

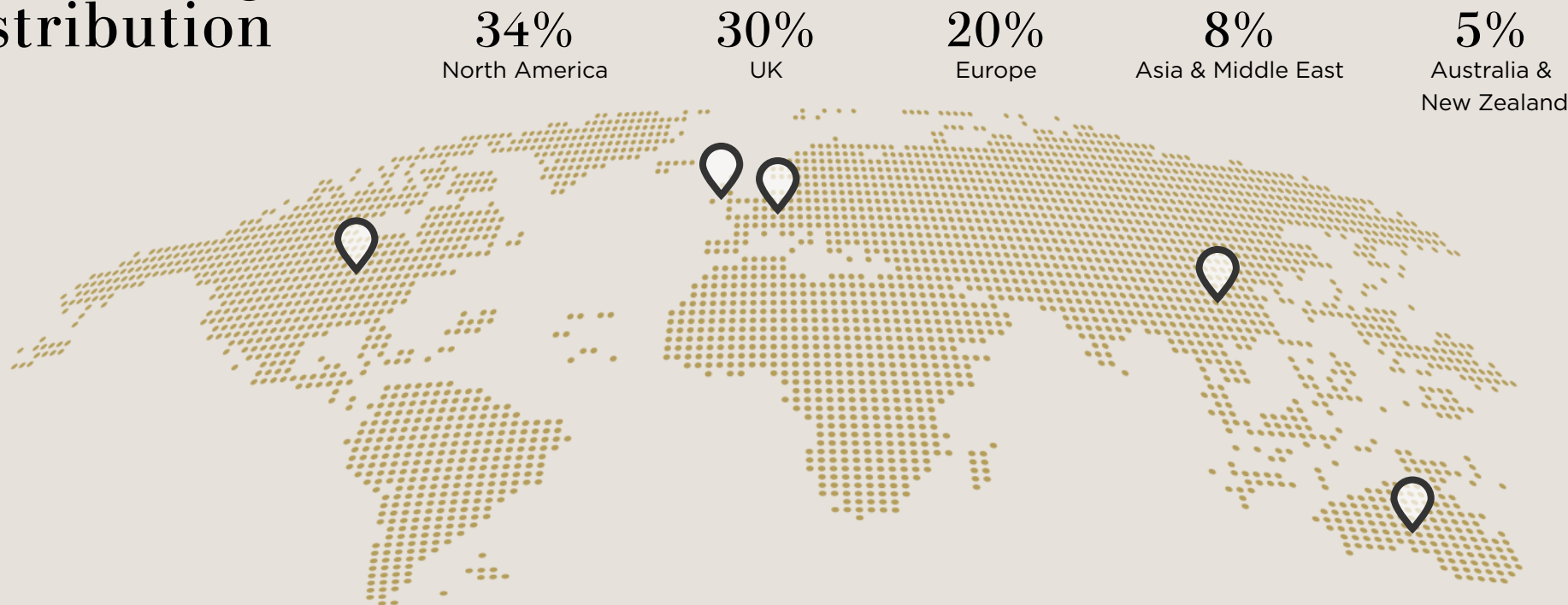
Decanter

PASSIONATE ABOUT WINE SINCE 1975



Media Pack | 2023/24

Print & Digital distribution



Decanter is the world’s leading wine media brand with a total monthly organic reach in excess of 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.

2.1m+
Total monthly organic reach across all channels

1.2m
Decanter.com monthly global page views

1.2m+
Monthly average page views

825k+
Monthly sessions

2:52
Monthly average dwell time

US 176k (33%)
UK 128k (24%)
Monthly Average Page Views

43k
Global circulation

131k
Decanter readership

680k+
Total social following

238.5k+
Decanter China monthly page views through website and social media

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

PASSIONATE ABOUT WINE SINCE 1975

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.



37%
Age 25-44

80%
Male

20%
Female

£15
Average spend on
'everyday' wine

£45
Average spend on
special occasion wine

59%
try new wines
based on Decanter
recommendations

43k
Global print
circulation

11 years
Mean length of
readership

3+ hours
Time spent
reading Decanter
issues by readers

~100
Countries
read in

81%
ABC1

30%
Trade readership

24%
Earn more than
£100k per year

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.



13%
Age 18-24

25%
Age 25-34

18%
Age 35-44

17%
Age 45-54

15%
Age 55-64

13%
65+

240
Countries and
territories
reached

1.2m
Global
page views

825k
Global
monthly
sessions

212k
UK monthly
sessions

260k
US monthly
sessions

43k
Canada
monthly
sessions

156k
Europe
monthly
sessions

56%
Male

44%
Female

Decanter CHINA 醇鉴中国

Decanter China is a bilingual website presented by the international wine authority, Decanter, dedicated to the ever-growing audience of wine lovers in China.

The world's leading wine media brand brings together the Chinese edition of in-depth features and the latest exclusive tasting reports, all written by our top experts. Additionally, it offers learning content for those embarking on their journey in the world of wine.

Apart from DecanterChina.com, the key readership of Decanter China comes from our three social platforms.



29k
Subscribers



59.5k
Subscribers



34.3k
Subscribers



15k
Monthly Users



122.8k
Global
subscribers

52%
Male

48%
Female

45.9%
Age 26-35
29.1%
Age 36-45

Decanter PREMIUM

Decanter Premium launched on Decanter.com at the end of 2017 and was designed to provide fine wine lovers with everything they needed to stay up to date with the ever-evolving and fascinating world of wine.

Since then, Decanter Premium has grown into an online community of fine wine lovers from over 100 countries and gone on to receive a number of prestigious industry awards including Best Online Media Property or Brand: B2B and Best Digital Publishing Innovation at the AOP Digital Publishing Awards.

At the end of 2019, the Decanter Premium app was launched, bringing all things Decanter Premium plus more, straight to your device.

Decanter Premium perks

- ✓ Unlimited access to Decanter.com and Decanter Premium articles
- ✓ All wine scores and tasting notes
- ✓ Web copy of the magazine via the Decanter Premium app
- ✓ Priority booking to all live and virtual Decanter Events and Masterclasses
- ✓ Access to My Wines and CellarTracker integration
- ✓ Quarterly Collector's Guides



10k+
Global
subscribers

61%
Male

39%
Female

114
Different
countries

D

Decanter®

WORLD WINE AWARDS

Its 21st edition, **Decanter World Wine Awards** has solidified its standing as the world's largest and most influential wine competition.

Internationally acclaimed for its rigorous judging process, carried out by hundreds of the world's leading wine experts, DWWA results are trusted globally by trade and consumers.

Medal winners benefit from the brand's entire media ecosystem through digital, print and social in addition to global events, partnerships and more.

Medals with International Impact

Winning a medal from Decanter World Wine Awards has proven to help producers

- ✓ Increase wine sales
- ✓ Improve brand awareness
- ✓ Secure distribution in new markets
- ✓ Reach new audiences
- ✓ Expand marketing opportunities
- ✓ Benchmark quality internationally

Learn more about DWWA and enter at enter.decanter.com

Search all results at awards.decanter.com

   @decanterawards



THE
GLOBAL
BENCHMARK
FOR WINE
QUALITY

18,250
wines
tasted

57
countries
entered

236
world-renowned
wine judges

70
Master Sommeliers
& Masters of Wine

Decanter Bookazines

Decanter bookazines are premium products, offering the great content of the magazine in specific, targeted titles that expand the reach of the brand. At 132 pages, priced from £9.99, these can be bought as a gift, or as an impulse purchase by people who may not regularly read the magazine. With high production values and an extended on-sale period of 12 weeks, they offer a new format to appeal to audiences, from a trusted, respected brand.



Circulation
of 6,000 - 10,000

Distributed
in the UK, US and
Australia

To date
five titles published,
and three new titles
planned in 2022.

Decanter[®]

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 1,000
bottles stored at home




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EDITORIAL CALENDAR




ISSUE	ON SALE DATE	AD COPY DEADLINE
JANUARY	3 January 2024	1 December 2023
FEBRUARY	7 February 2024	9 January 2024
MARCH	6 March 2024	9 February 2024
APRIL	3 April 2024	11 March 2024
MAY	1 May 2024	5 April 2024
JUNE	5 June 2024	10 May 2024
JULY	3 July 2024	7 June 2024
AUGUST	7 August 2024	12 July 2024
SEPTEMBER	4 September 2024	9 August 2024
OCTOBER	2 October 2024	13 September 2024
NOVEMBER	6 November 2024	11 October 2024
DECEMBER	4 December 2024	8 November 2024





ISSUE	ADDITIONAL INFO	PANEL TASTINGS	MAIN FEATURES	TASTINGS FEATURES AND EXPERT'S CHOICE	SPIRITS FEATURES
JANUARY 2024		PT: NZ Sauvignon Blanc PT: Dolcetto from Piedmont PT: GSM varietals and blends	Burgundy 2022 vintage report Australia, by Matthew Jukes Anniversary wines	EC: Alsace TF: Wines of the Year	
FEBRUARY 2024	Spanish focus	PT: Ribera del Duero reds / blends PT: Spanish indigenous whites	Xarel.lo Castilla y Leon Northern Rhône 2022 vintage report	EC: Navarra TF: Sherry	British Rum
MARCH 2024	Rioja supplement	PT: Portuguese whites PT: Médoc Cru Classé 2010 PT: Rioja Reserva / Gran Reserva 2014 (supplement)	Southern Rhône 2022 vintage report Bordeaux 2021 in bottle tastings Rioja Alavesa	EC: Premium McLaren Vale Grenache TF: Loire Chenin Blanc	Whisky
APRIL 2024	Italy focus (Vinitaly)	PT: Montepulciano PT: Lugana	Brunello 2019 vintage report Piedmont Chianti Classico	EC: Trentino-Alto Adige single-varietal whites TF: Maremma	Gin
MAY 2024		PT: German whites beyond Riesling PT: Premium Argentinian Malbec	North America Barolo vintage report	EC: Premium US still rosé TF: Spain's iconic reds	Vodka
JUNE 2024	Bordeaux supplement	PT: Provence rosé latest release PT: Etna reds PT: Pessac-Léognan red 2018		EC: Fronsac	



ISSUE	ADDITIONAL INFO	PANEL TASTINGS	MAIN FEATURES	TASTINGS FEATURES AND EXPERT'S CHOICE	SPIRITS FEATURES
JULY 2024	en Primeur	PT: South African Cabernet Sauvignon PT: Premium Spanish sparkling	Bordeaux 2023 EP full report Australian Shiraz	EC: Switzerland TF: Premium South American whites	Summer cocktails
AUGUST 2024		PT: Spain's volcanic whites - islands and mainland PT: English still wines	Wine travel Margaret River Greece	EC: Malvasia around Europe TF: Summer reds to chill (Carb mac)	Tequila
SEPTEMBER 2024	Americas focus DWWA supplement	PT: South American Merlot PT: North/South America + Canada sparkling	Napa Cabernet Wine education	EC: Premium red South American blends TF: US Sauvignon Blanc	Cognac
OCTOBER 2024	Italy supplement	PT: US Merlot OR Bordeaux blends PT: Chianti Classico Annata 2019 PT: Garnacha	New Zealand Pinot Noir Hall of Fame & Rising Star Awards	EC: Greek Assyrtiko TF: South African white blends	Whisky
NOVEMBER 2024	Spain supplement	PT: Languedoc whites PT: Aragón reds PT: Amarone (Latest release plus one older vintage)	South African Syrah Champagne	EC: Hunter Valley Semillon – promised Huon Hooke to write TF: Rhône	Rum
DECEMBER 2024	Wallplanner	PT: Champagne PT: St-Emilion & Pomerol 2015	Christmas wine arecommendations Chablis vintage report	EC: Tokaji TF: New World single-vineyard Syrah	Winter spirits

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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 UK retail, 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 in-house editorial team, who have tasted them at trade and press tastings.

If you have a new wine on the UK market, and would like us to consider it for inclusion in Weekday / Weekend Wines, please email the relevant regional editor (see Editorial Contacts), with UK 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.



Wine recommendations on Decanter.com and Decanter Premium

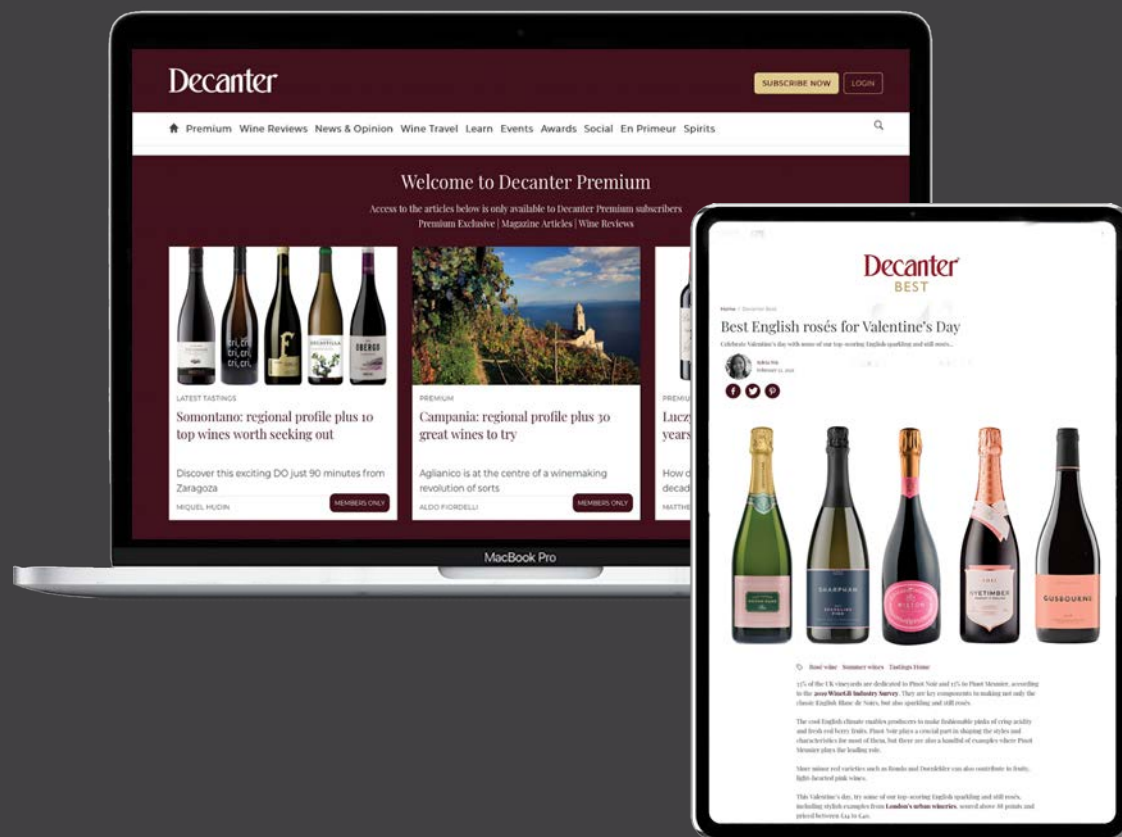
Wines recommended on decanter.com cover all price points, with Decanter's team picking some of the very best wines from global retailers.

Wines reviewed under the Decanter Best category are a round-up of the best everyday wines our experts have tasted recently.

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.



Results Promotion

Bottle stickers

Promote your Decanter-endorsed wines and give consumers confidence when choosing which wines to buy with Decanter bottle stickers.

Purchase Panel Tasting, Decanter Recommends and Decanter World Wine Awards bottle stickers at shop.decanterawards.com



Editorial Contacts

Magazine Editor: Amy Wislocki

Editor, Decanter Premium & Regional Editor (Bordeaux & Burgundy): Georgie Hindle

Editor, Decanter.com: Lisa Riley

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

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

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

Regional Editor (Italy): James Button

Regional Editor (Rest of France): Natalie Earl

Special Projects Editor: Ines Salpico

To submit wines for Panel Tastings, please contact decanter_tastings@decanter.com for details, deadlines, rules of entry and shipping information.

For Decanter Awards: awards@decanter.com

Email format: firstname.lastname@decanter.com



Decanter[®]

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.



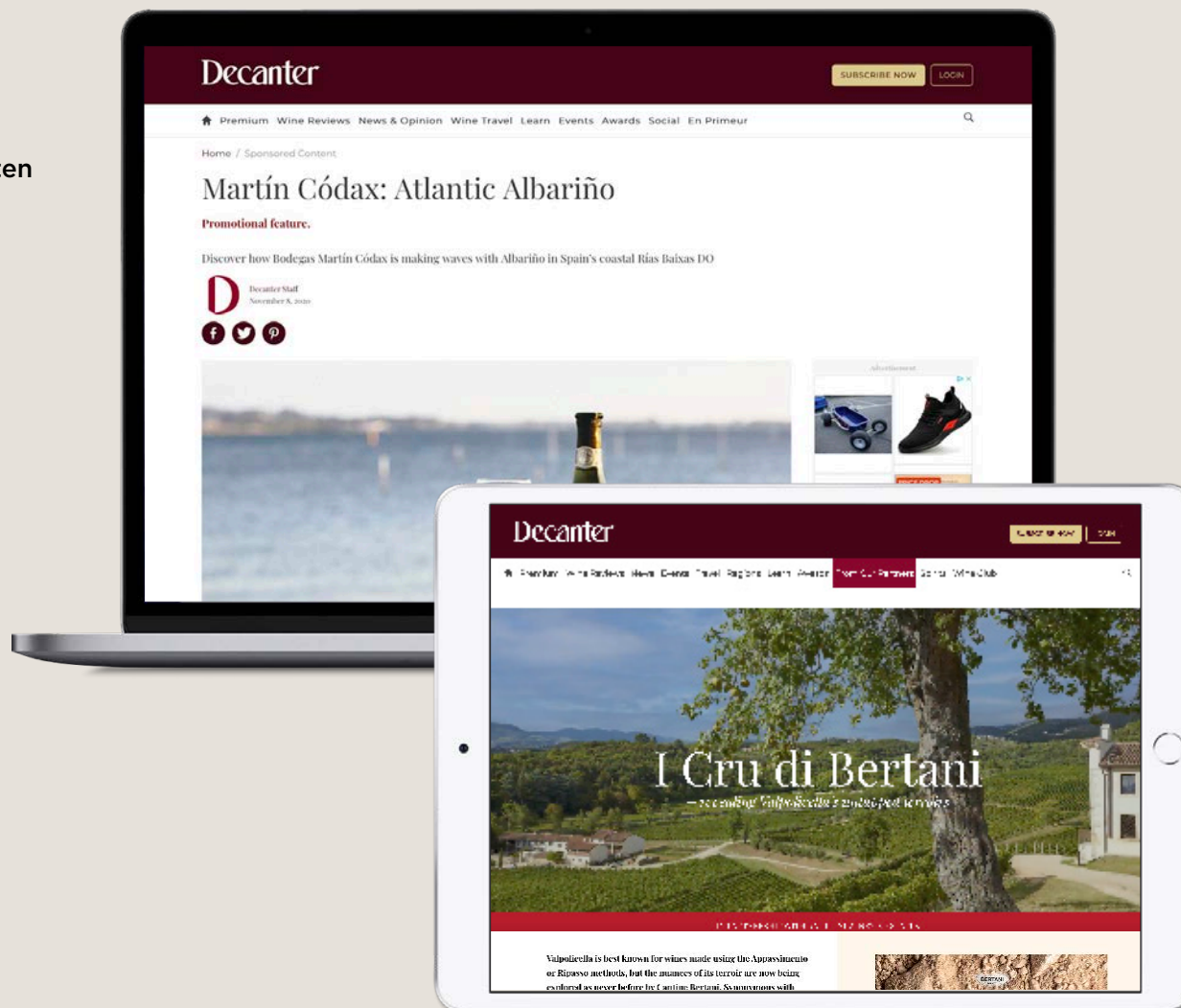
Advertorials

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 product information, links to purchase and more.

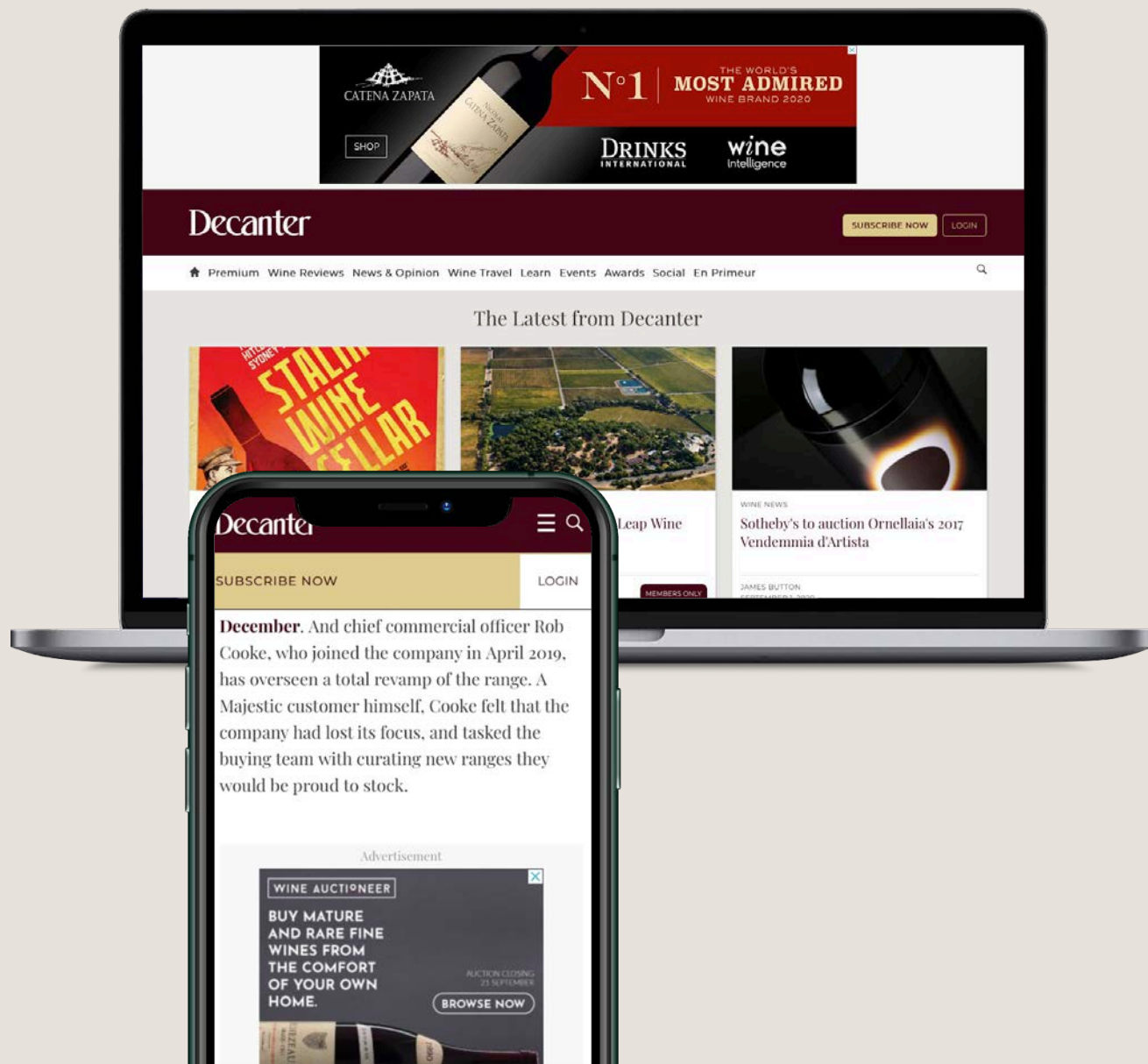
Decanter magazine, Decanter.com and DecanterChina.com are the perfect channels to promote your region, company or new range of wines.

[More platinum advertorial options](#)



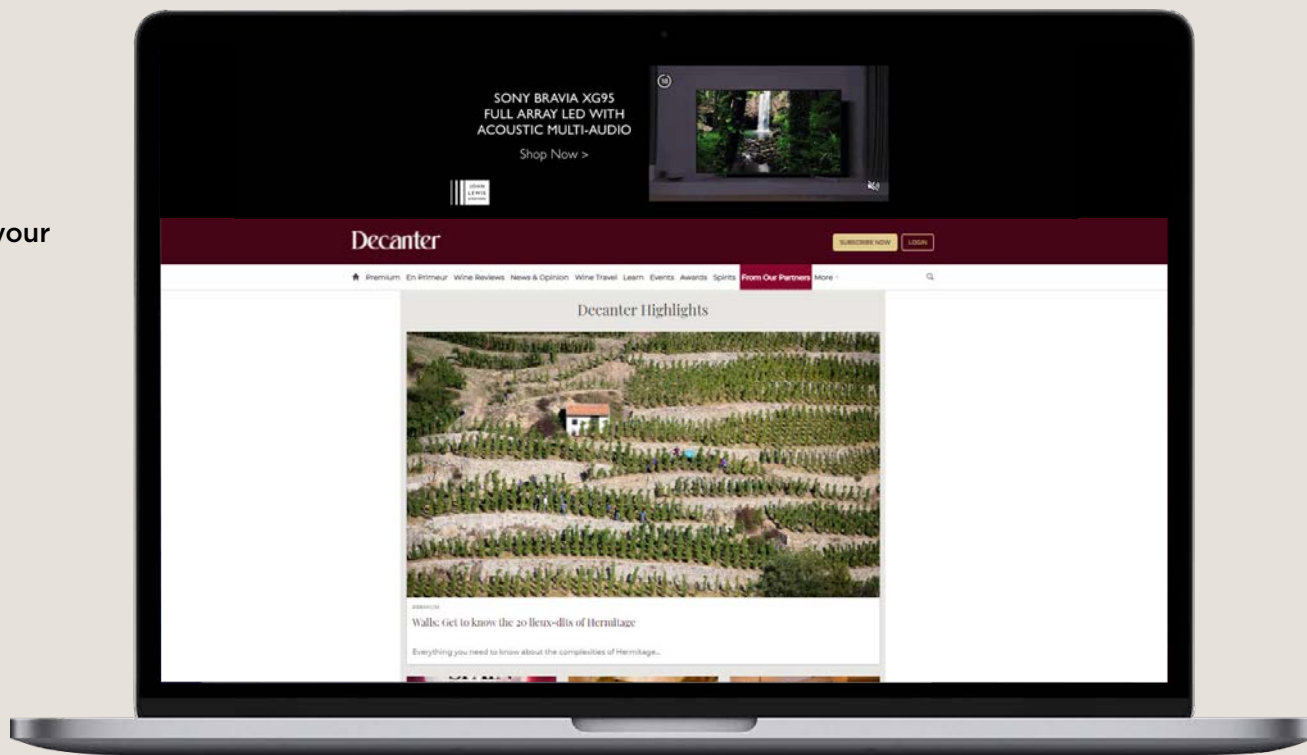
Digital

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



Big Top

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



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.



140k
Followers



140k
Followers



2.5k
Subscribers



62k
Followers



241k
Followers



26k
Followers



54k
Subscribers

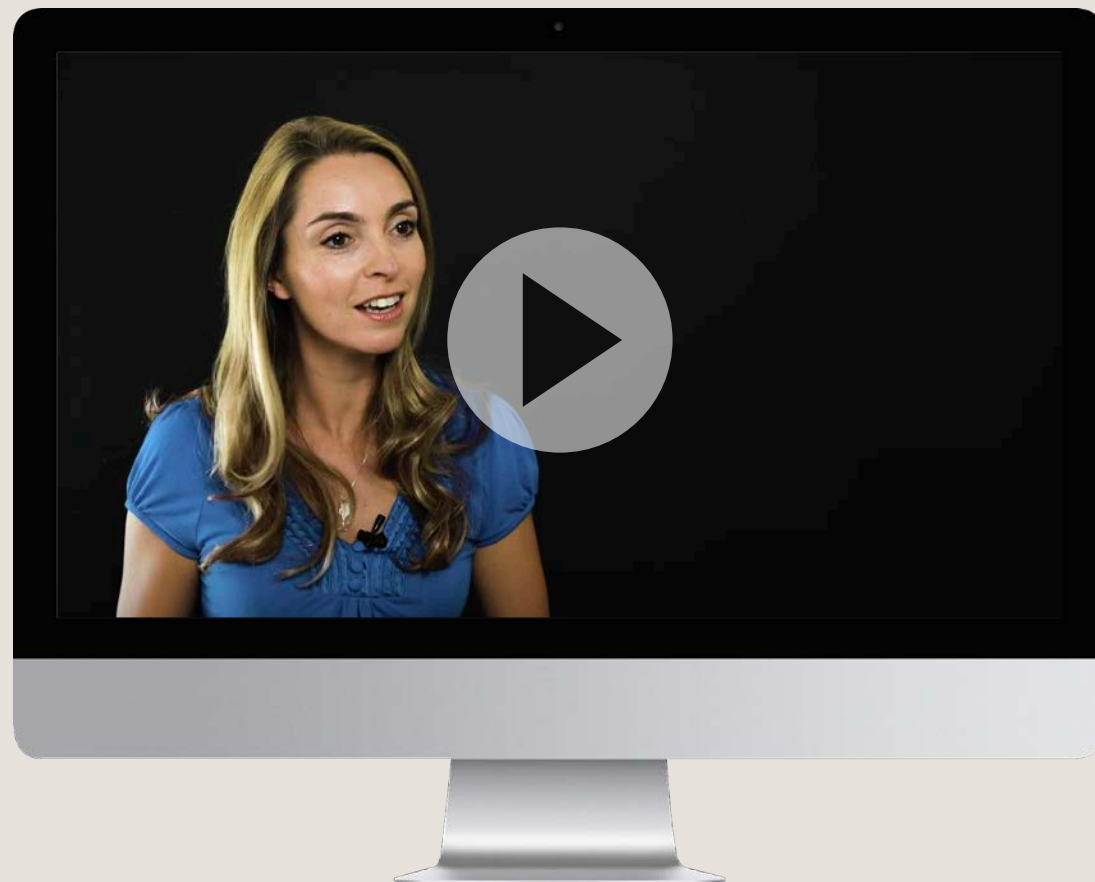


27k
Subscribers

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.

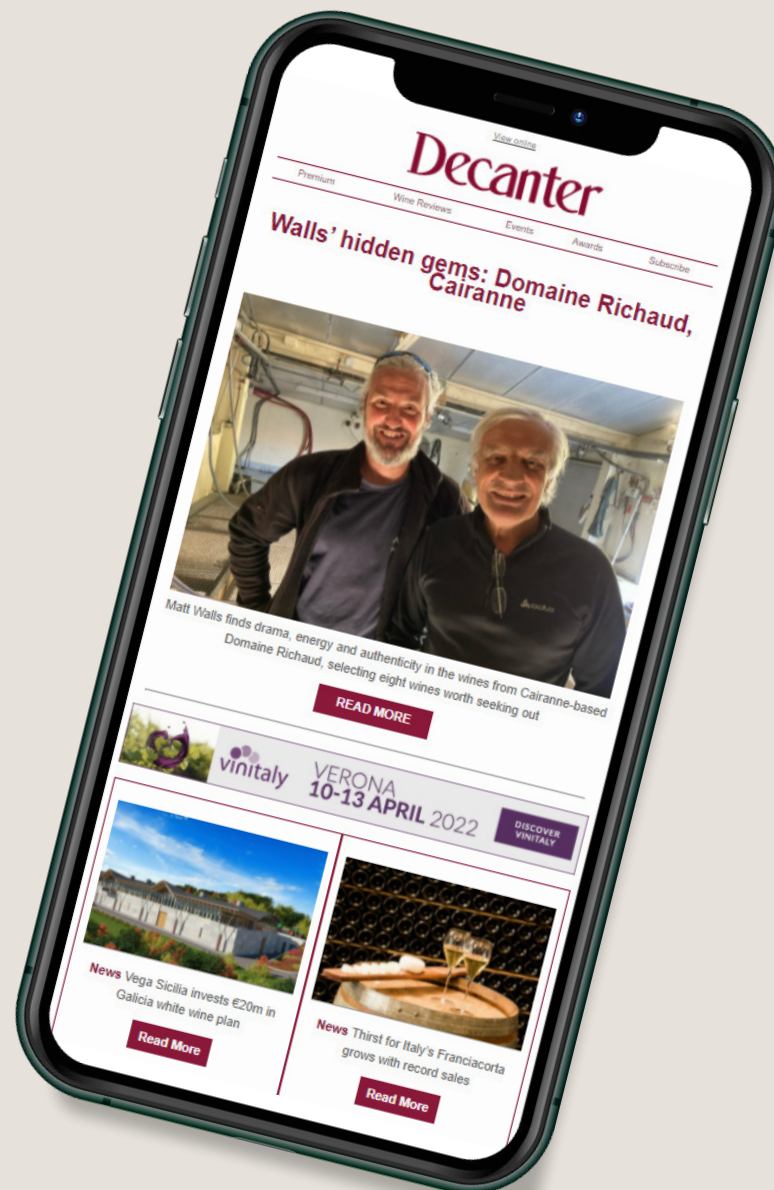
Sponsored content is positioned prominently within the email with brands able to book an MPU slot alongside editorial content.

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

Newsletter types:

- ☐ Decanter Daily newsletter (Monday - Friday)
- ☐ Decanter Weekend newsletter (Saturday)

Newsletter weekly sponsorship:	£1,000
Newsletter monthly sponsorship:	£3,500
Solus newsletter:	£4,500



Decanter[®]

DISTILLED BY DECANTER



Distilled by Decanter

Distilled is Decanter's dedicated spirits editorial section in print and online. Articles cover the latest trends in spirits and cocktails including collectables, spirit making and distillation, mixology, tastings and travel.

There are expert weekly recommendations of best products to buy across all categories – from gin and vodka to whisky, rum, tequila and alcohol-free spirits..

Edited by Julie Sheppard, contributors include some of the category's leading writers including Richard Woodard, Chris Losh, Laura Foster, Peter Ranscombe, Millie Milliken, Alicia Miller and more.

Distilled

Your guide to the latest trends in spirits and cocktails

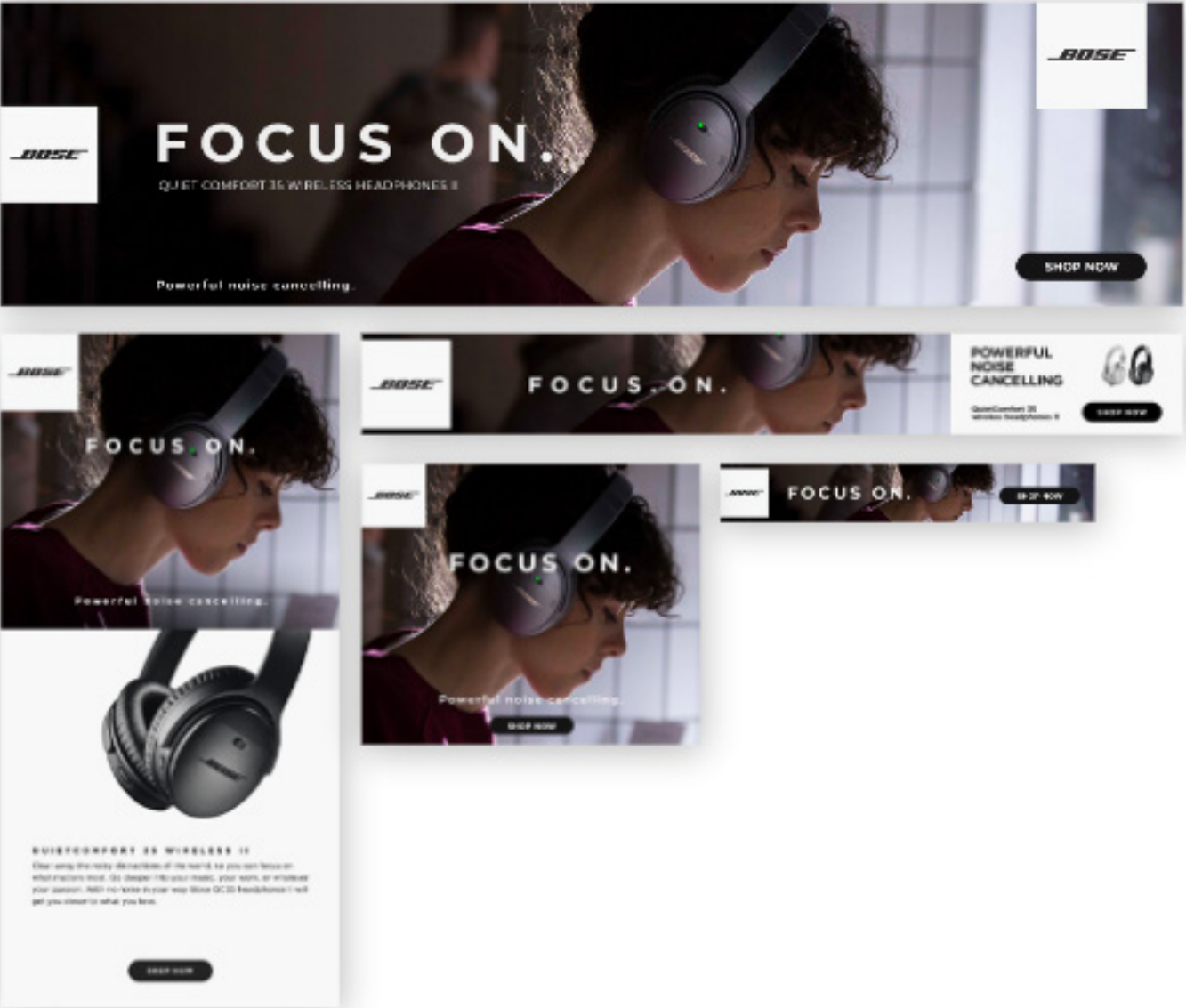


Decanter[®]

RATE CARDS



Standard ad formats



Decanter is aligned with industry best practices and the ability to offer standard ad formats to suit all clients needs.

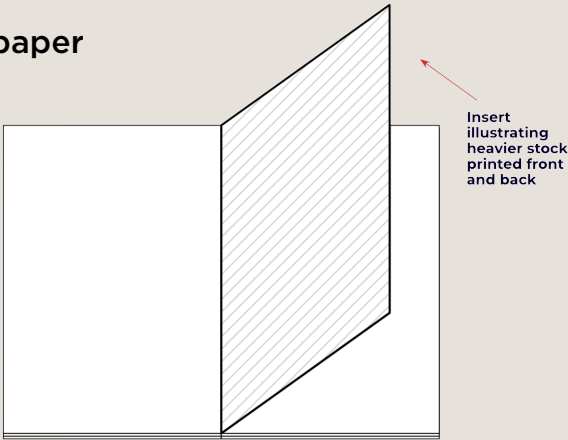
All ad sizes can be found [here](#)

Bound inserts

2pp single pack on heavier paper

Heavier paper pleases the eye and the fingertip – making brands stand out.

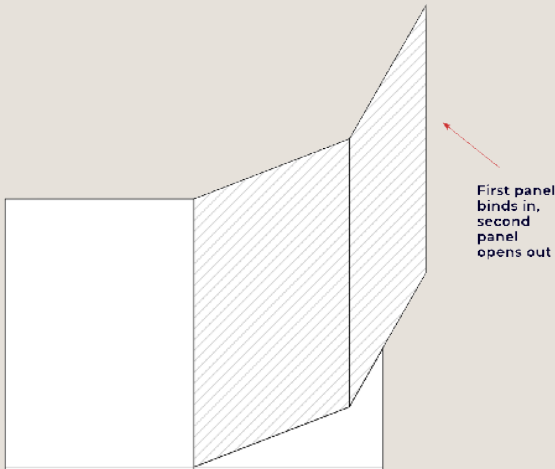
Our 2pp single pack elevates the brand in the context of the print issue using heavy paper (or alternative stock EG uncoated paper).



4pp throw out

Give brands more room to breathe with these throwouts

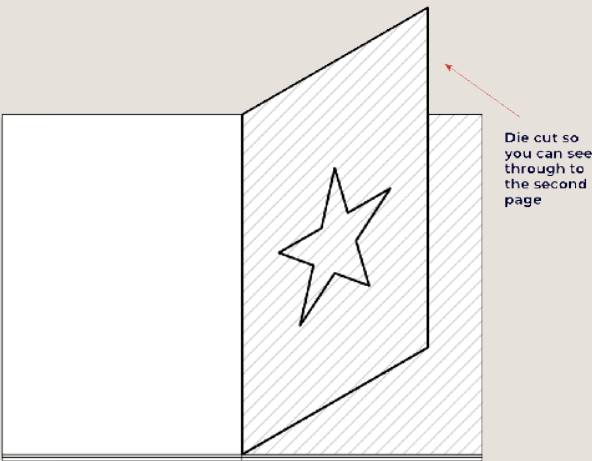
Our 4pp throw out is anchored into the issue by the first panel, while the second panel creates more advertising real estate – with a bit of theatre, of course.



Die Cut Bound Inserts

Take a peek – die cut inserts encourage readers to explore

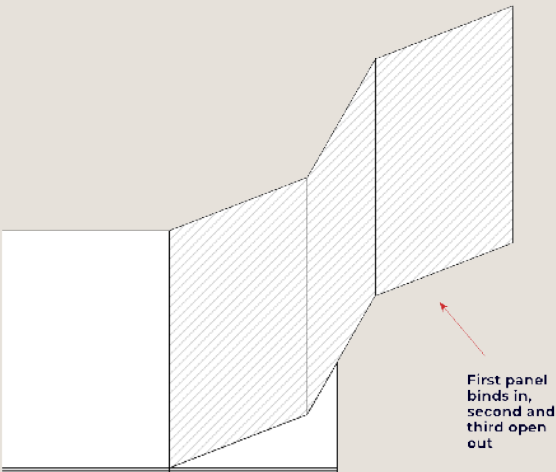
Our die cut bound inserts give readers a glimpse of the creative on the following spread – an element of mystery that can be used in a variety of imaginative executions.



6pp roll fold throw out

Advertise at length with throw outs that pull focus

With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



Digital Rate Card

DESKTOP	
BIG TOP (HORIZON)	£50 cpm
BILLBOARD (970 X 250 PIXELS)	£40 cpm
DOUBLE MPU (300 X 600 PIXELS)	£30 cpm
SINGLE MPU (300 X 250 PIXELS)	£20 cpm
MOBILE	
MOBILE INTERSCROLLER	£40 cpm
MOBILE MPU (300 X 250 PIXELS)	£15 cpm
MOBILE BANNER (320 X 50 PIXELS)	£12 cpm
NEWSLETTERS	
BANNER (970 X 250PX) MAXIMUM FILE WEIGHT(S): 50kb Accepted file formats: Jpeg, Gif, Rich Media (via 3rd Party Tags).	£500/week
	£1,800 month

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



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