

Decanter

2024 MEDIA PACK



「 FUTURE 」

Decanter

Decanter is part of the Future portfolio

Future's influential sites, events and magazines make it a leading authority amongst consumer and B2B audiences.

Our global portfolio spans brands in:
Tech, Gaming, Music, Home Interest, Sports, Photography, Design & Knowledge, Country Lifestyle, Lifestyle & Entertainment, Women's Lifestyle and B2B.

301M

Monthly
online users

287M

Social media
fans

2.6M

ABC Print
circulation

111k

Event attendees
in 2022



Decanter

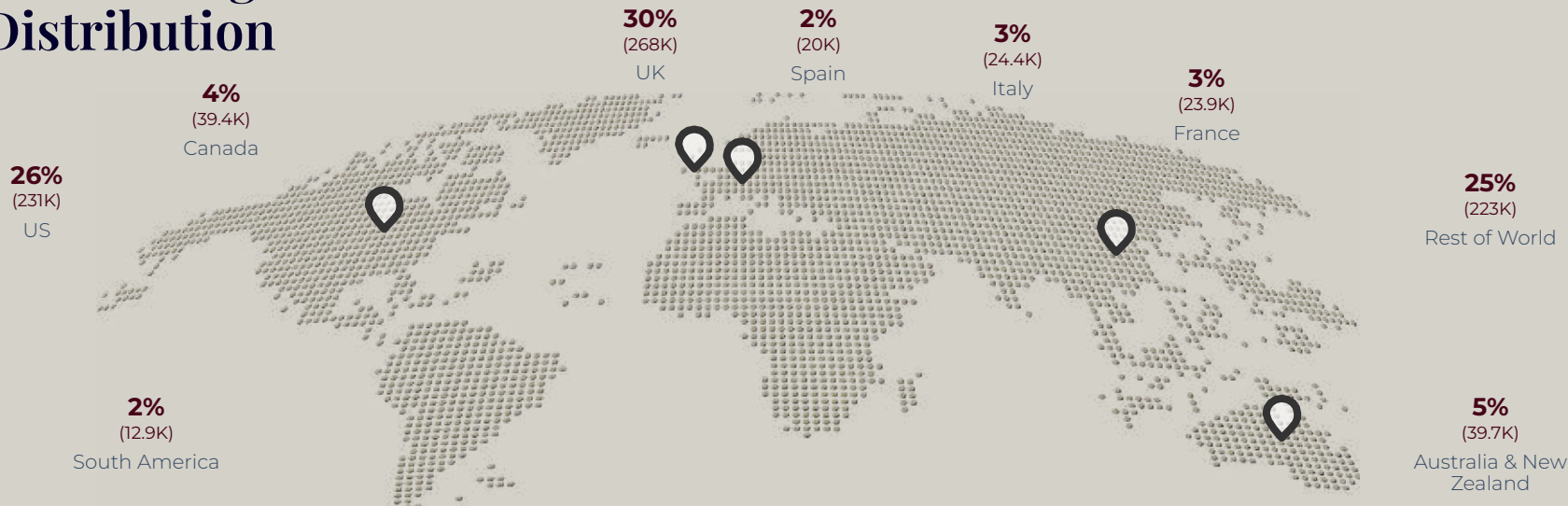
PASSIONATE ABOUT WINE SINCE 1975



Print & Digital Distribution

Share of Pageviews

Decanter



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.

131K
Decanter
Readership

2:52
Average monthly
dwell time

28%
Of gross supply sold
at news trade

43k
Global
Circulation

628K
Total
Social Reach

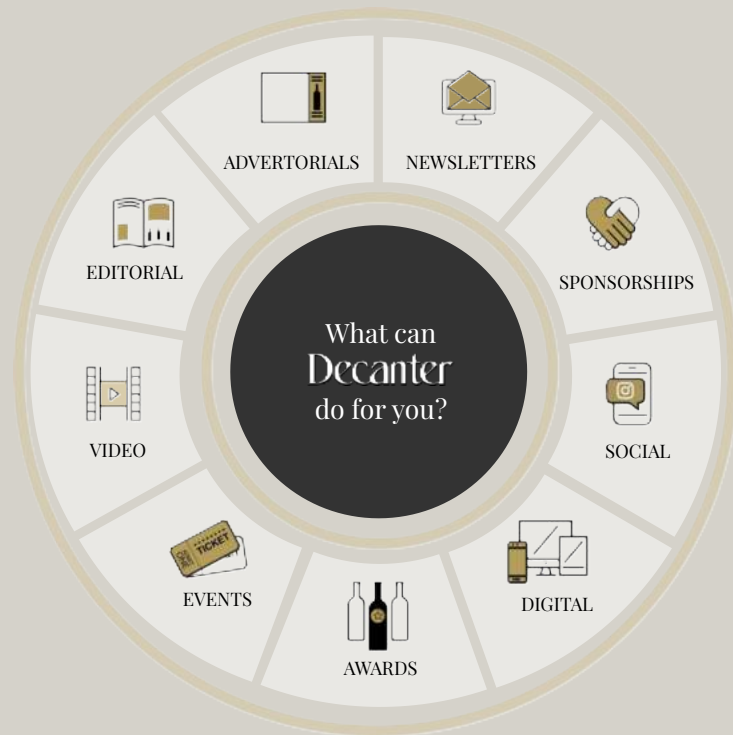
903K
Decanter.com
average global
monthly page views

Connecting Wine Lovers Globally Through Digital, Print and Events

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

WINE & SPIRITS MAGAZINE

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.



Decanter

43k
Global print
circulation

22%
Currently work in
the wine trade

70%
Read Decanter
magazine every other
month at least

~100
Countries
read in

65%
Have a wine
collection

77%
ABC1

42%
Earn more than
£100k per year

97%
Are likely to
recommend Decanter
to a friend

61%
Frequently drink
fine wine

72%
Come to Decanter
for tasting notes
and wine reviews

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.

448K

Global monthly users

903K

Global monthly page views

68%

Visit via organic search

95.6K

Europe monthly users

140K

US monthly users

21K

Canada monthly users

112K

UK Monthly users

56%

Male

44%

Female

13%

Age 65+

25%

Age 55+

47%

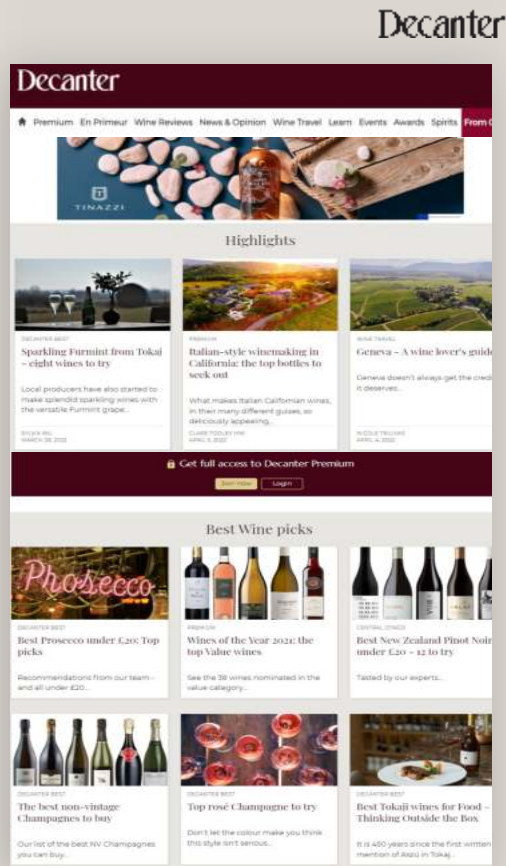
Age 45+

22%

Age 25-34

200+

Countries and territories reached



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.

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**:



29K
Subscribers



33K
Subscribers



59K
Subscribers



10K
Monthly Users

130K
Global
monthly users

52%
Male

48%
Female

72%
Visit through
organic search

239K
Global monthly
pageviews

45.9%
26-35

29.1%
36-45

75%
Age 25-44



Decanter



相关品鉴



FUTURE

Decanter

PASSIONATE ABOUT WINE SINCE 1975

Our Audience

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

55%

have read for
more than 5 years



64%

spend 1-3 hours reading
Decanter issues

42%

spend **between £50-200+**
on a bottle of fine wine

20%

of Decanter readers have
more than **1000 bottles**
stored at home

Decanter

PASSIONATE ABOUT WINE SINCE 1975

What We Offer



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 most recently, **Best Digital Publishing Innovation**.

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

Decanter Premium offers

- 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

Source: Decanter Premium Readership Survey, Future Internal Records, March 2022 (1,002 resps)

Decanter

114

Different countries

42%

Have an income of
£100k or more

84%

Male

1 in 4

Work in the Wine Trade

45%

Agree that points scores
are important in their
purchasing of wine

72%

Of those planning to travel
in 2022, 72% are planning
wine related activities

Bringing together some of the world's most prominent wineries, Decanter's events are renowned for attracting knowledgeable fine wine enthusiasts and professionals.

Our flagship event Decanter Fine Wine Encounter London returns in 2022 and is one of the most significant events in the international wine calendar. We are also excited to announce the debut of Decanter Fine Wine Encounter NYC, which will see fine wine aficionados taste a wide range of classic and modern wines. December 2021 saw the launch of Decanter at Home, a virtual series of wine tasting masterclasses which also included a brilliant programme of online videos. More virtual events will be added to the series in 2022.



4000

attendees to 2023
Fine Wine
Encounters



85%

would purchase a
wine that they
enjoyed at an event



44%

Have a wine cellar
at home



22%

Work in the
wine sector



Upcoming Events

Decanter Fine Wine Experience - London
24 February 2024

Decanter Fine Wine Encounter - NYC
8 June 2024

Decanter Fine Wine Encounter - Singapore
26 October 2024

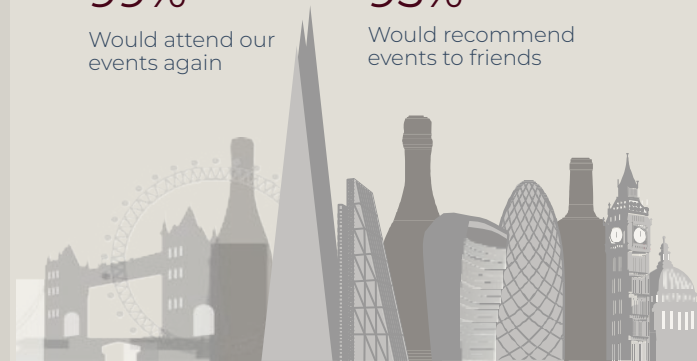
Decanter Fine Wine Encounter - London
16 November 2024

99%

Would attend our
events again

95%

Would recommend
events to friends



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

FUTURE

Decanter® Wine Club

Here at Decanter, we have globally renowned experts tasting the world's finest wines on a weekly basis. We created The **Decanter Wine Club** to bring some of these hard-to-source bottles to our US readers.

Each shipment is a curation of six top-scoring bottles of no less than 93 Decanter points, all from recent panel tastings or awards. A handful of bottles in each quarterly shipment will be exclusive imports, giving members the opportunity to try bottles they wouldn't otherwise be able to.

Explore exciting themes, hear from the experts and build an enviable collection. This is the club designed to cover all bases, from midweek tipples to special occasion bottles.

Opportunity

For sponsorship or gifting opportunities, contact
Andrew.min@futurenet.com



Decanter Wine Experiences

Journey into the world's best wine regions with Decanter's regional specialists and contributing editors.

The Decanter Wine Experiences are carefully curated to offer attendees exclusive visits to the most iconic wineries and vineyards, allowing them to taste unforgettable vintages and explore regional restaurants, while learning from the industry's experts.

These are expertly curated trips into the world's best wine regions led by Decanter's experts. Each trip provides unrivalled, closed-door access to prestigious domaines and their winemakers.

Opportunity

Sponsor all planned trips for 2024 -
contact Andrew.min@futurenet.com

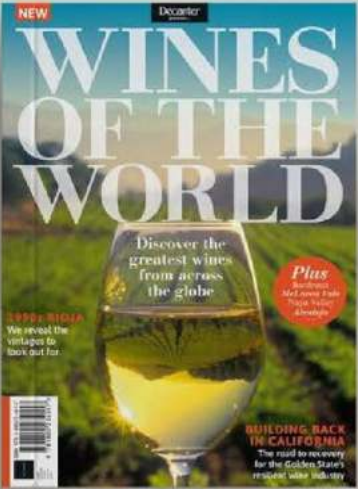


Decanter Bookazines

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



Decanter

PASSIONATE ABOUT WINE SINCE 1975

Promotional Opportunities



Print

For over 48 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.



Print 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. Advertorials can include key products and 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.



Premium Advertising

Bound Insert (Front & Back) 2 Pages

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).



POA

Confirmation 8 weeks prior
to on sale date

Bound Insert: Foil 2 Pages

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.



POA

Confirmation 8 weeks prior
to on sale date

Belly Wrap + Full Page

Brands can **meet readers in the middle** with wrap around belly bands

Our belly bands provide a tactile advertising space that catches readers' eyes from the centre of the front cover – tipping off an advertorial within the issue, if need be.



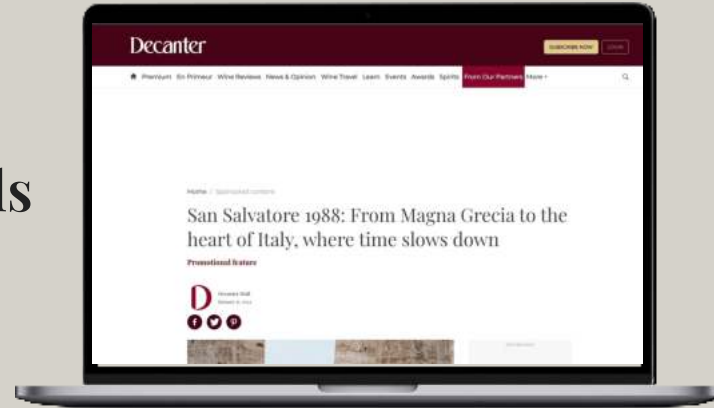
POA

Confirmation 8 weeks prior
to on sale date

Digital and Platinum Advertorials

Platinum advertorials are a **bold** and beautiful creative solution that use a powerful suite of tools to create a highly customisable user experience that will promote your brand in style.

Each article can house supplied video and up to 500 words of copy - creating a high-impact execution that's tailored to exceed your campaign goals.

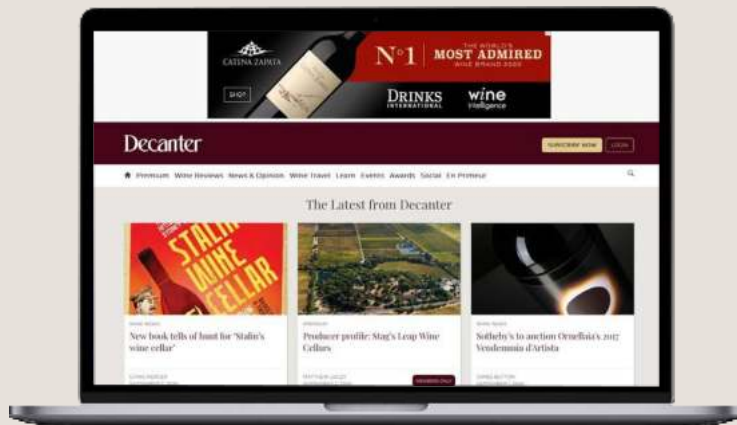
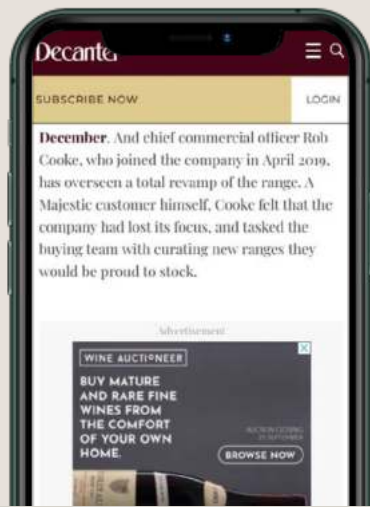


Platinum Advertorial



Digital Display

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



Display Formats:

Desktop Billboard
Leaderboard
DMPU
MPU
Mobile Banner

Digital: BIG TOP Premium Formats

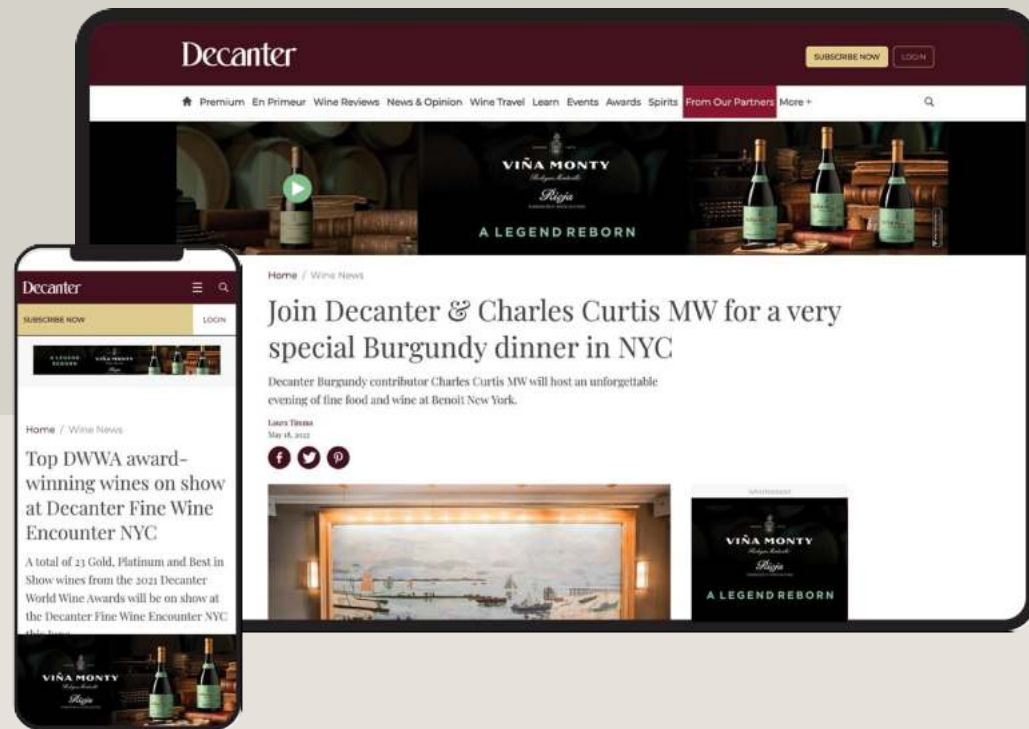
Dominate your brand's impact across every screen with our Premium formats. Maximise screen real estate by placing a powerful advertising canvas directly within the line of sight of your audience. Can be served with or without video.

Build specs:

Desktop Bigtop: 1920x250px, 1920x150px.

Mobile Horizon: 320x150px

Supplied as layered PSD file or all assets saved at x2 size as JPG or PNG (for assets with transparent background)



Platinum Microsite - Interactive

[Click to view demo](#)

Unlock limitless creative potential for your brand

Platinum microsites are a blend of our platinum articles and content hubs.

The page layout would allow for a customised header, and either an interactive map, discoverable image, or quiz. Along with a library of your content articles housed in a gallery at the bottom of the page.

Package

x1 Platinum landing page

x2 shoppable widgets

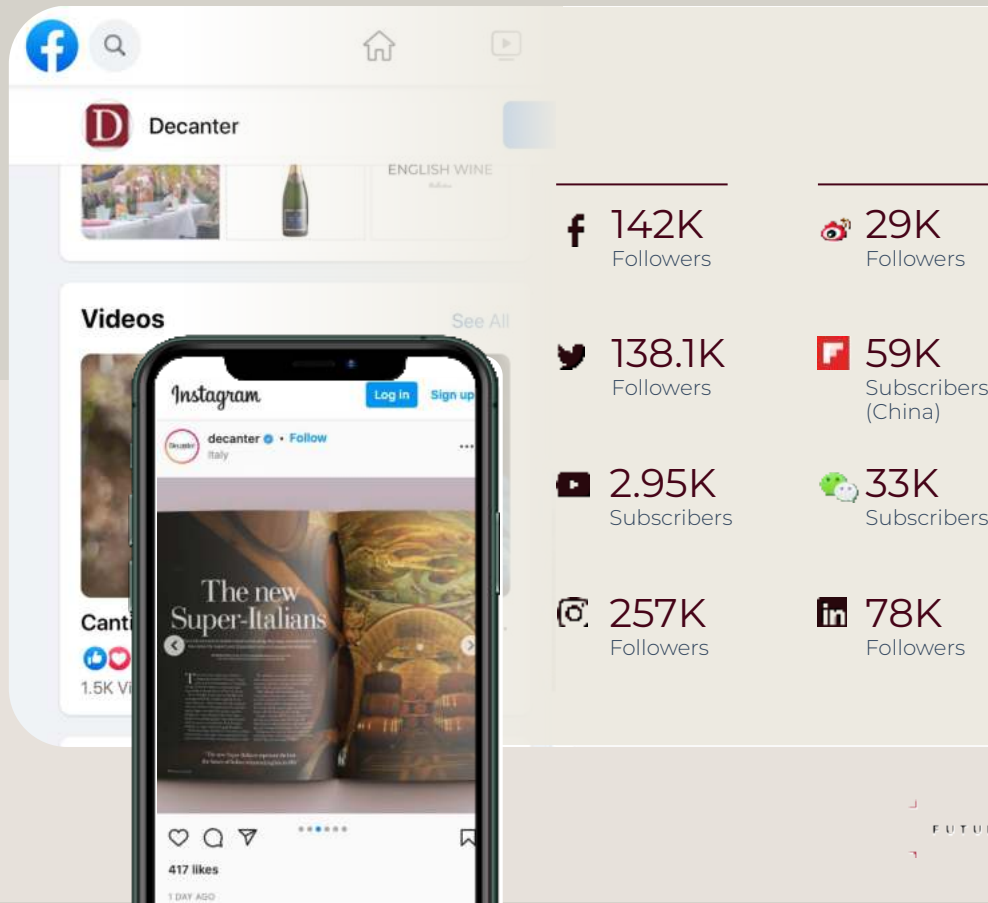
x4 standard advertorials with social amplification



Decanter 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 only will it gain more of an audience, but an audience that trusts the message, because they trust Decanter.



Decanter 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.



Decanter E-Newsletter Solutions

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.

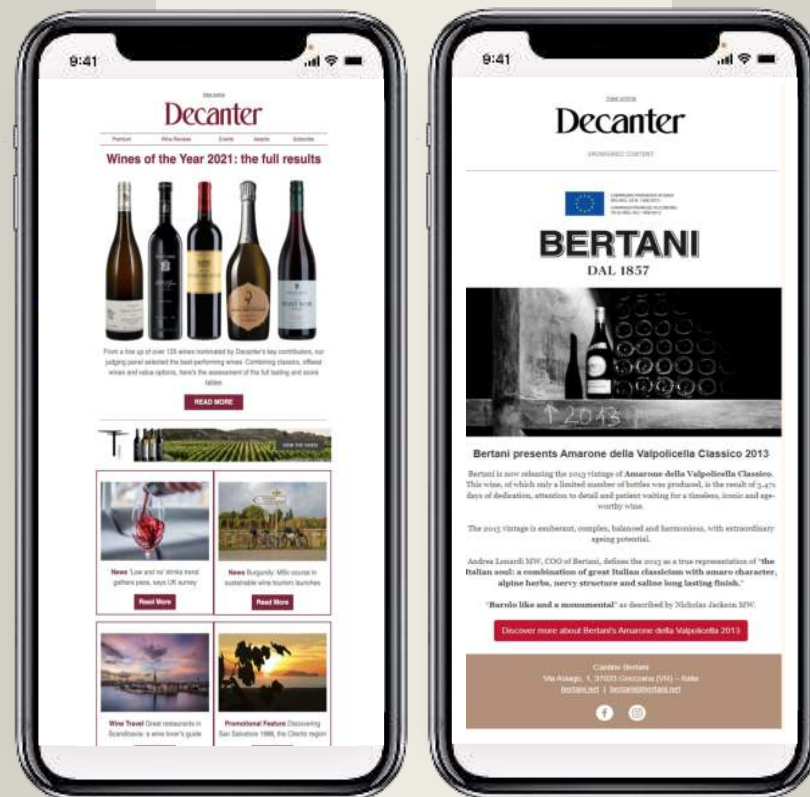
DIGITAL BANNER

Sponsored content is positioned prominently within the email with brands able to book MPU slot alongside editorial content or a Banner located in the centre of the letter.

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

SOLUS EMAILS

Choose a Solus email to communicate with Decanter's audience and guide you to different sources of information: your online wine shop, a product page on your website, a retail partner and much more! [Specifications](#)



Decanter

PASSIONATE ABOUT WINE SINCE 1975

Editorial Calendar

Decanter

2024

Decanter

Issue	On Sale Date	Ad Copy Deadline (Advertising)	Ad Copy Deadline (Advertorial Brief)
JANUARY	3 January 2024	1 December 2023	3 Nov 2023
FEBRUARY	7 February 2024	9 January 2024	2 December 2023
MARCH	6 March 2024	9 February 2024	2 January 2024
APRIL	3 April 2024	11 March 2024	2 February 2024
MAY	1 May 2024	5 April 2024	1 March 2024
JUNE	5 June 2024	10 May 2024	5 April 2024
JULY	3 July 2024	7 June 2024	3 May 2024
AUGUST	7 August 2024	12 July 2024	3 June 2024
SEPTEMBER	4 September 2024	9 August 2024	1 July 2024
OCTOBER	2 October 2024	13 September 2024	29 July 2024
NOVEMBER	6 November 2024	11 October 2024	2 September 2024
DECEMBER	4 December 2024	8 November 2024	1 October 2024



2024 Planned Editorial Calendar

Decanter



Cover issue	Supplements Focus	Panel Tastings	Main features	Tastings features and Expert's Choice	Spirits features
JANUARY 2024	Wines of the Year	PT: NZ Sauvignon Blanc PT: Dolcetto from Piedmont	Burgundy 2022 vintage report Australia, by Matthew Jukes Anniversary wines	EC: Alsace TF: Wines of the Year	Young Distillers
FEBRUARY 2024	Spain Issue	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	ProWein Issue	PT: Portuguese whites PT: Washington GSM	Southern Rhône 2022 vintage report Bordeaux 2021 in bottle tastings	EC: Premium McLaren Vale Grenache TF: Loire Chenin Blanc	Whisky
APRIL 2024	Italy Issue	PT: Montepulciano PT: Lugana	Brunello 2019 vintage report Piedmont Chianti Classico	EC: Tuscany Coast whites and reds TF: Langhe Nebbiolo	Gin
MAY 2024	North America Issue Rioja Supplement	PT: US Merlot PT: Premium Argentinian Malbec PT: Rioja Reserva / Gran Reserva 2014 (supplement)	Barolo vintage report Rioja Alavesa	EC: Premium US Riesling TF: Spain's iconic reds	Vodka
JUNE 2024	Bordeaux Supplement	PT: Bandol reds, whites and rosés PT: Etna reds PT: Pessac-Léognan red 2018 (supplement)		EC: Empordq TF: Reds to chill EC: Fronsac (supplement) TF: Médoc Cru Classé 2010 (supplement)	

2024 Planned Editorial Calendar

Decanter

Cover issue	Additional Info	Panel Tastings	Main features	Tasting features and Expert's Choice	Spirits features
JULY 2024	Bordeaux En Primeur	PT: Stellenbosch 2017 Cabernet Sauvignon PT: Premium Spanish sparkling	Bordeaux 2023 EP full report	EC: Switzerland TF: Premium South American whites	Summer cocktails
AUGUST 2024	Summer issue	PT: Spain's volcanic whites - islands and mainland PT: English still wines	Wine travel, Margaret River Chardonnay and Cabernet, Greece	EC: Vinho Verde TF: South African white blends	Tequila
SEPTEMBER 2024	Americas Issue DWWA supplement	PT: South American Merlot PT: North/South America + Canada sparkling	Napa Cabernet, red Sancerre Wine education	EC: Premium red South American blends TF: US Sauvignon Blanc	Cognac
OCTOBER 2024	Italy Supplement	PT: German whites beyond Riesling PT: Chianti Classico Annata 2019 PT: Amarone (supplement) PT Rosso di Montalcino (supplement)	New Zealand Pinot Noir Hall of Fame & Rising Star Awards	EC: Greek Assyrtiko TF: Barossa Shiraz	Whisky
NOVEMBER 2024	Spain Supplement	PT: Languedoc whites PT Aragon reds PT Garnacha (supplement)	South African reds Champagne	EC: Hunter Valley Semillon TF: Rhône	Rum
DECEMBER 2024	Wall Planner 2025	PT: Champagne PT: St-Emilion & Pomerol 2015	Christmas wine recommendations Chablis	EC: Tokaji TF: New World single vineyard Syrah	Winter spirits

***Subject to Change**

Decanter

PASSIONATE ABOUT WINE SINCE 1975

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

35



REPRODUCED BY LEARNERS FROM AFRICA, ASIA, AUSTRALIA, EUROPE, NORTH AMERICA, SOUTH AMERICA, AND THE MIDDLE EAST



These wines are chosen by the Decanter in-house tastings 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, 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.





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

PASSIONATE ABOUT WINE SINCE 1975

Rate Cards



Print Specs

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

Digital Advertorials with Social Campaigns

Advertorials & Social Media Campaigns

Sponsored Facebook post

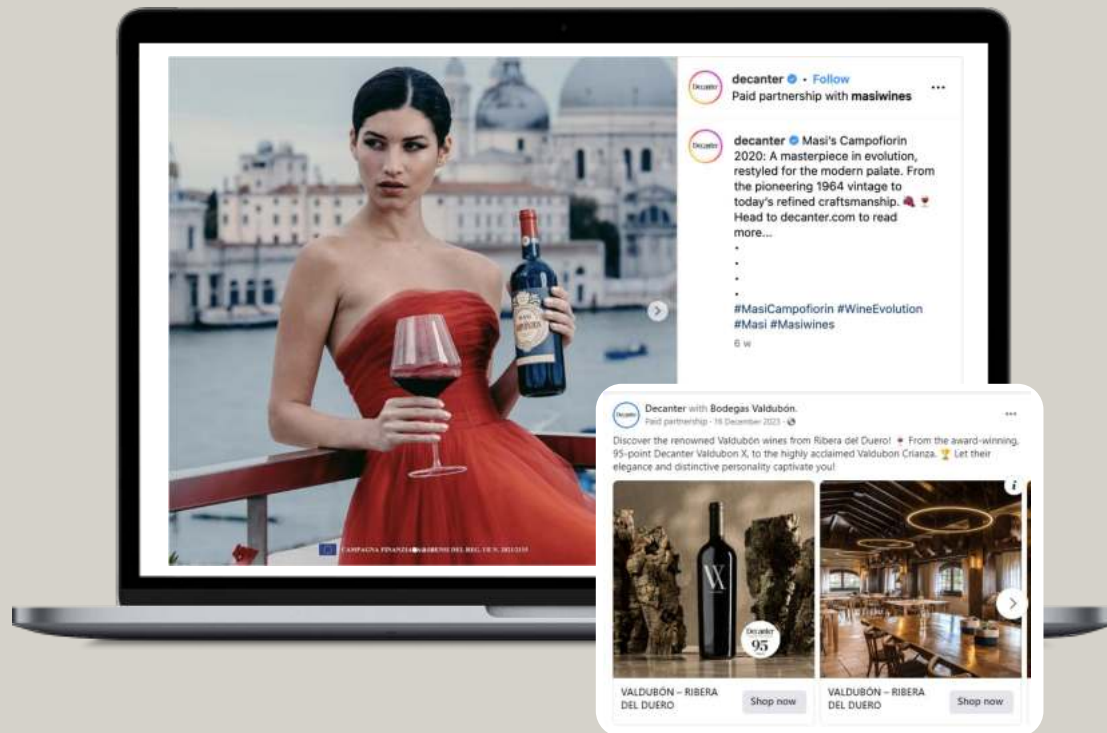
Sponsored Facebook and Instagram posts

Digital advertorial with Facebook

Digital advertorial with Facebook & Instagram

Full page print advertorial + digital with FB

Double page spread print advertorial + digital with FB



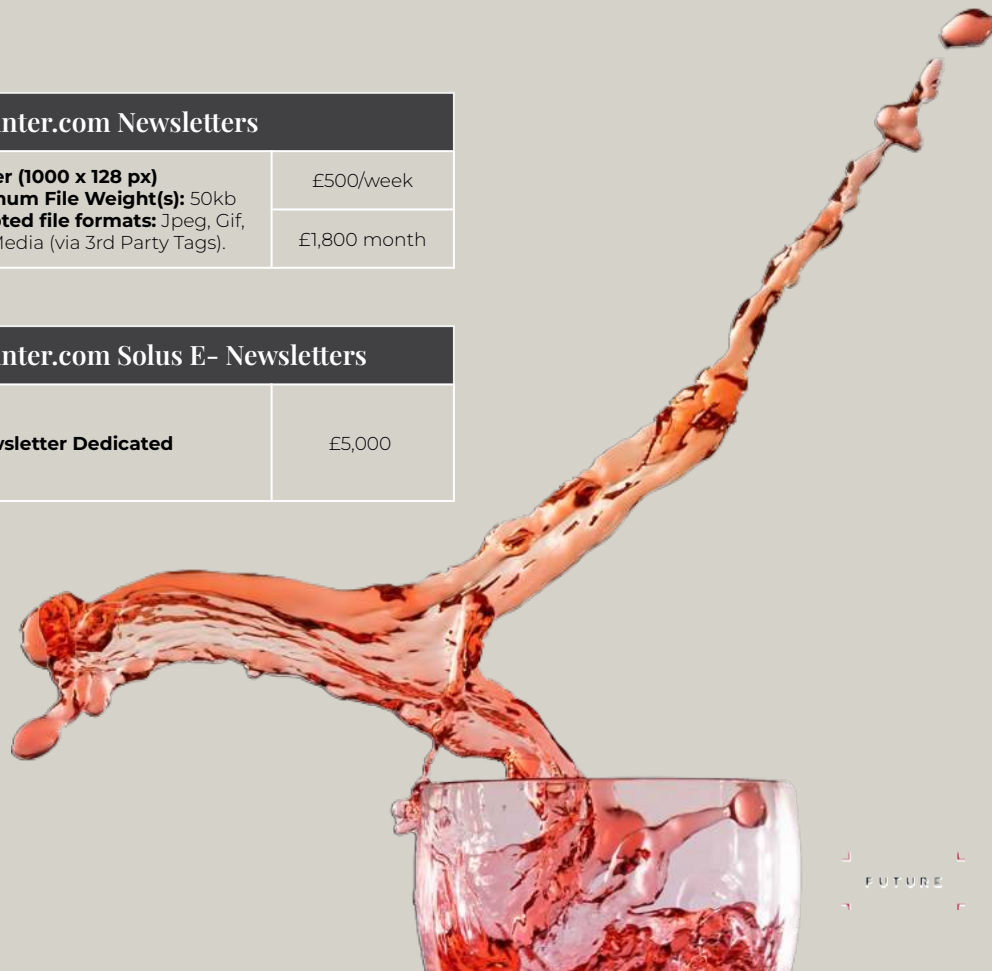
Digital Rate Card

Desktop	
Desktop Big Top (1920x250px and 1920x150px)	£50 cpm
Billboard (970x250px)	£40 cpm
Double MPU (300x600px)	£30 cpm
Single MPU (300x250px)	£20 cpm

Mobile Banner	
Mobile Interscroller	£40 cpm
Mobile MPU (300x250px)	£15 cpm
Mobile Banner (320x50px)	£12 cpm

Decanter.com Newsletters	
Banner (1000 x 128 px) Maximum File Weight(s): 50kb Accepted file formats: Jpeg, Gif, Rich Media (via 3rd Party Tags).	£500/week
	£1,800 month

Decanter.com Solus E- Newsletters	
E-Newsletter Dedicated	£5,000



Standard Formats



DMPU
300 x 600 px



Billboard
970 x 250 px



Leaderboard
728 x 90 px



Mobile Banner
320 x 50 px



MPU
300 x 250 px

Sales and advertising

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

HEAD OF SALES

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

FRANCE

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

US, CAN, AUS, NZ

Gabriela Colotto
gabriela.colotto@decanter.com
+44 (0) 7752 780712

GREECE, SOUTH AFRICA, UK, SLOVENIA, TRAVEL

advertising@decanter.com

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

ITALY

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

SPAIN

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

SOUTH AMERICA, EASTERN EUROPE/ASIA

Ana Chirila
ana.chirila@decanter.com
+44 (0) 7971 923326
DWWA

For separate non-commercial related enquiries,
please contact:

Editorial

editor@decanter.com

Events

events@decanter.com

Marketing

marketing@decanter.com

Awards

awards@decanter.com

Decanter

Thank you