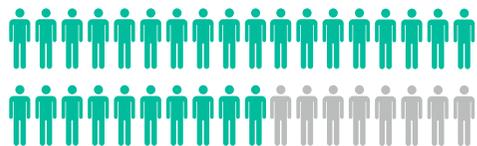


# Decanter

EVERYTHING FINE ABOUT WINE

# Decanter's Audience



71% of *Decanter* readers are high-earning professionals (ABCI)

79% buy Bordeaux, with 67% buying en primeur

**£11.57:** Average spend on a bottle of everyday wine

**£38.96:** Average spend on a bottle of fine wine



43,000 copies of *Decanter* magazine are distributed in 92 countries per month

60% of readers keep their issues for over a year

83% of readers have been on a wine-related holiday



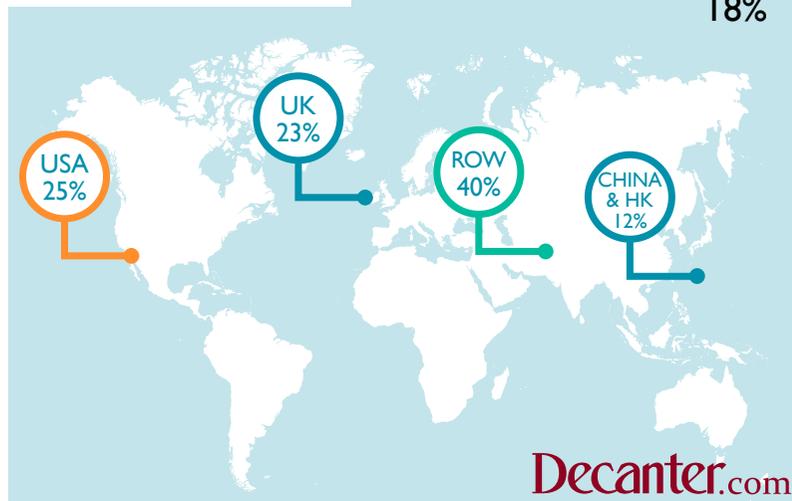
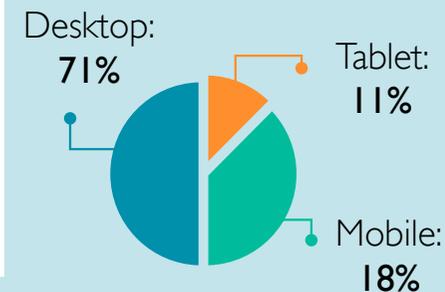
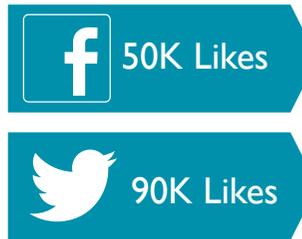
1.28 million page impressions  
295,000 users from 228 countries



13,000 page impressions  
50,000 users from 323 cities in China

6,000 event attendees annually in London and Shanghai

13% of *Decanter* readers say Fine Wine Encounters influence their wine purchases



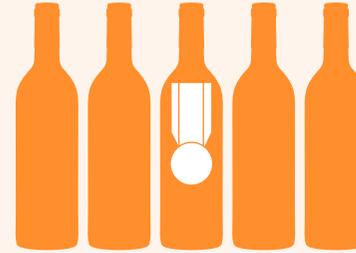
World's largest wine competition, judged by 240 of the world's wine experts from 22 countries, including 85 MWs and 23 MSs.

65% of *Decanter's* readers say DWWA results influence their wine purchases



Asia's most trusted wine competition, judged by 40 of Asia's top palates

Advertise on Decanter.com,  
DecanterChina.com and in  
news alerts and newsletters



Enter Decanter World Wine Awards  
and Decanter Asia Wine Awards

*"We always see increased sales of  
wines that have medal stickers."*

Waitrose Cellar, UK

## How do I interact with **Decanter's** Audience?



Advertise in  
Decanter magazine

*"We choose Decanter for we  
feel that it is highly professional  
and a favourite read amongst  
consumers of fine wines."*

Anne Vallejo, Marqués de Cáceres



Participate in Fine Wine Encounters  
or set up bespoke trade or  
consumer events

*"A staggeringly good line-up  
of wine & people!"*

Peter Gago, Penfolds

Create sponsored supplements  
or advertorials

# Magazine/Supplements, sponsorships and advertorials

## 'Focus On' – Special section within the magazine

A mini-supplement bound within the magazine with an internal cover.

Can be reprinted as a separate brochure.

From **£17,810** for 8 pages.



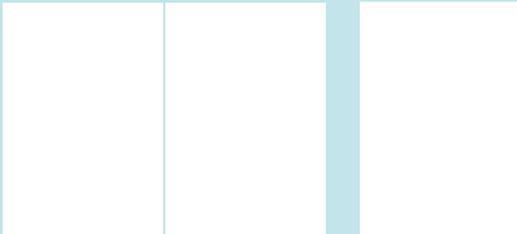
# Magazine Advertising Rates

At the heart of the Decanter brand, the magazine attracts 43,000 readers each month from 92 countries.

## Display Rates

Double page spread (DPS)	<b>£7,775</b>
Outside back cover	<b>£6,925</b>
Inside front cover	<b>£6,150</b>
Inside back cover	<b>£5,160</b>

## Specifications



### DPS

Bleed:	303 x 426mm wide
Trim:	297 x 420mm wide
Type:	273 x 396mm wide

### Full page

Bleed:	303 x 216mm wide
Trim:	297 x 210mm wide
Type:	273 x 186mm wide

Full page + special position	<b>£4,280</b>
Full page	<b>£3,825</b>
Half page + special position	<b>£2,295</b>
Half page	<b>£2,110</b>
Quarter page	<b>£1,200</b>



### Half page vertical

Trim: 273 x 90mm wide

### Half page horizontal

Trim: 134 x 186mm wide

### Quarter page

Trim: 134 x 90mm wide

## Classified Rates

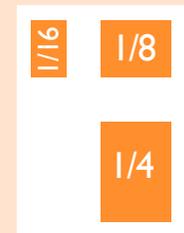
1/4 page	<b>£685</b>
1/8th page	<b>£400</b>
1/16th page	<b>£220</b>

## Benefit from series discounts for all bookings:

3 bookings	<b>-6%</b>
5 bookings	<b>-12%</b>
12 bookings	<b>-18%</b>

## Specifications

1/16th page	56mm x 45mm wide
1/8th page	56mm x 93mm wide
1/4 page	119mm x 93mm wide



## CONTACT DETAILS

advertising@decanter.com

+44 (0) 20 3148 4500

www.decanter.com/advertise

## TO CONTACT DECANTER IN YOUR OWN LANGUAGE:

	john_cullimore@decanter.com
	michael_denton@decanter.com
	stephen_hobley@decanter.com
	richard_morley@decanter.com
	sally_cheng@decanter.com

## Decanter 2015/2016 magazine content

Decanter magazine issue	Magazine cover artwork deadline	Magazine copy artwork deadline	On sale date	Special events and supplements	Panel tastings	Main features
September 2015	13th July 2015	17th July 2015	5th August 2015	California supplement	<ul style="list-style-type: none"> <li>• Dolcetto d'Alba</li> <li>• Picpoul de Pinet</li> <li>• Madran</li> </ul>	<ul style="list-style-type: none"> <li>• South Africa</li> <li>• Australia</li> </ul>
October 2015	10th August 2015	11th August 2015	2nd September 2015	South American edition	<ul style="list-style-type: none"> <li>• Chile Rhône varietals (ex Syrah)</li> <li>• Bourgogne</li> <li>• Chardonnay</li> </ul>	<ul style="list-style-type: none"> <li>• South America</li> </ul>
November 2015	14th September 2015	18th September 2015	7th October 2015		<ul style="list-style-type: none"> <li>• Priorat, Montsant</li> <li>• New Zealand Syrah</li> <li>• Tawny Port</li> </ul>	<ul style="list-style-type: none"> <li>• Decanter's 40th anniversary</li> <li>• Italy</li> <li>• Spain</li> </ul>
December 2015	12th October 2015	16th October 2015	4th November 2015	Decanter Fine Wine Encounter, London (November 2015)	<ul style="list-style-type: none"> <li>• Brunello di Montalcino</li> <li>• Red Burgundy</li> </ul>	Top wines of 2015
January 2016	9th November 2015	13th November 2015	2nd December 2015	Christmas edition	<ul style="list-style-type: none"> <li>• Sauternes</li> <li>• Medoc 2008</li> <li>• Champagne</li> </ul>	

# Decanter.com

Decanter.com is the world's leading online source for up-to-date information on fine wine, with a passionate, knowledgeable and active following of international wine enthusiasts.

## Decanter.com user profile

- 91% have a wine cellar or collection of wines
- 78% have recently visited a wine region
- 70% try new wines based on Decanter recommendations

Statistics from GfK survey of Decanter audience 2013

## UPPER/LOWER MPU

300x250 pixels  
£30 CPM

## DOUBLE MPU

300x600 pixels  
£30 CPM

## SUPER LEADERBOARD

970x90 pixels  
£30 CPM

**SKIN** 1x1 overlay  
£30 CPM

## BILLBOARD

970x250 pixels  
£40 CPM

## SKIN + BILLBOARD

£60 CPM

## E-newsletter sponsorship

**Weekly or daily  
E-Newsletter Banner**

468x60 pixels  
£450 per week /  
£1,750 per month

Subscriber Stats:

- Daily: 13,30
- Weekly: 18,100

## Upcoming featured regions

**SPAIN** – October 2015

**EN PRIMEUR** – March/April 2016

## DIGITAL AD SIZES

Digital ads must be provided in a max size of 40K, except skin format which should be provided as 90K.



## Rich media

### Advertorials

Relay your message on Decanter.com with advertorial promoted on the daily newsletter.  
£550 per week  
£2,100 per month



### Bespoke microsites

Create a dedicated microsite for Decanter.com's readers to focus on your region for a month.



### En primeur coverage

Feature on the dedicated en primeur microsite alongside all the latest news, scores and prices.



### High impact campaigns

Stand out with a combined billboard and skin campaign.



Other Rich Media opportunities available upon request.

# DecanterChina.com

DecanterChina.com is a bilingual Chinese/English website for the Chinese wine lover.

## Statistics:

- 3,750 newsletter subscribers
- 11,830 Weibo followers
- 50,000 unique users per month
- 130,000 page impressions per month

Source: Google Analytics per month, 2014

Contributors include top Chinese wine professionals LI Demei, LU Yang and Fongyee Walker.

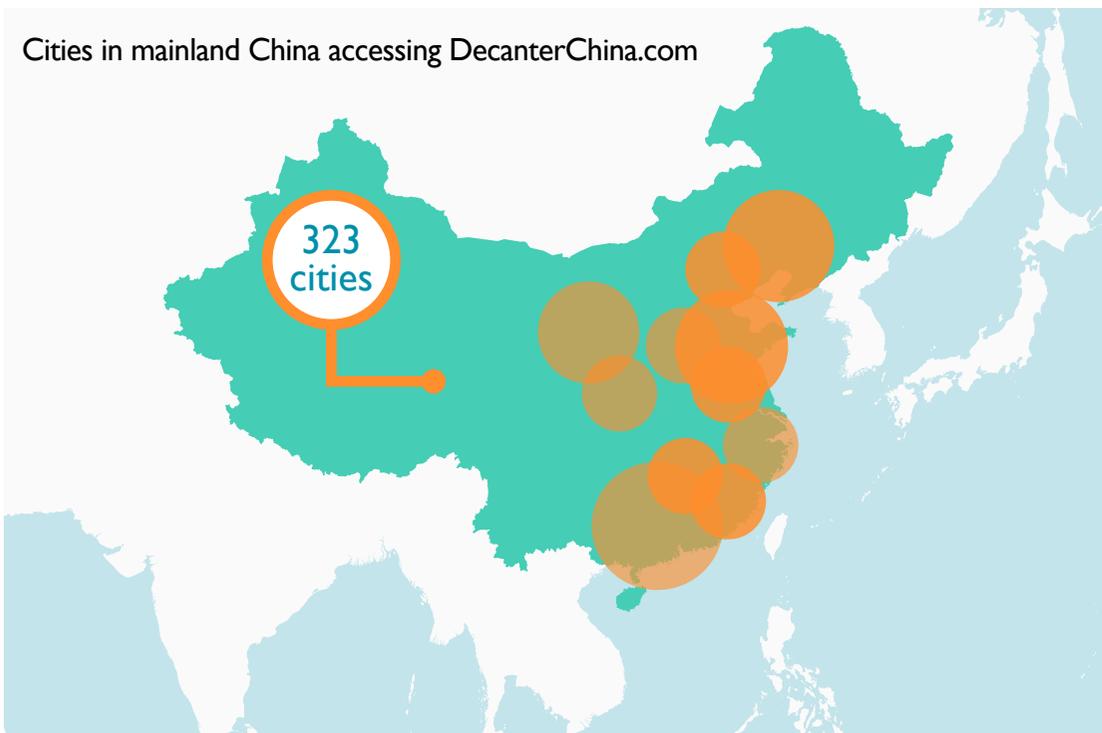


LI Demei

LU Yang

Fongyee Walker

## Cities in mainland China accessing DecanterChina.com



Homepage



Advertorial



Newsletter

## Rate Card

### BANNER

468x60 pixels  
£45 per 1,000 impressions

### MPU

210x175 pixels  
£45 per 1,000 impressions

### ADVERTORIAL

£320 per week  
£1,220 per month

### NEWSLETTER SPONSORSHIP

£240 per week  
£865 per month

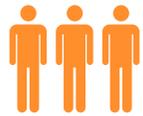
Digital ads must be provided in a max size of 40K

# Awards

Decanter organises the world's and Asia's largest wine competitions, attracting over 18,000 wine entries collectively.



15,929 wines tasted



Judged by **240** of the world's top wine experts from **22** countries, including **85** Masters of wine and **23** Master Sommeliers

All wines tasted blind, in flights by region, style, grape variety and price



Results published in *Decanter* magazine and on Decanter.com

**65%** of Decanter's online readers say DWWA results influence their wine purchases



Dedicated global PR campaign

Winners promoted at international tastings

Statistics from 2015 Decanter World Wine Awards and GfK survey of Decanter audience, April 2013



2,500 wines tasted



Open to international wines present or interested in the Asia market

Judged by **40** of Asia's top wine experts from Hong Kong, Mainland China, Japan, Korea, India, Malaysia and Indonesia

All wines tasted blind in flights by region, style, grape variety and price



Results published on Decanter.com and featured on DecanterChina.com

Dedicated global PR campaign

Winners promoted at tastings with key partners across Asia such as Enoteca Japan, Watson's Wine Hong Kong



Statistics from 2014 Decanter World Wine Awards

# Events

The world's premier events for wine lovers.

Interact with Decanter's 6,000 wine-loving event attendees in London and Shanghai

**13%** of Decanter's readers say Fine Wine Encounters influence their wine purchases

**18%** of Decanter's audience attend Fine Wine Encounters

Exhibitors benefit from extensive promotion on *Decanter* platforms:

- Full coverage prior, during, and post event in *Decanter* magazine, on Decanter.com, DecanterChina.com and on social media (Facebook, Twitter, Weibo)\*
- All producers listed in bespoke catalogue for each event

More information: [advertising@decanter.com](mailto:advertising@decanter.com)

All statistics from GfK survey of Decanter audience, April 2013 \*Platforms used according to event location



## Bespoke events

Work with Decanter to organise a sponsored event to promote your region to Decanter's trade and consumer audiences.

## Upcoming events:

**Decanter Fine Wine Encounter,  
London**

7th & 8th November 2015



**Decanter Fine Wine Encounter,  
Shanghai**

28th November 2015



**Spain & Portugal Fine Wine  
Encounter, London**

27th February 2016



## Trade & Consumer events

**Simply Italian**

7th September 2015





# Decanter

Independent. Authoritative. Inspirational.

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Trusted by wine lovers around the world

