.

Your customers will see your ad as they use our DPG again and again all year long when looking up wine industry products, services, and personal contacts for the information they need every day.

SPACE RESERVATION DEADLINE

Early November, each calendar year (contact your ad sales representative)

RATES

Equal to magazine 1x rate

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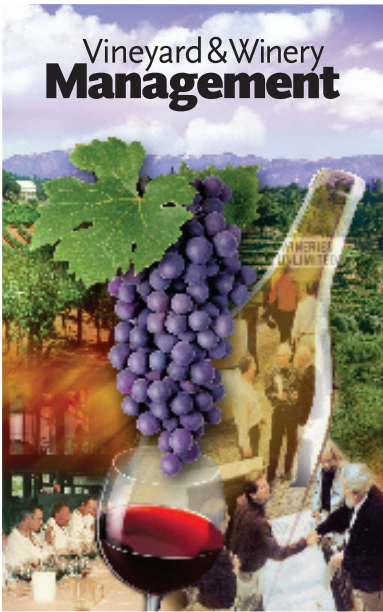
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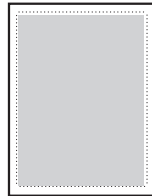
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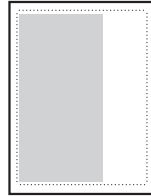




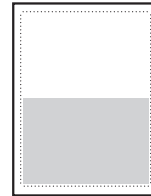
Ad Sizes



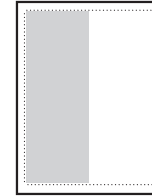
Full Page
7" x 10"
Plate size for bleed
8 1/2" x 11 1/4"



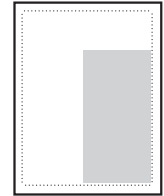
Vertical 2/3
4 1/2" x 10"



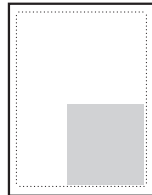
Horizontal 1/2
7" x 5"



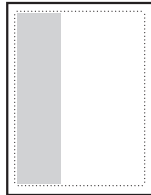
Vertical 1/2
3 1/2" x 10"



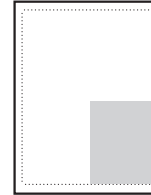
Island 1/2
4 1/2" x 7 1/2"



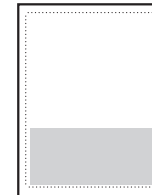
Square 1/3
4 1/2" x 5"



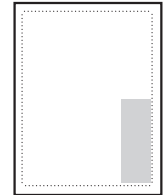
Vertical 1/3
2 1/8" x 10"



1/4 Page
3 1/2" x 5"



Horizontal 1/3
7" x 3 1/3"



Vertical 1/6
2 1/8" x 5"

CLASSIFIED

\$75 per column inch. Non-commissionable below 5".
Word Rate: \$.80 each word, abbreviation, initial.
Minimum \$10. Blind ads additional \$5.

PUBLICATION DATES

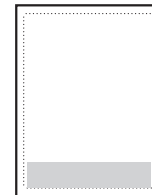
Regular Issue: Jan 1, Mar 1, May 15, Jul 7, Sept 1, Nov 1

DEADLINES

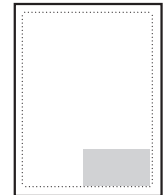
Space: 45 days prior.
Camera-ready artwork: 30 days prior to publication date above.

ADDITIONAL CHARGES

Specific PMS Color: TBD; Guaranteed Placement: Two-page center spread add \$200, all others add \$100;
Covers: add \$100; Bleeds: add 10% of total.



Horizontal 1/6
7" x 1 5/8"



Square 1/6
4 1/2" x 2 1/2"

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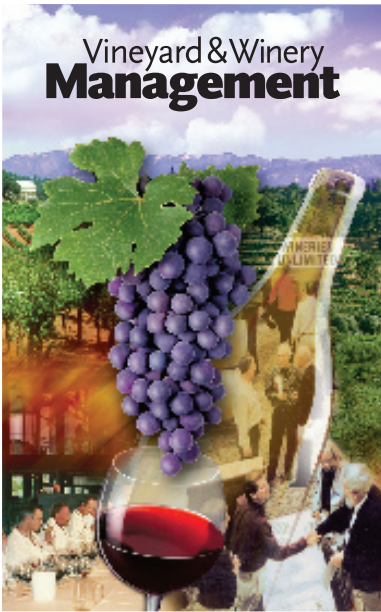
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Ad Guidelines

MECHANICAL SPECIFICATIONS

Bleed Plate Sizes: 8 1/2" x 11 1/4", spread 17" x 11 1/4"

Column Width: 13 pica

Paper Stock: 70 lb coated stock, perfect bound

Trim Size: 8 1/4" x 11"

Email files to: adproduction@vwm-online.com

REQUIRED ARTWORK

Files may be emailed or submitted on disk. PDF, TIFF, or EPS files with all fonts and graphics embedded in or downloaded with the file are preferred. Graphics should be 300 dpi for best results. Include the company name and issue in the file name. Also accepted are files from Adobe Photoshop, Illustrator, Quark, PageMaker, or InDesign with all links and fonts included. We are unable to return disks as they serve as a backup for your ad.

Because of Direct-to-Plate printing processes, there is a US\$100 surcharge for camera-ready veloxes, film negatives, right reading, emulsion side down, screen 150, or any color separations with a color key. Printer charges additional for changes to standing material. Unless otherwise requested, artwork will be disposed of 12 months after publication.

AGENCY COMMISSION

Fifteen percent (15%) commission paid to agencies listed in the Standard Directory of Advertisers and Agencies. No commissions paid on space under 1/6 page or outstanding accounts over 90 days.

SPACE RESERVATION

Phone orders accepted when immediately followed by written confirmation or insertion order. Space reservation commits advertiser to space ordered unless canceled prior to closing dates.

CANCELLATION

Advertiser is contractually responsible for any advertising that is cancelled after closing dates.

DISCOUNTS AND BILLING

Rates shown are for camera ready advertising materials. Discounted rate billed on all advance multiple insertion orders. In the event of cancellation of multiple insertion orders, space used will be billed at a one-time rate. Past due accounts over 30 days will be billed a finance charge of 1 1/2 percent per month.

TERMS AND CONDITIONS

Publisher is not bound by conditions printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth on our rate card. Insertion orders made by the advertiser or agency represents an acceptance by the advertiser of all terms and conditions of the rate card applicable to the issue in which the insertion is to be published. All advertisements are subject to publisher's approval.