Decanter is the world’s leading wine media brand with a total monthly reach in excess of 2.2 million via our print, digital and social channels.

Engaging with wine lovers in over 100 countries around the globe, Decanter provides authoritative content, independent advice and inspirational events and competitions.

Source: Google Analytics 2020; Print Circulation Records 2020; Social Media Reach January 2021
Let’s make this easy

Decanter reaches a truly engaged and enthused wine-loving audience at each stage of their purchasing journey.

We cover the whole media ecosystem through Digital, Print & Social in addition to world-leading global Events and Awards & more.

Serving UK and global audiences at scale, we have a data-driven, digital-powered, and strong heritage print magazine that connects our audiences at all stages of their wine purchasing journey.
Decanter magazine is Europe's best-selling wine magazine, read in over 100 countries across the world by experts, enthusiasts and collectors alike. Each month, Decanter treats readers to an unrivalled, in-depth guide to the finest wines from the best vineyards across the world.

Decanter is the essential magazine for all the latest industry news and views, detailed vintage and regional guides and dependable bottle recommendations. It also covers the very best in wine holidays and vineyard tours to experience.

41k
Global Print Circulation

11 years
Mean length of readership

3+ hours
Time spent reading Decanter issues by readers

24%
Earn more than £100k per year

81%
ABC1

37%
Age 25-44

81%
Male

£15
Average spend on ‘everyday’ wine

£45
Average spend on special occasion wine

59%
try new wines based on Decanter recommendations

Source: Print Circulation Records 2020, Decanter Readership Surveys 2017 & 2020
Decanter.com

Launched in 2000, Decanter.com is the world’s leading online source to find the best wines, read the latest wine news, learn about wine tasting and for up-to-date information on fine wine.

Its objective was simple, to create an independent website to provide readers with a fast-moving news agenda that quickly established itself as the must-have source of wine information.

- **752k** Global Monthly Users
- **1.4m** Global Page Views
- **185k** UK Monthly Users
- **127k** Europe Monthly Users
- **44k** Canada Monthly Users
- **254k** US Monthly Users

- **40%** Age 25-44
- **67%** Male
- **75%** visit via organic search
- **227** Countries and territories visited by

Source: Google Analytics 2020
Decanter China is a bilingual website presented by the international wine authority – Decanter – dedicated to the ever-growing audience of wine lovers in China.

It is the world’s leading wine media brand that brings together the latest China-related wine news, wine reviews and includes about 30% special content for the growing East Asia market.

Aside from DecanterChina.com, key readership of Decanter China comes from our three social platforms:

Source: Google Analytics 2020, Social Media Reach January 2021
Decanter organises events that are significant in the international wine calendar. Our events are well-known for attracting knowledgeable fine wine enthusiasts and professionals.

Over 4,000 fine wine aficionados attended our 2019 Fine Wine Encounters, interested in tasting a wide range of classic and modern wines and learning more about the world’s most prominent wineries.

In November 2020 we also launched our first-ever virtual tasting and masterclass with a full programme to be announced in 2021.

85% would purchase a wine that they enjoyed at an event
64% have a wine cellar at home
28% work in a wine sector
99% would attend our events again
95% would recommend events to friends

Source: Decanter Fine Wine Encounter attendee surveys 2019/2020
Now in its 18th year, the Decanter World Wine Awards (DWWA) is the world’s largest and most influential wine competition, with unrivalled global reach.

Judged by the top wine experts from around the globe, the DWWA is trusted internationally for its rigorous judging process.

- Wines entered from more than 55 countries globally.
- DWWA has an incredibly strong brand positioning and image and is revered across the global wine industry.
- It has the largest global reach of any wine competition worldwide.
- DWWA has a proven material impact on increasing sales and brand awareness for medal winners.
- Wines tasted and judged in 2019 by:

  280 world renowned experts
  30 countries
  65 Masters of Wine
  23 Master Sommeliers

Source: DWWA submitter survey 2020
Our Audience
Unique, affluent audience with discerning taste

Decanter readers are high net worth individuals who are passionate about wine and spirits. They seek the finer things in life, from watches and cars to travel and fine dining. They also consist of the most prominent wine producers and traders across the world that are very active in the wine market.

- **59%** try new wines based on Decanter recommendations
- **87%** Spend up to £30 on everyday wine
- **64%** Spend 1-3 hours reading Decanter issues
- **55%** have read for more than 5 yrs
- **42%** Spend between £50-200+ on a bottle of fine wine
- **20%** of Decanter readers have more than 1k bottles stored at home

Source: Decanter Readership Surveys 2017 & 2020
### Copy Dates 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>On Sale Date</th>
<th>Ad Copy Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2nd December 2020</td>
<td>9th November 2020</td>
</tr>
<tr>
<td>February</td>
<td>6th January 2021</td>
<td>3rd December 2020</td>
</tr>
<tr>
<td>March</td>
<td>3rd February 2021</td>
<td>11th January 2021</td>
</tr>
<tr>
<td>April</td>
<td>3rd March 2021</td>
<td>8th February 2021</td>
</tr>
<tr>
<td>May</td>
<td>7th April 2021</td>
<td>11th March 2021</td>
</tr>
<tr>
<td>June</td>
<td>5th May 2021</td>
<td>9th April 2021</td>
</tr>
<tr>
<td>July</td>
<td>2nd June 2021</td>
<td>7th May 2021</td>
</tr>
<tr>
<td>August</td>
<td>7th July 2021</td>
<td>14th June 2021</td>
</tr>
<tr>
<td>September</td>
<td>4th August 2021</td>
<td>11th July 2021</td>
</tr>
<tr>
<td>October</td>
<td>1st September 2021</td>
<td>12th August 2021</td>
</tr>
<tr>
<td>November</td>
<td>6th October 2021</td>
<td>13th September 2021</td>
</tr>
<tr>
<td>December</td>
<td>3rd November 2021</td>
<td>10th October 2021</td>
</tr>
</tbody>
</table>
# Planned Editorial Calendar (subject to change) - last updated June 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Additional Info</th>
<th>Tastings</th>
<th>Main Features</th>
<th>Tasting Features</th>
<th>Spirits Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>DWWA 2020</td>
<td>Panel Tasting: Grandes Marques NV Champagne Expert’s Choice: 10-year-old Tawny Port</td>
<td>Pétrus producer profile, Virginia regional profile, 2020 retrospective, Bordeaux’s lesser-known sweet wines</td>
<td>Wines of the Year reds and sparkling</td>
<td>XO Cognac</td>
</tr>
<tr>
<td></td>
<td>supplement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Italy supplement</td>
<td>PT: Affordable California reds under £30/$30 EC: Oregon Pinot Noir</td>
<td>Burgundy 2019 vintage report, Pic-St-Loup regional profile, low- and no-sulphur wine, wine short breaks</td>
<td>Wines of the Year white, rosé, sweet &amp; fortified</td>
<td>Low- and no-alcohol spirits</td>
</tr>
<tr>
<td>March</td>
<td>Spain Focus</td>
<td>PT: Affordable California whites under £30/$30 PT: Rioja Gran Reserva EC: Premium Cava</td>
<td>10 stars of Mediterranean Spain, northern Rhône 2019 vintage report, Understanding rootstocks, Jerez travel</td>
<td>Top 20 Cariñena</td>
<td>European Gins</td>
</tr>
<tr>
<td>April</td>
<td>Hungary supplement</td>
<td>PT: Bobal EC: Georgia</td>
<td>Bordeaux 2018 in bottle, Uco Valley regional profile, southern Rhône 2019 vintage report, California</td>
<td>20 top NZ Sauvignon Blancs 2020</td>
<td>History of Bourbon in 4 cocktails</td>
</tr>
<tr>
<td>May</td>
<td>Hungary supplement</td>
<td>PT: Spanish indigenous whites EC: English blanc de blancs</td>
<td>10 Exciting Rhône discoveries, Napa 2018 vintage report, Cycling in Rioja, Siena for wine lovers, Alentejo regional profile</td>
<td>Amarone and food</td>
<td>New Scotch distilleries</td>
</tr>
<tr>
<td>June</td>
<td>-</td>
<td>EC: Old vine South African Chenin Blanc</td>
<td>Classic wine regions in 3 wines, St-Émilion, Italy’s Vermentino, Châteauneuf du Pape travel</td>
<td>20 top Canadian Riesling South American Chardonnay</td>
<td>Spirits from winemakers</td>
</tr>
<tr>
<td>Cover Issue</td>
<td>Additional Info</td>
<td>Tasting</td>
<td>Main Features</td>
<td>Tasting Features</td>
<td>Spirits Features</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------</td>
<td>---------</td>
<td>---------------</td>
<td>-----------------</td>
<td>-----------------</td>
</tr>
</tbody>
</table>
| July        | Italy Focus    | PT: Brunello 2015  
Bordeaux supplement  
EC: Friuli dry whites | Italy’s vines at altitude, Verona wine tourism, Sicily, Tuscany, Sting’s desert island wines | 20 top Soaves  
Barolo 2013 retrospective | Summer Gin |
| August      | -              | PT: Beaujolais 2019  
EC: Spanish rosé | Bordeaux 2020 en primeur report, Adelaide Hills regional profile, Portugal’s power couples, grappa | 20 top Crémants | The reinvention of vodka |
| September   | DWWA 2021       
supplement  
PT: Albariño v Alvarinho  
EC: German Spätburgunder | South Africa’s southernmost wines, Tuscany vintage report, Pouilly-Fuissé regional profile | Provence rosé | Ryevolution |
| October     | Americas Focus  
Spain supplement  
PT: Argentinian Malbec  
PT: Chilean Pinot  
EC: Sonoma Chardonnay | Chile, Argentina, Brazil, Uruguay + US wine roads less travelled and American trendsetters | Moscato d’Asti | Crush It - Tahona Tequilas |
| November    | Wall Planner    | PT: IGT Tuscan reds  
PT: Alsace Grand Cru Riesling  
EC: Hungary reds | Piedmont vintage report, Decanter Hall of Fame Award 2021, Decanter Retailer Awards 2021 | Affordable Burgundy | Island whiskies - Scotch & global |
| December    | PT: California Pinot Noir  
PT: White Graves & Pessac  
EC: Greek Xinomavro | Champagne, Port | 20 top Puglia reds | Cognac |
Tasting Opportunities
Panel Tastings

Decanter publishes an average of two panel tastings per issue focusing on a different region or category. The tasting results are also featured on Decanter Premium via Decanter.com.

We call in samples by liaising with producers or the governing trade body of that region who will contact you, either directly or by featuring the request on their website/newsletter.

We also contact UK importers and retailers to ensure they are aware of the tasting, who can then inform their producers/ agencies accordingly.

Expert’s Choice

The wines are usually selected at a UK trade tasting attended by the writer in question, sometimes supplemented by wines that the writer has tasted elsewhere.

Occasionally the wines are chosen during a visit to the wine region in question or at a tasting organised by Decanter.
Weekday Wines

This section of the magazine highlights 25 exciting and accessible wines available in the UK priced at £20 or less.

Weekend Wines

As a companion selection to our 25 wines under £20, the Decanter team each month selects seven standout bottles all available between £20 and £50.

These wines are chosen by the Decanter Team, who have tasted them at trade and press tastings.

If you have a new wine on the UK market, please email us about it, with the UK retail price and stockist details. We will request a sample at our discretion.
Recommendations within features

The vast majority of features in Decanter are written by freelance journalists. Some of the writers are based in or near the region being covered; others visit the region regularly and have a good knowledge of its wines and a network of contacts there.

It is a good idea to establish a relationship with the key correspondents on your wine region, as the choice of wines recommended within any feature is entirely down to the writer themselves.

You could send them information about your winery, samples of new releases, or simply keep them up-to-date with your news. We do not give out writers' contact details, but will forward on an email of introduction if you contact the editorial team.
Editorial Contacts

Editor-in-Chief: Chris Maillard

Magazine Editor & Regional Editor (Champagne, Alsace and Loire): Amy Wislocki

Content Manager & Regional Editor (US, Canada, Australia, NZ, South Africa): Tina Gellie

Digital Editor: Eleanor Douglas

Editor, Decanter Premium & Regional Editor (rest of France): Georgie Hindle

Editor, Decanter China & Regional Editor (Asia, Northern & Eastern Europe): Sylvia Wu

Regional Editor (Spain, Portugal, South America): Julie Sheppard

Regional Editor (Italy): James Button

To submit wines for any of the Panel Tastings, Expert’s Choices or features please contact decanter_tastings@decanter.com for details, deadlines, rules of entry and shipping information.

For Decanter Awards: awards@decanter.com
Wine recommendations on Decanter.com and Decanter Premium

Wines published on decanter.com cover all price points with Decanter’s team picking some of the very best wines from global retailers.

Wines reviewed under the Decanter Best category are a roundup of the best everyday wines our experts have tasted.

Decanter Premium is an online subscription platform and app with over 1,000 wine reviews being published each month for Premium subscribers.

This includes all wines featured in the magazine and the panel tastings in full, in addition to exclusive content and large vintage overviews.

Decanter Premium is also compatible with cellartracker.com.
Bottle Stickers

Promote your Decanter award-winning or recommended wine by purchasing Panel Tasting and DWWA medal stickers at shop.decanterawards.com
Opportunities
Print

For over 40 years we have featured some of the world's greatest wine brands and regions - we can create cover wraps and display ads bespoke to your campaign.

You can also choose from multi-page advertisement features, creative options, and supplements produced in collaboration with our editorial team.
Advertorials

We create advertorials that reflect the visual and written style of our brands.

They’re a collaboration between you and the Decanter editorial team – bringing our audience and your messages closer together. And they can include key products and links to purchase and more.

Decanter magazine, Decanter.com and DecanterChina.com are the perfect places to promote your region, company or new range of wines.
Digital

Have the opportunity to bring your brand to life by creating maximum impact and brand awareness through our original, well designed and engineered digital experience.

**Opportunities include:**

- Full page takeover
- Category sponsorship
- Native formats
- Roadblocks
- And much more
Big Top

Dominate your brand’s impact across every screen. Maximizes screen real estate by placing a powerful advertising canvas directly within the line of site of your audience. Can be served with or without video.

Build Specs
- Dimensions: 1920x350, 1920x90, 1600x350, 1600x90, 1300x350, 1300x 90, 1000x350, 1000x90, 700x350, 700x90
- Supplied as layered PSD file or All assets saved out at x2 size as JPG’s or PNG’s (for assets with transparent background) with JPG design reference to follow
Social Campaigns

Wine is full of great stories, whether in the bottle or in the vineyard. These stories should be the starting point for successful social marketing. Very much like wine, there’s no one set rule.

Our social media is driven by verification. We can get your story verified by Decanter, and not will it only give it more of an audience, but an audience that trusts the message, because they trust Decanter.

Source: Social Reach January 2021
Video

We offer a number of solutions for video including creation and sponsorship opportunities. Our team can help you develop your video strategy and help maximise new or existing video content.

As part of our video offering, we also distribute to a huge audience on our sites and through social, giving you the overall package from creation to distribution to sales.
Newsletters

Connecting known interested readers with their passion. Make use of our high-quality e-newsletters that showcase our expert editorial content, highlighting the best articles, inspiration and tasting notes.

Sponsored content is positioned prominently within the email with brands able to book MPU slot alongside editorial content.

Our emails include trusted, informed content sent straight to our audiences’ inboxes.

Newsletter types:

- Decanter Daily newsletter (Monday - Friday)
- Decanter Weekend newsletter (Saturday)
Distilled by
Decanter
With recent figures reporting a +5.8% growth* in the volume of spirits sold in the UK over the last five years, Decanter has launched a new editorial section in print and online entitled Distilled by Decanter.

This new guide reports on the latest trends in spirits and cocktails including collectables, spirit making and distillation, mixology, tastings and travel with recommendations of best spirits to buy.

Edited by Julie Sheppard, contributors include some of the category’s leading writers including Richard Woodard, Chris Losh, Laura Foster, Peter Ranscombe, Adrian Mourby and more.

Source: Euromonitor
Spirits Opportunities

### Spirits advertising opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBC</td>
<td>£4,200</td>
</tr>
<tr>
<td>IFC</td>
<td>£3,770</td>
</tr>
<tr>
<td>IBC</td>
<td>£3,250</td>
</tr>
<tr>
<td>DPS Display</td>
<td>£5,000</td>
</tr>
<tr>
<td>DPS Advertorial</td>
<td>£6,000</td>
</tr>
<tr>
<td>Full Page Advertorial</td>
<td>£3,120</td>
</tr>
<tr>
<td>Full Page Display</td>
<td>£2,600</td>
</tr>
<tr>
<td>Half Page Display</td>
<td>£1,200</td>
</tr>
</tbody>
</table>

### Digital Opportunities

#### Advertorial Package
- Content written by Decanter contributor
- Post featuring in one of Decanter’s content feeds
- Post on Decanter’s Twitter and Facebook accounts (additional £1K for Instagram)
- Paid-for boost on Facebook guaranteeing a post reach of 50,000+
- Dedicated e-newsletter post
- Total: £2,500
Rate Cards
### Print Rate Card

<table>
<thead>
<tr>
<th>Print Spec Dimensions (WxH)</th>
<th>Trim</th>
<th>Bleed</th>
<th>Type Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>420mm x 290mm</td>
<td>426mm x 296mm</td>
<td>396mm x 273mm</td>
</tr>
<tr>
<td>Full Page</td>
<td>210mm x 290mm</td>
<td>216mm x 296mm</td>
<td>186mm x 273mm</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>90mm x 273mm</td>
<td>/</td>
<td>/</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>186mm x 132mm</td>
<td>/</td>
<td>/</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>90mm x 132mm</td>
<td>/</td>
<td>/</td>
</tr>
</tbody>
</table>

**Display Rate**

- **Outside Back Cover**: £7,130
- **Inside Front Cover**: £6,335
- **Inside Back Cover**: £5,315
- **Double Page Spread**: £7,775
- **Full Page Special**: £4,410
- **Full Page**: £3,940
- **Half Page Special**: £2,365
- **Half Page**: £2,175
- **Quarter Page**: £1,235

**Advertorials & Supplements**

<table>
<thead>
<tr>
<th>Size</th>
<th>Standard</th>
<th>Enhanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Advertorial</td>
<td>£6,760</td>
<td>N/A</td>
</tr>
<tr>
<td>DPS Advertorial</td>
<td>£10,200</td>
<td>£12,000</td>
</tr>
<tr>
<td>4 Page Advertorial</td>
<td>£15,000</td>
<td>£17,600</td>
</tr>
<tr>
<td>8 Page Advertorial</td>
<td>£22,720</td>
<td>£26,600</td>
</tr>
<tr>
<td>16 Page Bound-in Sponsored Guide</td>
<td>£38,720</td>
<td>£42,000</td>
</tr>
<tr>
<td>24 Page Bound-in Supplement</td>
<td>£52,595</td>
<td></td>
</tr>
<tr>
<td>32 Page Stand Alone Supplement</td>
<td>£60,235</td>
<td></td>
</tr>
</tbody>
</table>

Additional display and advertorial sizes available on request.

*Advertorials include publishing on Decanter.com or Decanterchina.com. For publishing on both platforms please ask our advertising team for rates.
# Digital Rate Card

<table>
<thead>
<tr>
<th>Desktop</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard (970 x 250 pixels)</td>
<td>£40 cpm</td>
</tr>
<tr>
<td>Double MPU (300 x 600 pixels)</td>
<td>£25 cpm</td>
</tr>
<tr>
<td>Single MPU (300 x 250 pixels)</td>
<td>£20 cpm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Interscroller</td>
<td>£40 cpm</td>
</tr>
<tr>
<td>Mobile MPU (300 x 250 pixels)</td>
<td>£15 cpm</td>
</tr>
<tr>
<td>Mobile Banner (320 x 50 pixels)</td>
<td>£12 cpm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Decanter.com Newsletters</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (468 x 60 pixels)</td>
<td>£450/week</td>
</tr>
<tr>
<td></td>
<td>£1,750/month</td>
</tr>
</tbody>
</table>

*All prices the same for decanter.com and decanterchina.com*
Standard formats

- Desktop Billboard: 970x250
- Desktop Leaderboard: 728x90
- Mobile Leaderboard: 320x50
- MPU: 300x250
- DMPU: 600x300

Legacy TI Ad Specs can be found here.
## Digital Advertorials with Social Campaigns

### Digital Advertorial - Facebook/Twitter
- Decanter.com advertorial
- Paid-for boost on Facebook guaranteeing a reach of 50,000+
- Dedicated e-newsletter post

<table>
<thead>
<tr>
<th>Total</th>
<th>£3,000/£4,000 with Instagram</th>
</tr>
</thead>
</table>

### Social Campaign
- Decanter.com landing page with link
- Paid-for boosts on Facebook and Instagram guaranteeing a reach of 75,000+
- Dedicated e-newsletter post

<table>
<thead>
<tr>
<th>Total</th>
<th>£2,000</th>
</tr>
</thead>
</table>
Contacts

Sales and Advertising

Sonja van Praag
sonja.vanpraag@decanter.com
+44 (0) 7906 897041

Michael Denton
michael.denton@decanter.com
+44 (0) 7971 645176

Rupert Owen
rupert.owen@decanter.com
+44 (0) 7931 454376

Charlotte Hale
charlotte.hale@decanter.com
+44 (0) 7984 027879

advertising@decanter.com

Stephen Hobley
stephen.hobley@decanter.com
+44 (0) 7966 160014

Michela Nassiz
michela.nassiz@decanter.com
+44 (0) 7773 818784

Laura Bianco
laura.bianco@decanter.com
+44 (0) 7506 280979

Cesar Soler
cesar.soler@decanter.com
+44 (0) 7929 364609

Adriana Bravo
adriana.bravo@decanter.com
+44 (0) 7521 896304

Editorial

editor@decanter.com

Marketing

marketing@decanter.com

Events

events@decanter.com

Awards

awards@decanter.com