

Decanter

2026 MEDIA PACK



FUTURE
7 8 9

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.

481M

Online users

217M

Social users

7.7M

Print circulation

119K

Event attendees in 2023



Decanter

PASSIONATE ABOUT WINE SINCE 1975



FUTURE

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.

131K
Decanter
Readership

28%
Of gross supply sold
at news trade

638K
Total
Social Reach

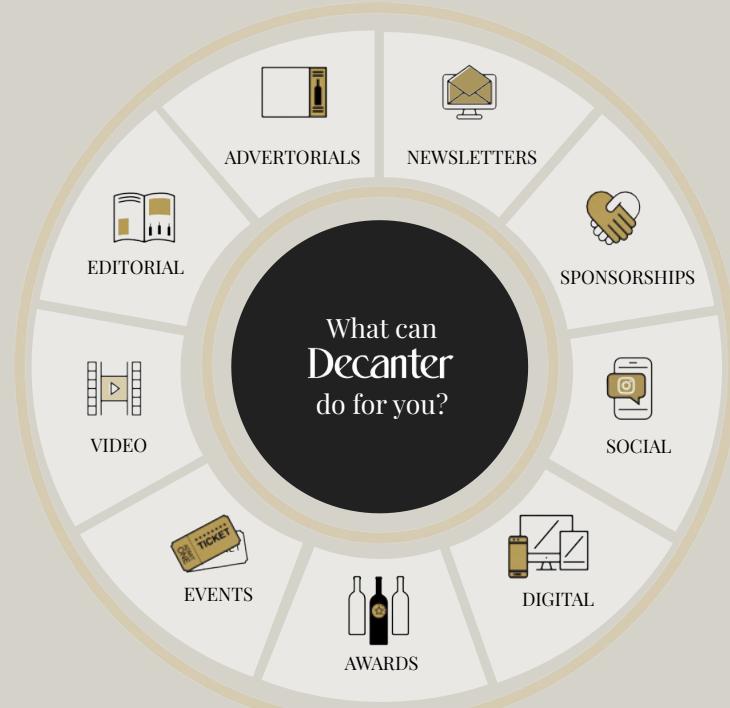
905.1K
Decanter's
Average Global
Monthly Pageviews

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, awards & more**.

Serving UK and global audiences we have a data-driven, digital-powered, and strong heritage media brand 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.



43K

Global Print Circulation

22%

Currently work in the wine trade

77%

ABC1

42%

Earn more than £100k per year

70%

Read Decanter magazine every other month at least

97%

Are likely to recommend Decanter to a friend

~100

Countries read in

61%

Frequently drink fine wine

65%

Have a wine collection

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.

447K
Average global
monthly users

905K
Average global
monthly
pageviews

225.6K
Average monthly
European users

117K
Average UK
monthly users

54%
Visit via organic
search

134.8K
Average US
monthly users

20.5K
Average Canadian
monthly users

55%
Male

45%
Female

15%
Age 65+

31%
Age 55+

50%
Age 45+

23%
Age 25-34

200+
Countries and territories
reached

Source: Google Analytics, L12M, October 2023 - September 2024

Decanter

Decanter

Premium En Primeur Wine Reviews News & Opinion Wine Travel Learn Events Awards Spirits From C



Highlights

DECANTER BEST Sparkling Fumé from Tokai – eight wines to try
Local producers have also started to make their sparkling wines with the versatile Pinot grape.
BY CLARE TOLLEY MR
APRIL 4, 2023

DECANTER PREMIUM Italian-style winemaking in California: the top bottles to seek out
What makes Italian Californian wines, in their many different guises, so deliciously appealing?
BY CLARE TOLLEY MR
APRIL 4, 2023

WINE TRAVEL Geneva – A wine lover's guide
Geneva doesn't always get the credit it deserves.
BY NICOLE TUBRUE APRIL 4, 2023

Get full access to Decanter Premium

Join Now

Login

Best Wine picks

DECANTER BEST Best Prosecco under £20: Top picks
Recommendations from our team – and all under £20.

DECANTER PREMIUM Wines of the Year 2021: the top Value wines
See the 38 wines nominated in the value category.

DECANTER CENTRAL OTCIO Best New Zealand Pinot Noir under £20 – 12 to try
Tasted by our experts...



DECANTER BEST Top rosé Champagne to try

Don't let the colour make you think this style isn't serious...

It is 400 years since the first written mention of Aszú in Tokaj.

FUTURE

Decanter CHINA 醇中 鑒國

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



59K
Subscribers



33K
Subscribers

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

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



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PASSIONATE ABOUT WINE SINCE 1975

What We Offer



Decanter

PREMIUM

Decanter

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 resp)



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

The global event series Decanter Fine Wine Encounter is one of the most significant events in the international wine calendar and will return to London, New York and Singapore in 2025. The Encounters bring together top-tier winemakers, industry experts, and passionate connoisseurs, offering unparalleled tasting adventures.

Smaller, more intimate tastings are held in the Decanter Tasting Suite in West London.



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

Source: Decanter Fine Wine Encounter attendee surveys 2019/2020; "Decanter Audience Survey", The Lens, Future plc, December 2022

Upcoming Events

Decanter Fine Wine Encounter - NYC
June 6 2026

Decanter Fine Wine Encounter - London
November 6, 7 2026

99%

Would attend our
events again

95%

Would recommend
events to friends



The WORLD'S LARGEST and most INFLUENTIAL WINE COMPETITION

Renowned for its unparalleled rigour, Decanter World Wine Awards brings together hundreds of the world's top wine experts to evaluate and celebrate the best wines globally.

Its 23rd edition, DWWA results are internationally trusted by both trade and consumers, with medals proven to boost sales, elevate brand visibility and unlock new market opportunities.

AN AWARD WITH INTERNATIONAL IMPACT

Medal winners gain unrivalled exposure across Decanter's full media network, including print, digital, social media, video, global events and partnerships – connecting directly with trade and consumers worldwide.

Learn more and enter at enter.decanter.com to discover how DWWA can benefit your business.



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PASSIONATE ABOUT WINE SINCE 1975

Promotional Opportunities



Print

For over 50 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.

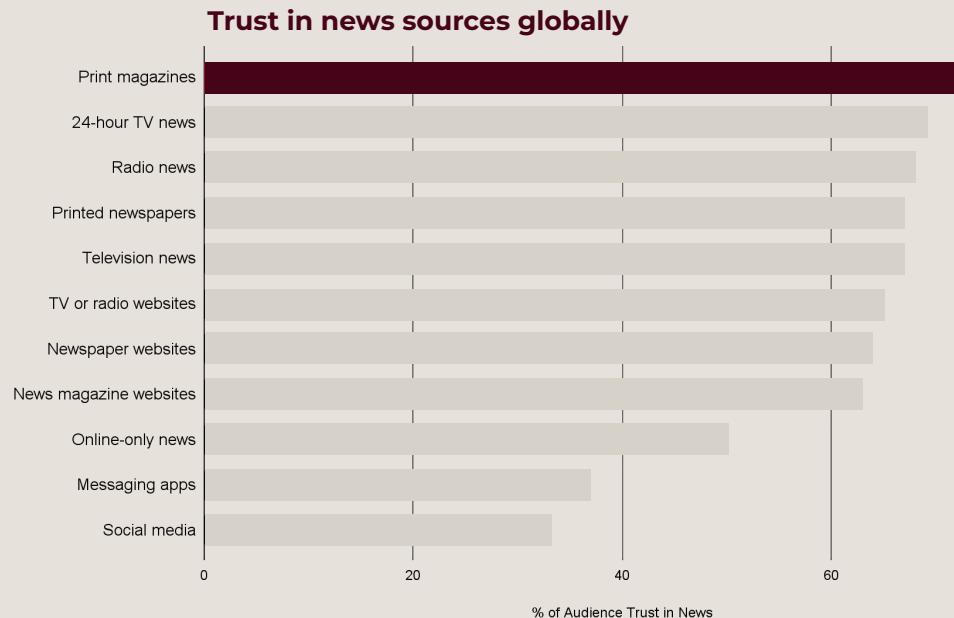
You can also choose from multi-page advertisement features, creative options, and supplements produced in collaboration with our editorial team.



Trusted Content

In the age of misinformation, trusted content is king

Print is a beacon for trust in 2026. Print media is unique in its ability to capture readers' trust, having proven more resilient to misinformation than social media and digital platforms.



Source: Kantar, 'Trust in News', 2023.

Print advertising positively influences the entire brand funnel

74% Awareness

¾ of Future readers exposed to brands in print campaigns recalled seeing the brand



+24% Consideration

Brands achieve considerable **consideration uplift** after running print campaigns with Future



1 in 3 Purchase

37% people who saw a print campaign, bought the product / service as a direct result



Print advertising is unique. Thanks to our Campaign Effect Studies, we understand the impact of print advertising on consumers. This even extends to post-purchase where brand recommendation for print advertisers grows by +28%!

Source: Future, Campaign Effect Studies, 2021-2023. Averages from multi-channel advertising campaigns run across Future's portfolio with print ads included. 54 campaigns assessed

Print has impact and influence

2x

Future's print readers are over twice as likely than the UK average to say they **trust ads in magazines the most**

+92%

Future print readers are significantly more likely than the UK average to strongly agree that advertising helps them choose what to buy

+89%

Future print readers are more likely to say that advertising is their #1 criteria of choice when making purchasing decisions

Source: TGI GB May 2024.



Decanter

Print Advertisorials

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.

PROMOTIONAL FEATURE

PROMOTIONAL FEATURE

ROSÉ WINES BY TINAZZI

Quality flanked by terror and tradition

Red wines have many characteristics, whereas rosé have only a few and often with moderate alcohol content, they are not as strong as reds, they are lighter, well with both meat and fish dishes.

With the arrival of summer, the heat combats and refreshes of rosé in many ways is not to mention.

With the arrival of summer Lake Garda in the Veneto region, particularly the wine produced by the lake has seen with success. Since 2006, Gargioli has been producing rosé wines from both regions.

"We are the only winery that think about the rosé is a wine just for summer drinking," says Gargioli. "Taste is the first thing that comes to mind. It is an increasingly universal wine, with

origins. Chianti di Bandolino, DOC, is the first wine to be produced here made since the 13th century.

The creation of Chianti di Bandolino is the result of the ancient Molinace, the Venetian series, located in the heart of the Lake Garda towards the end of the 13th century and apparently learned the technique of vinification of red grapes in France. The first wine produced in the Chianti di Bandolino is the Chianti di Bandolino, Chianti di Bandolino 1340' for more than 20 years. The traditional rosé wine is the Chianti di Bandolino - that makes up the red grape grown in the Lake Garda area, the Chianti di Bandolino. The producer of Lake Garda creates a microclimate, which produces rosé, balanced, ripening.

TINAZZI WINERIES

Founded in 1948, Tinazzi is a medium family-run company that has represented Italian wine-growing regions: Veneto and Friuli, Tuscany, Piedmont, Umbria, Marche, Molise, the Veneto series, located in the heart of the Lake Garda towards the end of the 13th century and apparently learned the technique of vinification of red grapes in France. The first wine produced in the Chianti di Bandolino is the Chianti di Bandolino 1340' for more than 20 years. The traditional rosé wine is the Chianti di Bandolino - that makes up the red grape grown in the Lake Garda area, the Chianti di Bandolino. The producer of Lake Garda creates a microclimate, which produces rosé, balanced, ripening.

SAN SALVATORE 1988

From Magna Grecia to the heart of Italy,
a share time slows down

four years ago, the Gargioli

Agliano and Gargioli in Campania, in the heart of the southern Italy, the heart of the wine, the heart of the

region, the heart of the wine, the heart of

the ancient city of Paestum, the top

city of Paestum, the top city of Paestum,

where the most important

monuments of the world are

you will find the Gargioli's

of the heart of the heart of the

of

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.

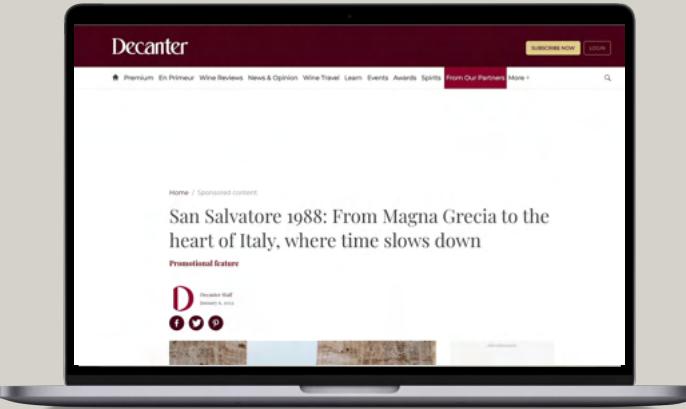


POA

Confirmation 8 weeks prior to on sale date

Digital Advertorials and Platinum Advertorial

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.



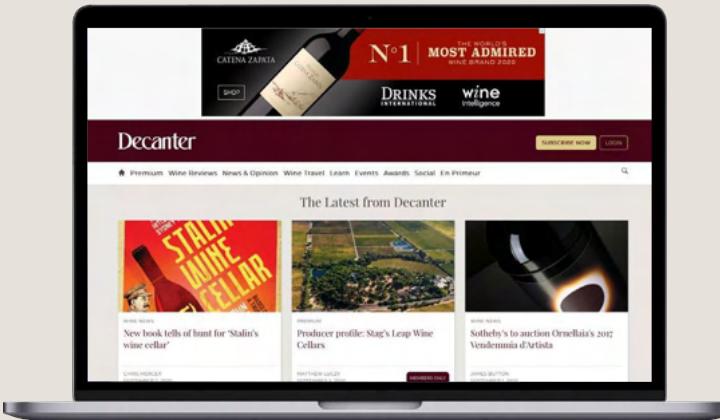
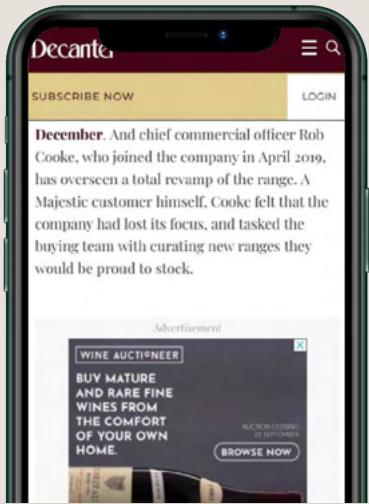
Platinum Advertorial



FUTURE

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

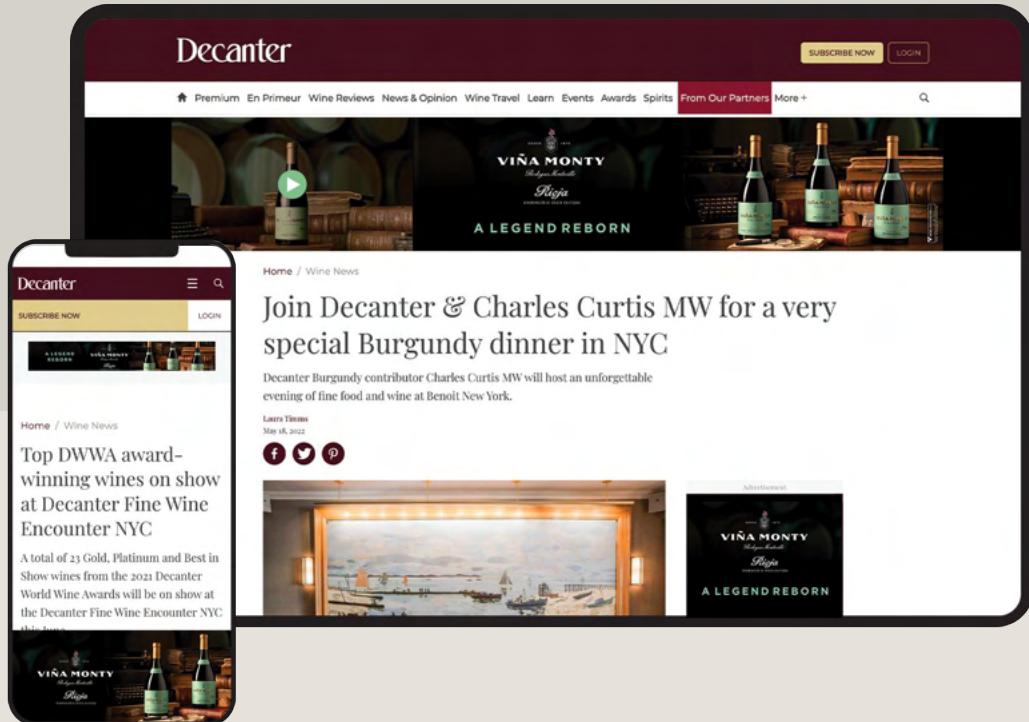
Digital: BIG TOP Premium Formats

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



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.

 146K
Followers

 132K
Followers

 3.4K
Subscribers

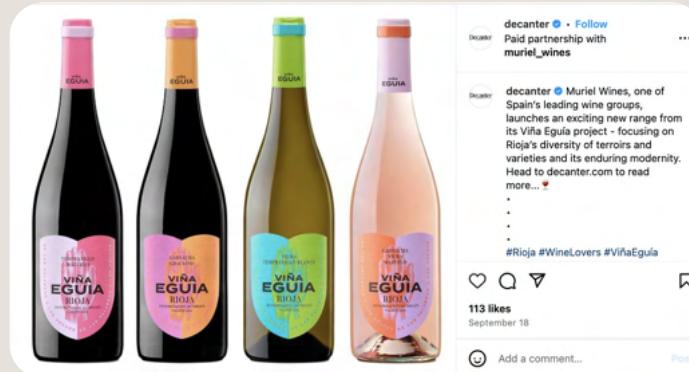
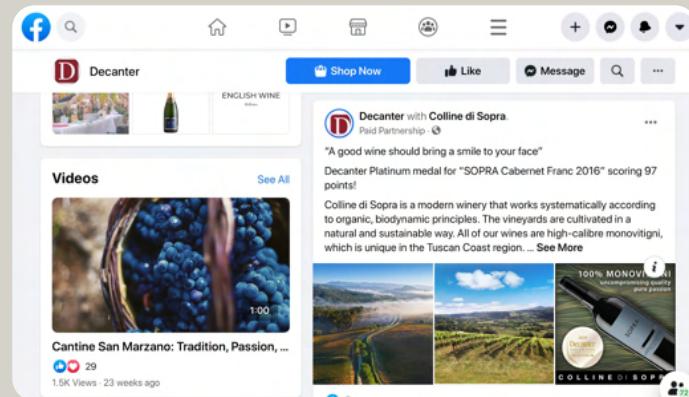
 275K
Followers

 29K
Followers

 59K
Subscribers
(China)

 33K
Subscribers

 87K
Followers



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 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

Decanter

Decanter's newsletters provide the perfect partnership opportunity for clients, each reaching an engaged audience with a deep passion for wine.



Daily

Sends 5x a week

Decanter's Daily Newsletter offers a diverse mix of breaking news, features, travel, spirits and educational content delivered directly to your inbox every day.

**Open Rate
40.3%**

**Audience
30.5K**



Weekly

Sends 1x a week

The more comprehensive Weekly Decanter Newsletter comprises a round up of the most read articles for any given week, offering subscribers a chance to catch up on top content over the weekend.

**Open Rate
53.8%**

**Audience
28.5K**



US

Sends 1x a week

Decanter's US Newsletter is a short weekly missive from our North American Editor aimed at our growing American readership. It focuses on our US content; bringing features and news to readers inboxes on topics from Napa Valley to Michigan Riesling.

**Open Rate
55.5%**

**Audience
11.5K**

E-Newsletter Banner | £500/WEEK OR £1,800/MONTH

A banner showcasing your product or service included in our e-newsletter

We are also proud to announce Decanter's 9 new regional newsletters. Each monthly newsletter opens with a personal welcome from the relevant Regional Editor, followed by a curated selection of top content from our print and digital platforms. Partnering with Decanter gives you the opportunity to feature a banner ad and a promotional feature, ensuring direct engagement with a highly targeted audience.

Dedicated Send (Solus) | £5,000

A standalone send that showcases your products to an audience actively looking to engage with your brand

Decanter regional newsletters:



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Editorial Calendar



Issue	On Sale Date	Advertising Copy Deadline	Advertorial Brief Deadline
JANUARY	7 January 2026	5 December 2025	3 Nov 2025
FEBRUARY	4 February 2026	12 January 2026	2 Dec 2025
MARCH	4 March 2026	9 February 2026	5 January 2026
APRIL	1 April 2026	9 March 2026	3 February 2026
MAY	6 May 2026	10 April 2026	3 March 2026
JUNE	6 June 2026	10 May 2026	6 April 2026
JULY	3 July 2026	8 June 2026	4 May 2026
AUGUST	5 August 2026	13 July 2026	4 June 2026
SEPTEMBER	2 September 2026	7 August 2026	1 July 2026
OCTOBER	7 October 2026	4 September 2026	3 August 2026
NOVEMBER	4 November 2026	7 October 2026	2 September 2026
DECEMBER	2 December 2026	4 November 2026	1 October 2026



2026 Planned Editorial Calendar

Decanter Features - Issue	Additional Info	Panel Tastings	Vintage Reports	Tasting Features and Expert's Choice
January 2026	Wines of the Year: Highlights	PT: Southeastern Europe indigenous reds	Burgundy & Chablis 2024	TF: Bolgheri new releases
		PT: Australian cool-climate Chardonnay		EC: Lisboa
February 2026	Spanish focus	PT: Varietal Viura and Macabeo/Macabeu	Northern & Southern Rhône 2024	TF: Rías Baixas
		PT: Priorat 2021 vs 2022		EC: Navarra
March 2026	ProWein issue	PT South African red blends	Brunello 2021 and Riserva 2020	TF: Bordeaux 2023 in bottle
		PT: Alsace Grand Cru Riesling		EC: South American lighter reds
April 2026	Italy focus	PT: Verdicchio	Champagne (Montagne)	TF: Southern Italy
		PT: Italy's unoaked reds (Schiava, Nerello, Frappato, Piedirosso, Corvina etc)		EC: Sardinian indigenous reds
May 2026	North America focus	PT: Picpoul de Pinet	Napa Cabernet 2023	TF: Sonoma Chardonnay
		PT: Bordeaux Right Bank satellites		EC: Zinfandel
Bordeaux supp				
June 2026	Bordeaux EP	PT: Provence rosé	Bordeaux EP 2025	
		PT: English NV/MV sparkling		EC: Crete

2026 Planned Editorial Calendar

July 2026		PT: Northern Italian Pinot Grigio	VR: Bordeaux EP 2025	TF: South American Bordeaux blends
		PT: Cap Classique		EC: NZ Riesling/aromatic whites
August 2026	DWWA	PT: NZ Sauvignon Blanc (for Decanter Premium only)		DWWA results
		PT: St-Emilion + satellites 2018 (for Decanter Premium only)		
September 2026	South America focus	PT: Napa Cabernet 2019	VR: Margaret River Cabernet & Chardonnay	TF: Buenos Aires OR La Pampa
		PT: South American whites		EC: South American sparkling
October 2026	Hall of Fame	PT: White southern Rhône crus	VR: Ribera del Duero	TF: Barossa Shiraz
		PT: Alentejo reds		EC: German/Austrian premium sparkling
Italy supp		PT: IGT SuperTuscans under £50		
November 2026		PT: Entre-deux-Mers whites	VR: Willamette Valley Pinot Noir & Chardonnay	TF: La Clape
		PT: Southern Italian reds: Negroamaro, Aglianico etc		EC: Rebula/Ribolla from Slovenia & Italy
Spain supp		PT: Premium Spanish whites		
December 2026	Wall planner	PT: Champagne prestige cuvées OR vintage comparison	VR: New Zealand Pinot Noir	TF: A Swartland Christmas:
		PT: Bordeaux crus classés 2018		EC: Quarts de Chaume/Chaume/sweet Loire

Decanter

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Tasting Opportunities



FUTURE

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.

Decanter

Distilled by Decanter



FUTURE

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



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	/	/

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 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

decanter • Follow
Paid partnership with **masiwinines** ...

decanter • Masi's Campofiorin
2020: A masterpiece in evolution, restyled for the modern palate. From the pioneering 1964 vintage to today's refined craftsmanship. Head to decanter.com to read more...

#MasiCampofiorin #WineEvolution
#Masi #Masiwines

6 w

Decanter with Bodegas Valdubón.
Paid partnership - 16 December 2023

Discover the renowned Valdubón wines from Ribera del Duero! From the award-winning, 95-point Decanter Valdubón X, to the highly acclaimed Valdubón Crianza. Let their elegance and distinctive personality captivate you!

VALDUBÓN – RIBERA DEL DUERO [Shop now](#)

VALDUBÓN – RIBERA DEL DUERO [Shop now](#)

Digital Rate Card

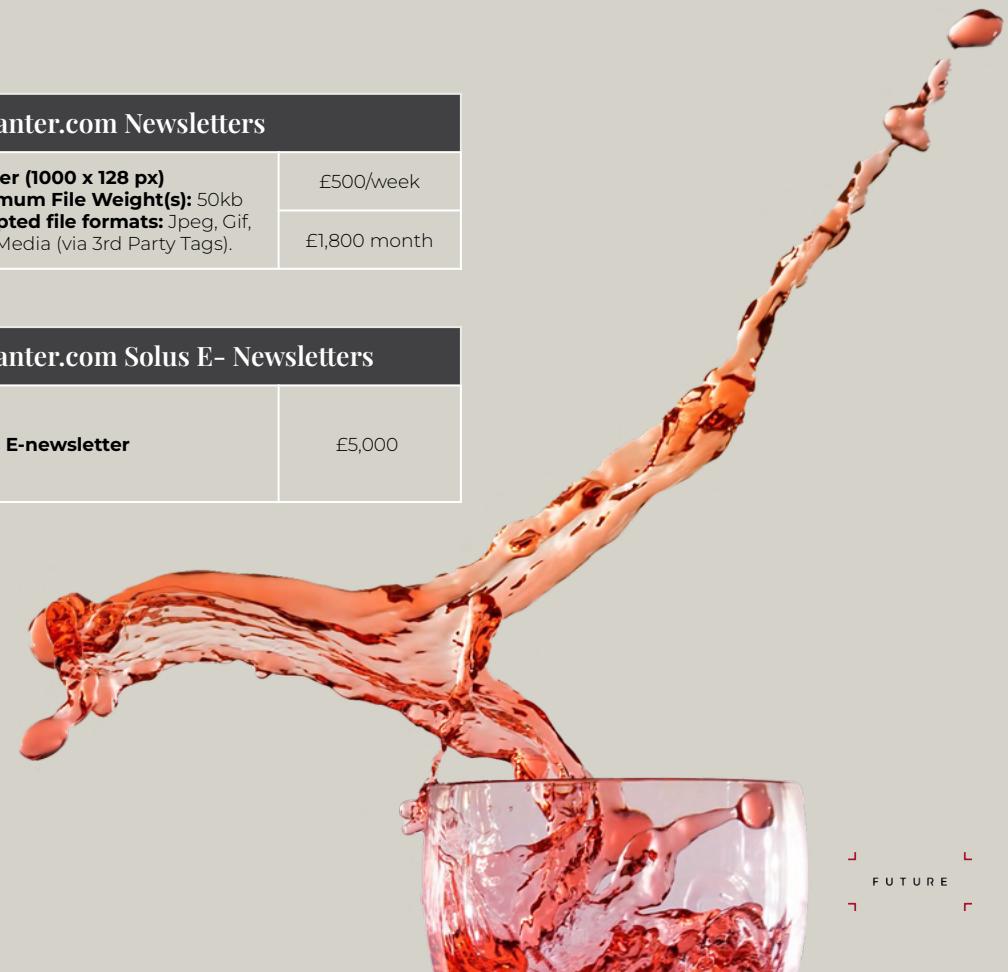
Desktop	
Desktop Big Top (1920x250px and 1920x150px)	£50 cpm
Billboard (970x250px)	£40 cpm
Double MPU (300x600px)	£30 cpm
Single MPU (300x250px)	£20 cpm

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	
Solus E-newsletter	£5,000

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



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

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