

# Decanter

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MEDIA INFORMATION  
2018



**54**

mean age

**85/15**

male/female

**70%**

35-64 years old

**51%**

own their own home

**£112,904**

average salary

**24%**

earn more than £100k

**20%**

own more than 1,000 bottles

**81%**

ABCI

**49%**

AB

**32%**

have read it for more than 10 years

**£46.82**

average spend on fine wine

**£14.25**

average spend on everyday wines

Global Circulation of 43,000

38% United Kingdom

30% USA & Canada

16% Europe

16% Rest of the World

London HQ

Global Contributors

## Audience profile

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International and authoritative Decanter is the world's finest wine media brand renowned for its independence and depth of knowledge. Since 1975 Decanter has featured some of the most influential wine writers from across the world attracting a global audience whose passion is wine.

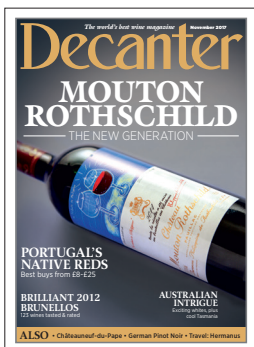
It covers every aspect of enjoying wine from chateaux profiles to the diversity of grape varieties.

Decanter readers are discerning, enthusiastic and have tremendous spending power. They read the magazine voraciously and are keen to pursue their love for wine and the finest things in life.

Source: Reader Survey, GfK, 2017

**Decanter**

# 2018 issue themes



## August

**Tastings:** PT: French rosé beyond Provence, PT: Greek reds, Expert's Choice: Crémant

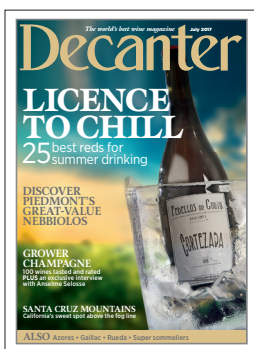
**Main features:** Languedoc, Jura, Champagne, South Africa Chenin Blanc, Cote du Nuits, Vintage report: Tuscany, Roman wine legacy, Travel: Tokaji  
Travel: My Bologna



## September: DWWA Supplement & California Supplement

**Tastings:** PT: Red Loire (Bourgeuil, Saumur etc), PT: New Zealand's other whites (not SB or Chard), Expert's Choice: white Rioja

**Main features:** California, Austria, Piedmont, Lugana, Cinsault around the world, Alsace, Travel: My Amsterdam



## October: South America Special

**Tastings:** PT: Chilean Coastal Sauvignon Blanc, PT: Reds from Valley Calchaquies  
Expert's Choice: Brazil, Expert's Choice: Cabernet Franc

**Main features:** South America's signature red grapes, Best value Argentina Malbec, Ultra-terroir wines (Malbec), Next-generation producers, Chile & Argentina, Chile vintage report, The Criolla wine route, Sparkling wine Uruguay

## November

**Tastings:** PT: Mature Barolo and Barbaresco, PT: South African Cabernets, Expert's Choice: English still wines

**Main features:** Value red & white Burgundy, Rioja renegades, Central Otago, Adelaide Hills, Pomerol, California, Prosecco, Sweet wines, Travel: Paso Robles, Travel: My Shanghai

## December

**Tastings:** Champagne; Red Languedoc

**Main features:** Champagne, Cava, Bordeaux, Southern Italy



## Copy dates 2018

ISSUE	ON SALE DATE	COPY DEADLINE
January	06 December 2017	13 November 2017
February	03 January 2018	08 December 2017
March	07 February 2018	05 January 2018
April	07 March 2018	02 February 2018
May	04 April 2018	02 March 2018
June	02 May 2018	06 April 2018
July	06 June 2018	04 May 2018
August	04 July 2018	08 June 2018
September	01 August 2018	06 July 2018
October	05 September 2018	03 August 2018
November	03 October 2018	07 September 2018
December	07 November 2018	05 October 2018

## DISPLAY RATES (GBP)

First spread	£8,125
Inside Front Cover	£6,335
Inside Back Cover	£5,315
Outside Back Cover	£7,130
First Right Hand Page	£4,800
Right Hand Page	£4,410
Run of Magazine	£3,940
Double page spread	£7,775
Half Page	£2,175
Quarter Page	£1,235
Gatefold	On request

## ADVERTORIALS & SUPPLEMENTS

Size	Magazine Only	Magazine + Online
DPS Advertorial + 1 online advertorial	£8,080	£9,550
Full page advertorial + 1 online advertorial	£4,895	£6,365
Four Page Advertorial + 1 online advertorial	£12,518	£13,988
Eight Page Advertorial + 2 online advertorials	£18,305	£21,245
16 Page Advertorial + 2 online advertorials	£30,840	£32,187.50
24 page supplement plus covers + 6 online advertorials	£41,865	£49,215
32 page supplement plus covers + 6 online advertorials	£48,936	£56,286

## Print Rate Card

### DIMENSIONS

#### Double Page Spread

Trim	420mm x 290mm
Bleed	426mm x 296mm
Type area	396mm x 273mm

#### Full Page

Trim	210mm x 290mm
Bleed	216mm x 296mm
Type area	186mm x 273mm

#### Half Page vertical

Trim	90mm x 273mm
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#### Half Page horizontal

Trim:	186mm 132mm
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#### Quarter Page

Trim:	90mm x 132mm
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Billboard (970x250 pixels)	£40 cpm
Double MPU (300x 600 pixels)	£25 cpm
Single MPU ( 300 x 250 pixels)	£20 cpm

**Banner (468x60 pixels)    £450 per week**

**£1,750 per month**

**21,000 daily subscribers**

**28,000 weekly subscribers**

Twitter	126,000
Facebook	96,000
Instagram	51,000

<b>Mobile banner (320x50 pixels)</b>	<b>£12 cpm</b>
<b>Mobile interscroller</b>	<b>£40 cpm</b>

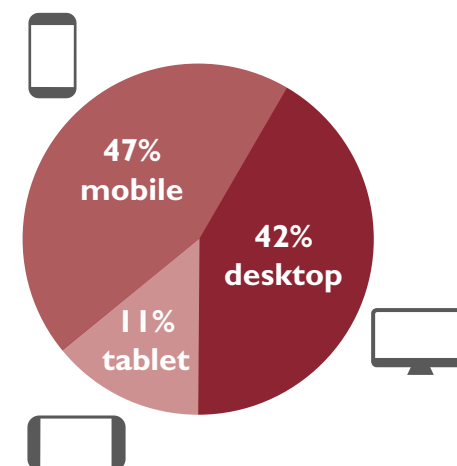
**Advertorials and Native content solutions available upon request**

**Further Rich media opportunities available on request**

Decanter.com is the world's leading online source for up-to-date information on fine wine with a passionate and active following of international wine enthusiasts numbering 540,000 users per month and 1.2million page views.\*

It is complemented by  
Decanterchina.com, a bi-lingual  
website for wine lovers in China.

\* Google Analytics



## Decanter



# Decanter luxury travel guide

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With so many incredible global destinations to explore, there's a card that works for your passport to adventure and bring you a wealth of benefits too

The Platinum Card

## Get more from travel with Platinum on your side

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**THE PLATINUM CARD** from American Express is one of those wonderfully clever and practical creations that just keeps on giving, providing you with a whole range of benefits when you're travelling overseas. From booking and travelling to enjoying your trip, it's with you all the way. And wherever you're heading you'll want to maximise your precious time, energy and resources. With The Platinum Card you can enjoy a breadth of travel and lifestyle benefits, practical advice and peace-of-mind support that can help you discover your spirit of adventure. Plan your next adventure using Membership Rewards® points from American Express. With The Platinum Card you could take

your first three months of Cardmembership, which you could use to book a flight. With the world at your fingertips, the choice of where to head next is up to you. For added peace of mind, worldwide travel insurance is standard - from the second you leave your home to the moment you return, when you book with The Platinum Card. You and a guest will also benefit from complimentary access to 1,000 airport lounges which make overseas travel much more comfortable. These include Priority Pass®, American Express lounges and Plaza Premium lounges, and regardless of which carrier or class you're flying with. Also with Platinum, you can

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### DECANTER PROMOTION

**II Conservatorium Hotel Amsterdam** **II Olisippo Palace, Lisbon** **II Four Seasons Hotel Ritz, Lisbon**

enjoy incredible benefits at more than 975 hotels around the world through the uniquely curated FINE HOTELS & RESORTS® programme. From a complimentary room upgrade (if available), to a guaranteed 4pm late check out, as well as other extras, every benefit is designed to help make your stay memorable.

With that in mind, we've picked some must-visit destinations for you in Lisbon, Florence, Paris and Amsterdam. In Portugal's capital, there are few better places to unwind than in the Four Seasons Hotel Ritz or genteel 19th-century Olisippo Palace. At both properties you'll be welcomed with a complimentary room upgrade (if available) when you book with

FINE HOTELS & RESORTS. Florence is arguably the jewel in Italy's tourist crown and attracts discerning visitors all year round. So where better to stay than the discreetly private Grand Hotel Villa Medici? Its secluded balcony is an oasis of calm, with picture-perfect views of Florence's finest sights and monuments. Thanks to Platinum you'll be able to enjoy a complimentary daily breakfast for two people, as part of your stay. For Parisian chic, head straight for the timeless elegance of the newly opened Hôtel de Crillon. Just a short hop from the Champs-Élysées, it seamlessly blends tradition with modernity. With The Platinum Card you're guaranteed a late check out.

giving you more time to explore Paris. Amsterdam has a delightfully relaxed charm about it and nothing embodies this better than the Conservatorium Hotel Amsterdam, which marries the calm nature of the city with impeccable service and high-end luxury. Furthermore, with The Platinum Card you'll have access to extra benefits, like the 24-hour concierge service that can take care of your travel and lifestyle plans such as your next travel adventure, dinner reservations and tickets to sold-out shows. The Platinum Card has been designed to give you more time for the moments that matter. With the extensive portfolio of travel and lifestyle benefits and personalised service, your next adventure awaits.

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Following a detailed consultation we can provide a quotation to match your budget.

### DECANTER PROMOTION

## Bertani Amarone Classico

### A legend with two fiftieth anniversaries

There's no such thing as coincidence at the Bertani winery: everything is the result of entrepreneurial vision and professional capabilities. Which makes the "coincidence" of two special fiftieth anniversaries - one for the return of the historic 50-year-old 1967 vintage to the market, and the other celebrating 50 years distance from the first vintage in 1958 and the current vintage in preparation since 2008 - particularly opportune as evidence of the one of the most important winemaking projects in modern Italian international level.

The Bertani Amarone project is the fruit of shared vision and three elements at its core: a courageous and far-sighted entrepreneur (Giuseppe Bertani), a great winemaker (Emilio Bertani) and a winemaking territory with very special characteristics (Valpolicella Classico).

This combination of factors provides the background for one of the few wines in the world that can truly boast of being "legendary".

For this reason, understanding the significance of these two Bertani fiftieth anniversaries means understanding what it means to make a wine that is beyond the confines of time and taste.

**Two amazing fiftieth anniversaries for Bertani Amarone Classico:**

- 50 years since the first vintage went on sale.
- The return of the historic 1967 vintage to the market.

Testaments to Bertani's importance in the making of Amarone's reputation on the world stage.

### DECANTER PROMOTION

## High altitude Rioja, the Ramón Bilbao way

Catchwinds from above: Temu Novecento vines from the Ramón Bilbao vineyard.

**50 years Bertani Amarone Classico**

1958-2008 Fifty years of production

1967-2017 Return of the historic 1967 to market

proves, and this is a fertile and welcoming land, never hostile.

Today, Bertani Amarone Classico remains a benchmark for those who want to master the real relationship between Amarone and its territory and between Amarone and its constituent grape varieties. It is, in fact, no exaggeration to say that Bertani Amarone Classico is the inspiration for an entire generation. This is the wine that launched a denomination and made it not only world famous but also, and above all, authentic and credible.

There are two cardinal elements that have always been, and still are today, the same for the Bertani Amarone Classico project:

- **RACE:** Temu Novecento lies in the heart of the Valpolicella Classico region and is made up of a natural amphitheatre where vines alternate with woods and the abundance of nature. This is a special place where constant water is guaranteed by no fewer than seven natural springs and where there is a fortuitous series of soil types. From the clay in the valley floor to the chalky clay on the iron and manganese, and then higher up the basaltic soil. Ideal for the production of great red wine, such as Amarone. The climate is mild and temperate, as the presence of olive trees

and the most rigidly selected grapes.

Long ageing allows Bertani to give complete respect to both the vines and the grapes. The success of this process is proof of Bertani's choice of production methods: never modern and always respectful of nature, even when natural conditions seem not to be at their best.

This is the only way to make a legendary wine like Bertani Amarone Classico.

### DECANTER PROMOTION

## High altitude Rioja, the Ramón Bilbao way

or, indeed, from red Rioja wines that are complex and flamboyant, look no further than the high altitudes of the mountain slopes," says Ramón Bilbao Winemaker Roberto Bastida.

With a long history of winemaking, Rioja is probably Spain's most famous wine-producing region. Made up of three sub-regions (Rioja Alta, Rioja Alavesa and Rioja Baja), the area's vineyards stretch from the high mountain slopes of the Sierra Cantabria, across the valley floor and the fertile plains of the Ebro, then, up to the steep slopes of Sierra de la Demanda.

During the 1960s and 1970s, more and more producers started looking to plant new vineyards and their attention turned from the high slopes of the mountains, to the water to cultivate, lower ...

"...we firmly believe that as more years pass we will continue to work out the puzzle of the mountain, sure that its altitude and particularities will give rise to the Ramón Bilbao wines of the future."

lving wide, flat plains of the valley. Here, larger parcels could be planted and were accessible to tractors, and more suitable for local vineyardists. There was a readily available workforce to tend to the vines throughout the year.

As a consequence, the vineyards on the steep rocky mountain slopes were little by little abandoned altogether. They were more difficult to work with, with less fertile soils and the vineyards were planted on the poor terrain of the mountain slopes.

However, in the late 1980s arrived at us at Borja Ramon Bilbao - and other producers - began to look again at the mountain slopes. They re-visited some of the old vine growing there and found that, with age, they had begun to regulate

That was when we at Ramon Bilbao made the decision to work with these tough, marginal vineyards and make them our own. Spending years conducting tests and using experimental winemaking techniques they were able to find the flavour and aroma that we were looking for - the ones known to their forefathers. Fine, elegant wines with great acidity that would gain great complexity from oak ageing. What they didn't expect to find, but did, was the difference from one parcel to the next - something you just couldn't find elsewhere in the region.

"Today, altitude is at the heart of the Ramon Bilbao culture," claims Bastida. "We always come back to the mountains and there are two ranges in the region on the one side the Sierra Cantabria (with the villages of Villabuena, Sazparrua or Guztaria) and on the other Sierra de la Demanda (Cadeneta, Contino, Bardaia) - and it is these eastern slopes that are, for us, particularly favourable wine-making areas, for its pure, aromatic Ramon Bilbao style."

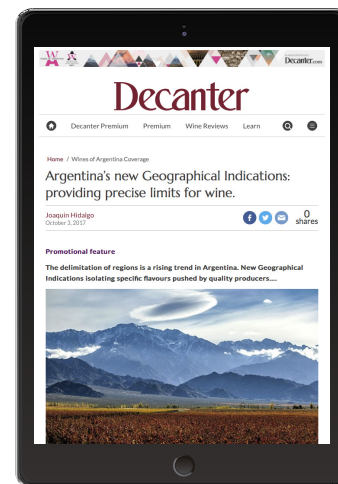
And what are those wines? In winemaker speak, and from a purely scientific point of view, the grapes have a lower pH, higher acidity, lower alcohol levels and lower colour extraction. Add all these great points for cellar ageing.

From a taste point of view, the wines have juicy and intense fruit, elegance and complexity and a richness of aromas from the barrels (the barrels).

**Elkizko Limestone Vineyards**  
Complex, with aromas of limestone and 50% Garnacha, this is old-style Rioja that combines ripe and sweet notes and aromas of limestone and 50% Garnacha.

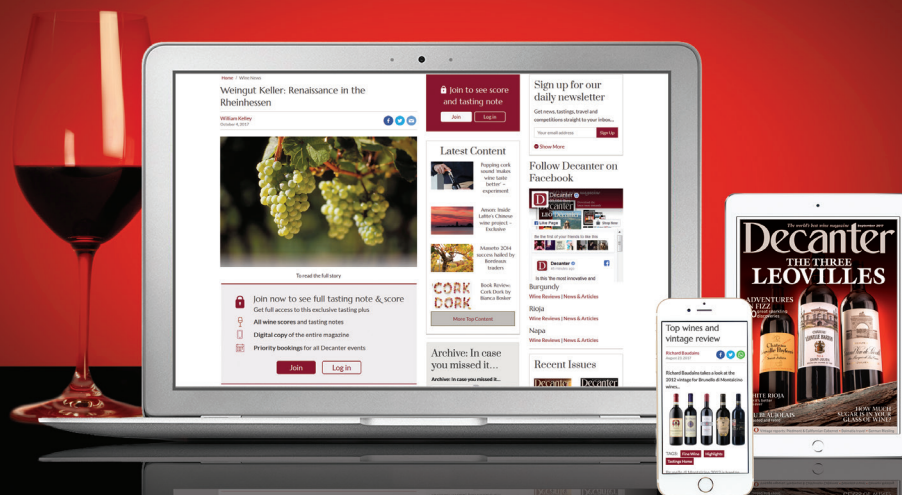
**Ramón Bilbao High Altitude Vineyards**  
It is a delicate, pale style of red that is complex and elegant, with aromas of limestone and 50% Garnacha. Floral aromas of limestone and 50% Garnacha.

**Ramón Bilbao Rose**  
It is a delicate, pale style of red that is complex and elegant, with aromas of limestone and 50% Garnacha. Floral aromas of limestone and 50% Garnacha.



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# Decanter

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## Decanter Premium

**Launch January 2018**

Decanter Premium is new digital subscription service delivering over 1,000 reviews per month. Wines will be scored out of 100 to denote their quality.

Priced at just £10 per month it will offer users premium access to tasting notes and priority booking to Decanter events.

In addition they will be able to read Decanter magazine online.

Decanter



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