

# vineroutes

NAVIGATING THE WORLD OF WINE

## MEDIA KIT





# ABOUT vineroutes

## Helping you navigate the world of wine

VineRoutes has quickly established itself as one of Canada's leading wine media brands, with its website, newsletter and social channels reaching a steadily expanding consumer audience.

With a combined focus on local, national and international coverage, VineRoutes provides influential content and independent advice to a global readership. Our editorial ethos embraces wine and drinks lovers of all levels, with a focus on trade and lifestyle topics through the beverage lens.

VineRoutes Media's fast-growing consumer and trade touchpoints include a thriving website, a social media platform boasting over 16,000 followers, and a highly engaged online newsletter. An in-person event series is currently in the works.

Ultimately, we aim to help our readers navigate the world of wine, spirits and beer through the interesting people and places behind them.



# website ANALYTICS



**vineroutes.com**

## YEAR OVER YEAR



WEBSITE TRAFFIC

↑ **52%**



PAGE VIEWS

↑ **78%**



NEW USER VISITS

↑ **86%**



SESSIONS

↑ **43%**

## ACTIVE USERS



**3,500+**

AVERAGE  
MONTHLY USERS



**4,300+**

AVERAGE  
MONTHLY SESSIONS

## SESSIONS BY DEVICE



**59%**

MOBILE



**35%**

DESKTOP

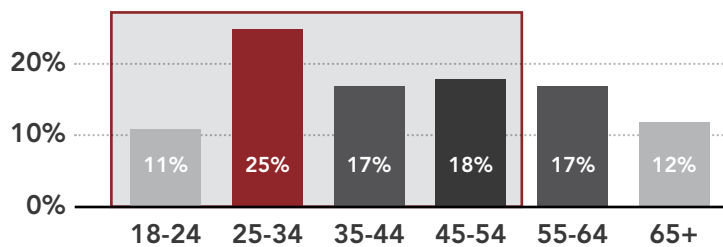


**6%**

TABLET

## DEMOGRAPHICS

**71%** KEY  
ADVERTISING  
DEMOGRAPHIC



VIEWER'S AGE



**48%**

FEMALE



**52%**

MALE

\* ALL NUMBERS AS OF 04/2022



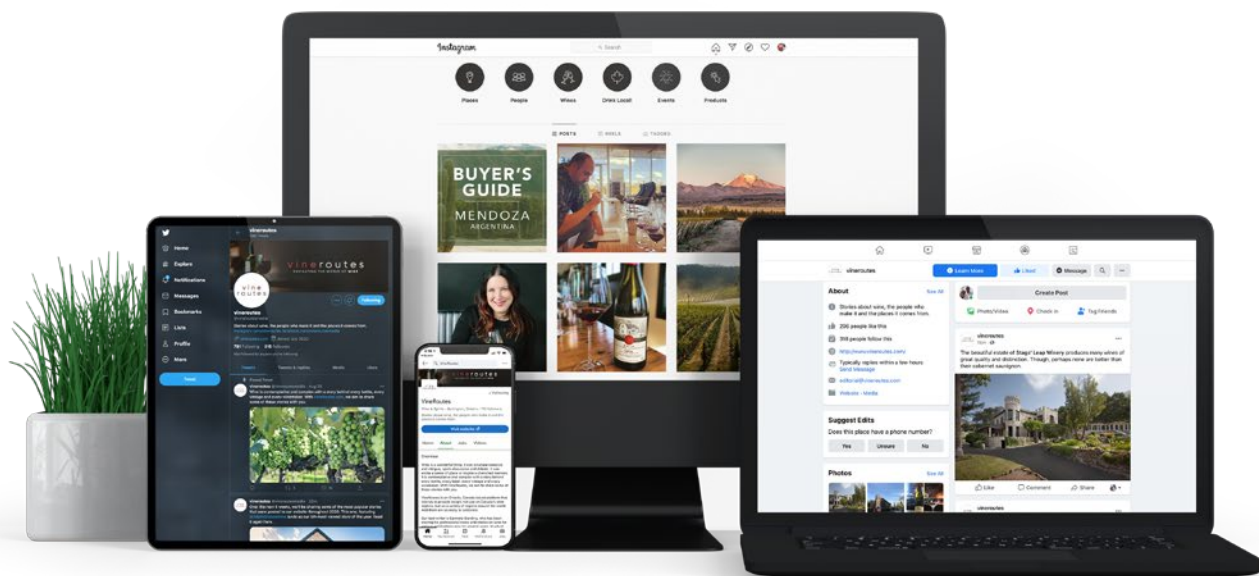
vineroutes



# social media **ENGAGEMENT**



**16,000+**  
FOLLOWERS ON  
SOCIAL MEDIA



INSTAGRAM



FACEBOOK



LINKEDIN



TWITTER



YOUTUBE



THREADS

vineroutes

# newsletter **ANALYTICS**



NEWSLETTER  
SUBSCRIBERS  
NOW AT  
**1,200+**



**59%**  
OPEN RATE



Subscribers receive

**MONTHLY  
CONTENT**

PLUS EXCLUSIVE NEWS,  
AND PROMOTIONS FROM  
OUR PARTNERS.



# advertisement RATES

## NEW GOLD+ PACKAGE!

Gold+ Package  
**\$2,400**  
(\$184.62 monthly)

**BEST  
VALUE**

### 13-MONTH WEBSITE DISPLAY ADVERTISING AGREEMENT, INCLUDES:

#### WEBSITE ADS

- 1 30-Day Billboard Ad Space
- 2 Leaderboard Ads
- 2 Banner Ads
- 2 Sidebar Ads
- 2 Bottom Board Ads
- 2 Lower Sidebar Ads

#### SOCIAL MEDIA POSTS

- 4 Instagram Posts (Up to 3 Reels – submitted by client)
- 4 Instagram/Facebook Stories Posts
- 6 Facebook Posts
- 6 Twitter Posts
- 4 LinkedIn Posts
- 4 Threads Posts

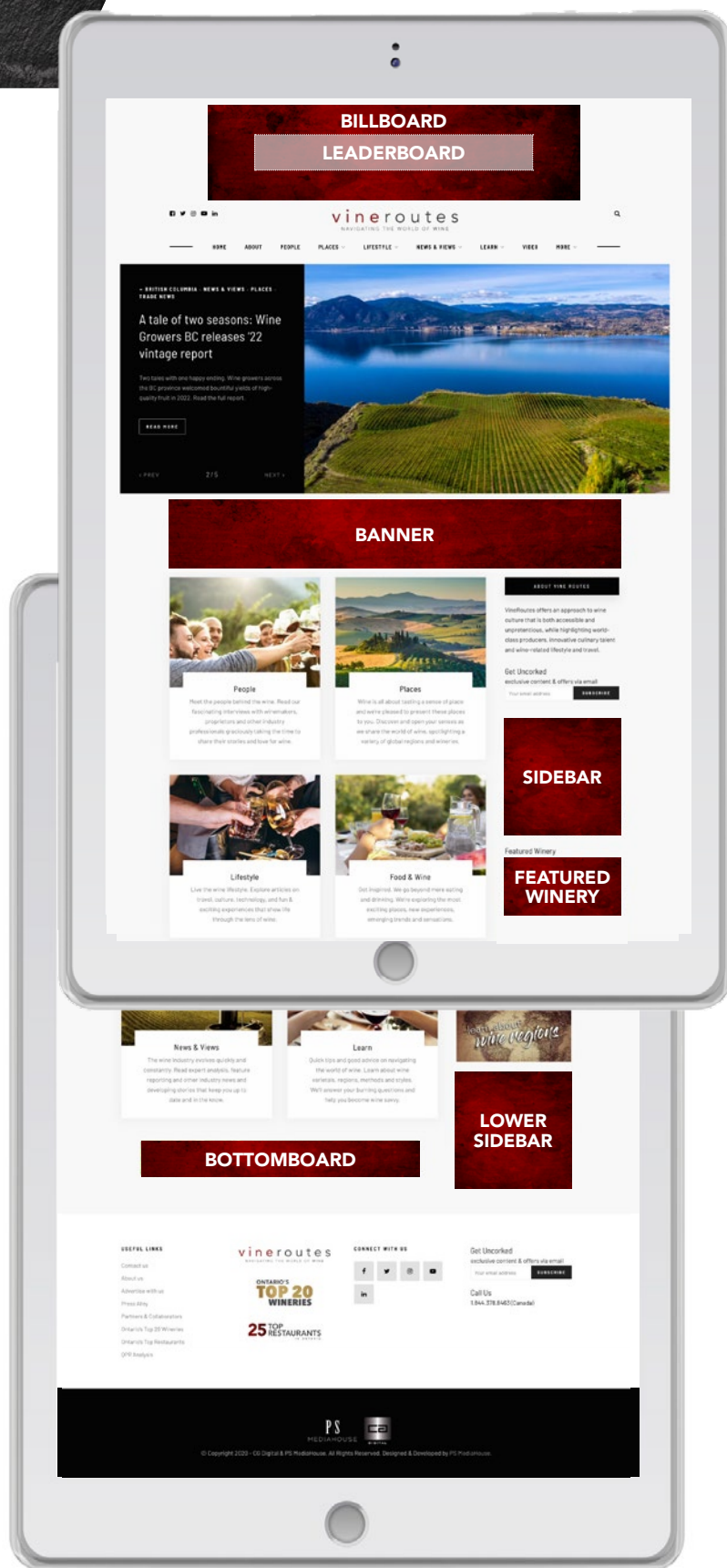
#### NEWSLETTERS/ADVERTORIALS

- 2 Exclusive Newsletters
- 1 Sponsored inclusion within our monthly Uncorked content newsletter
- 2 Advertorials

**TOTAL VALUE \$8,545**

#### Please Note:

VineRoutes reserves the right to alter any package details based on the type of business that is advertising.





# advertisement RATES

## Gold Package

**\$1,900** (\$158.33 monthly)

**MOST  
POPULAR**

### 12-MONTH WEBSITE DISPLAY ADVERTISING AGREEMENT, INCLUDES:

#### WEBSITE ADS

- 2 Leaderboard
- 2 Banner
- 2 Sidebar
- 1 Bottom Board
- 1 Lower Sidebar

#### SOCIAL MEDIA POSTS

- 3 Instagram Posts  
(Up to 2 Reels – submitted  
by client)
- 3 Instagram/Facebook  
Stories Posts
- 4 Facebook Posts
- 4 Twitter Posts
- 3 LinkedIn Posts
- 3 Threads Posts

#### NEWSLETTERS/ ADVERTORIALS

- 1 Exclusive Newsletter
- 1 Sponsored inclusion  
within our monthly  
Uncorked content  
newsletter
- 1 Advertorial

**TOTAL VALUE**  
**\$7,310**

## Silver Package

**\$1,200** (\$200 monthly)

### 6-MONTH WEBSITE DISPLAY ADVERTISING AGREEMENT, INCLUDES:

#### WEBSITE ADS

- 1 Leaderboard
- 2 Banner
- 1 Sidebar

#### SOCIAL MEDIA POSTS

- 2 Instagram Posts  
(up to 1 Reel - submitted by client)
- 2 Instagram /Facebook Stories Posts
- 3 Facebook Posts
- 3 Twitter Posts
- 2 LinkedIn Posts
- 2 Threads Posts

#### NEWSLETTERS/ADVERTORIALS

- 1 Sponsored inclusion within  
our monthly Uncorked content  
newsletter

**TOTAL VALUE** **\$2,620**

## Bronze Package

**\$600** (\$200 monthly)

### 90-DAY WEBSITE DISPLAY ADVERTISING AGREEMENT, INCLUDES:

#### WEBSITE ADS

- 1 Leaderboard
- 1 Banner
- 1 Sidebar

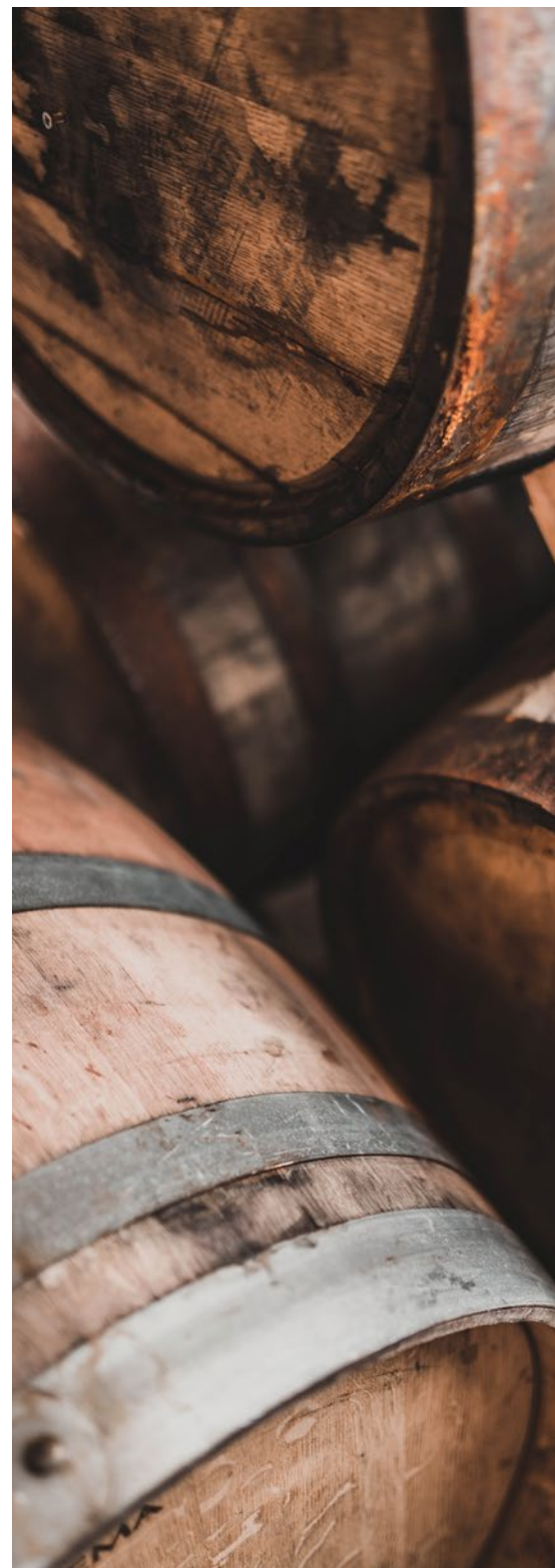
#### SOCIAL MEDIA POSTS

- 1 Instagram Post (static post only)
- 1 Instagram /Facebook Stories Post
- 2 Facebook Posts
- 2 Twitter Posts
- 1 LinkedIn Post
- 1 Threads Post

**TOTAL VALUE** **\$920**

#### Please Note:

VineRoutes reserves the right to alter any package details based on the type of business that is advertising.



# ADVERTORIAL, NEWSLETTER & OTHER packages

**POPULAR  
CHOICE**

## Advertorial Premium Package

**\$600**

PEAK PRICING  
OCT/NOV/DEC **\$650**

### INCLUDES:

#### NEWSLETTERS/ADVERTORIALS

- 1 Sponsored Advertorial featured on website
- 1 Exclusive Newsletter promoting your advertorial
- Add \$50 if VineRoutes is writing the advertorial

#### 30-DAY WEBSITE ADS

- 1 Leaderboard Ad
- 1 Banner Ad
- 1 Sidebar Ad

#### SOCIAL MEDIA POSTS

- 1 Instagram Post
- 1 Instagram Stories Post
- 2 Facebook Posts
- 2 Twitter Posts
- 1 LinkedIn Post
- 1 Threads Post

**TOTAL VALUE \$890**

**POPULAR  
CHOICE**

## Leaderboard, Banner, Sidebar & Newsletter Combo

**\$350**

PEAK PRICING  
OCT/NOV/DEC **\$380**

### INCLUDES:

#### 30-DAY WEBSITE ADS

- 1 Leaderboard Ad
- 1 Banner Ad
- 1 Sidebar Ad

#### NEWSLETTERS

- 1 Sponsored Content inclusion within our monthly Uncorked content newsletter

#### SOCIAL MEDIA POSTS

- 1 Instagram Post
- 1 Instagram Stories Post
- 1 Facebook Post
- 1 Twitter Post
- 1 LinkedIn Post
- 1 Threads Post

**TOTAL VALUE \$590**

## Advertorial, Newsletter & Social Media Combo

**\$450**

PEAK PRICING  
OCT/NOV/DEC **\$500**

### INCLUDES:

#### NEWSLETTERS/ADVERTORIALS

- 1 Sponsored Advertorial featured on website
- 1 Exclusive Newsletter promoting your advertorial
- Add \$50 if VineRoutes is writing the advertorial

#### SOCIAL MEDIA POSTS

- 1 Instagram Post
- 1 Instagram Stories Post
- 2 Facebook Posts
- 2 Twitter Posts
- 1 LinkedIn Post
- 1 Threads Post

**TOTAL VALUE \$650**

### Additional Options

- Substitute Instagram Reel for extra \$100
- Substitute Billboard Ad for Leaderboard Ad for extra \$40/30-day period (\$45 during peak period)
- Add \$50 if VineRoutes is writing the Advertorial

## Newsletters

### EXCLUSIVE NEWSLETTER

**\$250**

- Peak Pricing (Oct/Nov/Dec) \$300
- Repeat sends cost an extra \$100

### NON-EXCLUSIVE NEWSLETTER INCLUSION

**\$150**

- Peak Pricing (Oct/Nov/Dec) \$180
- Repeat sends cost an extra \$70

## Additional & Custom Packages including Reels Available!

Contact us for à la carte pricing or to build a package custom-tailored to your needs.

### Please Note:

Please refer to the section "Advertisement Dimensions & Notes" for additional information. VineRoutes reserves the right to alter any package details based on the type of business that is advertising.



# advertisement DIMENSIONS & NOTES

TYPE OF ADVERTISEMENT	INITIAL DIMENSIONS (WIDTH x HEIGHT IN PIXELS)
Leaderboard ad space	728 x 90
Banner ad space	1180 x 180
Sidebar ad space	450 x 450
Featured winery/restaurant ad space (sidebar)	450 x 225

Graphic design services are available from VineRoutes Media at an additional cost. Please contact [sales@vineroutes.com](mailto:sales@vineroutes.com) for inquiries and for advertising submissions.

## Advertisement Notes

- All Advertorials are included in the cost of any of the above packages. VineRoutes simply asks that the client supplies talking points and any background info to help support the Advertorial.
- Advertorials above and beyond package inclusions are an additional cost of \$250 (\$300 during peak period).
- Newsletters above and beyond package inclusions are available at an additional cost (please see previous page for additional details).
- When submitting Advertorials or Newsletters, VineRoutes reserves the right to suggest and/or make edits accordingly.
- VineRoutes reserves the right to alter any package details based on the type of business that is advertising.
- Graphic design services are available from VineRoutes Media at an additional cost. Please contact [sales@vineroutes.com](mailto:sales@vineroutes.com) for inquiries and for advertising submissions.
- If your package includes multiple ads per any sized slot (ie: multiple Leaderboards), please ensure that each ad is different in appearance.
- Ads can be re-designed and re-submitted multiple times throughout the campaign agreement period.



# CONTACT

information

FOR MORE INFORMATION  
OR TO ADVERTISE WITH US,  
CONNECT WITH US ON:



VINEROUTES.COM



SALES@VINEROUTES.COM



@VINEROUTES



@VINEROUTESMEDIA



905.630.7150

