

Reach local,  
highly engaged,  
wine, food & drink  
enthusiasts.

 localWineEvents

## OUR AUDIENCE

**301,000+**

Email Subscribers

**250,000+**

Visits per Month

**188,900+**

Facebook Fans

**23,500+**

Twitter Followers

**LocalWineEvents.com** is the top website for consumers who ARE ACTIVELY seeking local wine, food, beer and spirits events to attend. We have an extremely loyal, active and engaged audience who respond well above average to our advertisers.

### Consumer Demographic

Highly engaged, wine & culinary enthusiasts, whose interests include wine, dining out, cooking and travel.

67% Women

65% 26-55 years old

85% Purchase wine 2-3+ times a month

60% Purchase wines that are \$15-\$30

### Verified Trade Audience

Reach 26,000+ verified industry & trade members in retail, wholesale, winery associations and more.

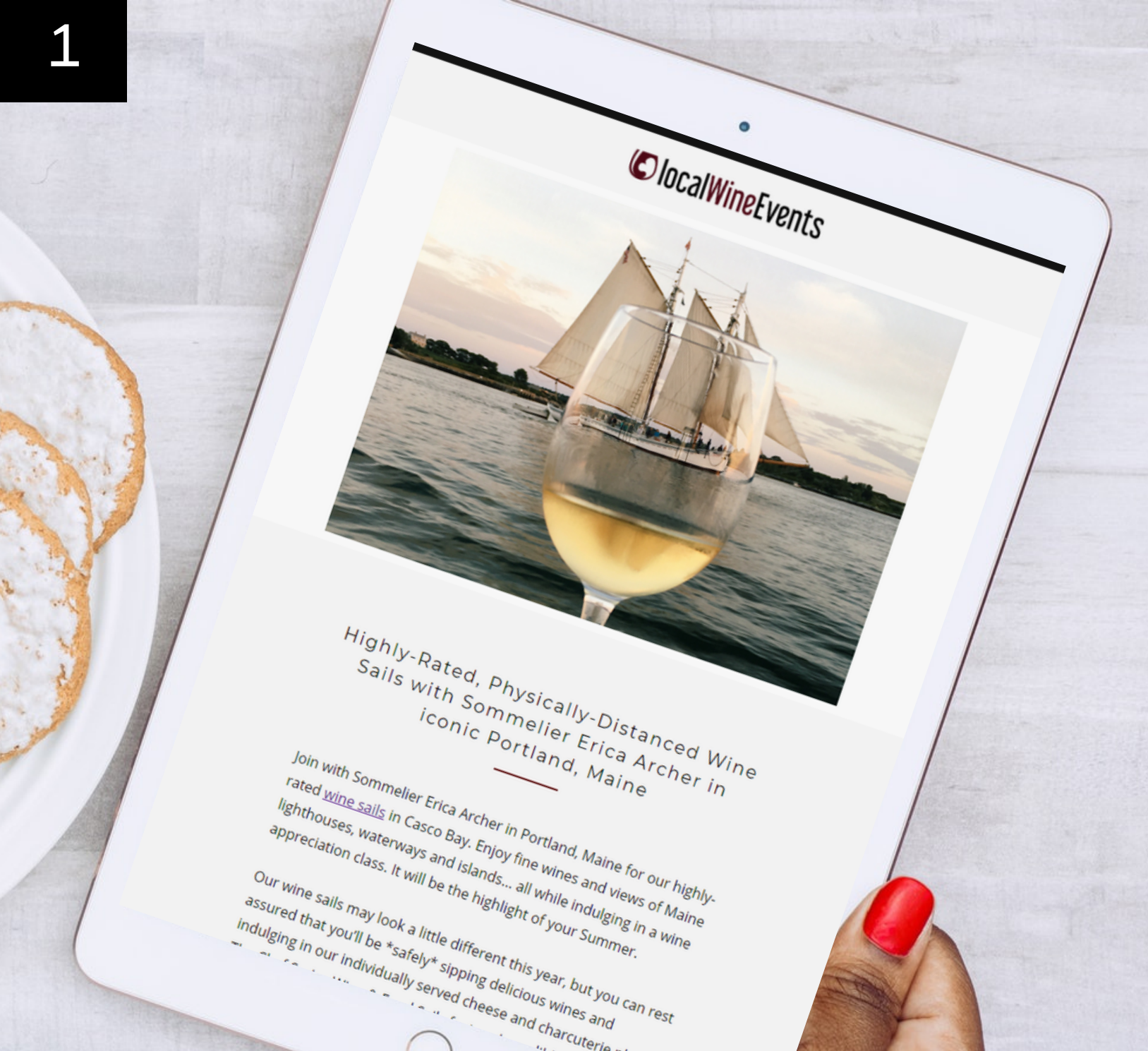
Highly effective for trade tastings

All trade are personally vetted

Leading list in the industry

Optimized exclude list

A sample of our recent advertising clients include Wine Australia, New Wines from Greece, Ribera y Rueda, Wines of Portugal, Cochon 555, Vibrant Rioja, Robert Parker, James Suckling, Santa Margherita, Italian Trade Commission, Gambero Rosso, Wines of Argentina and many, many others.



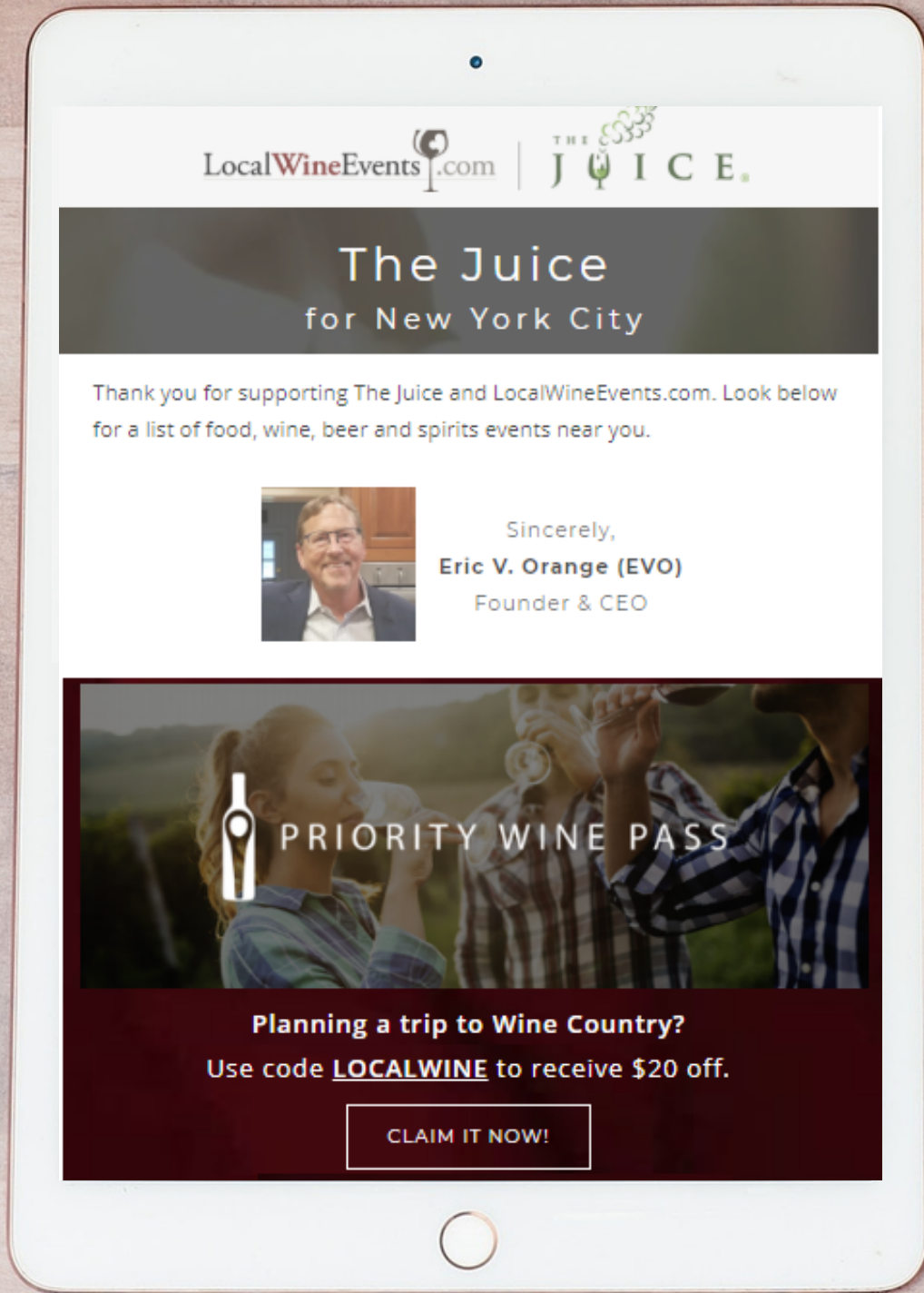
## Dedicated Email Blast

Reach our local, dialed-in audience with your branding via a stand-alone email. Geo-target metros or reach our entire audience.

Open Rate: 20%+ • CTR: 7% to 15%

\$60 CPM 20K+  
\$100 CPM < 20K

2

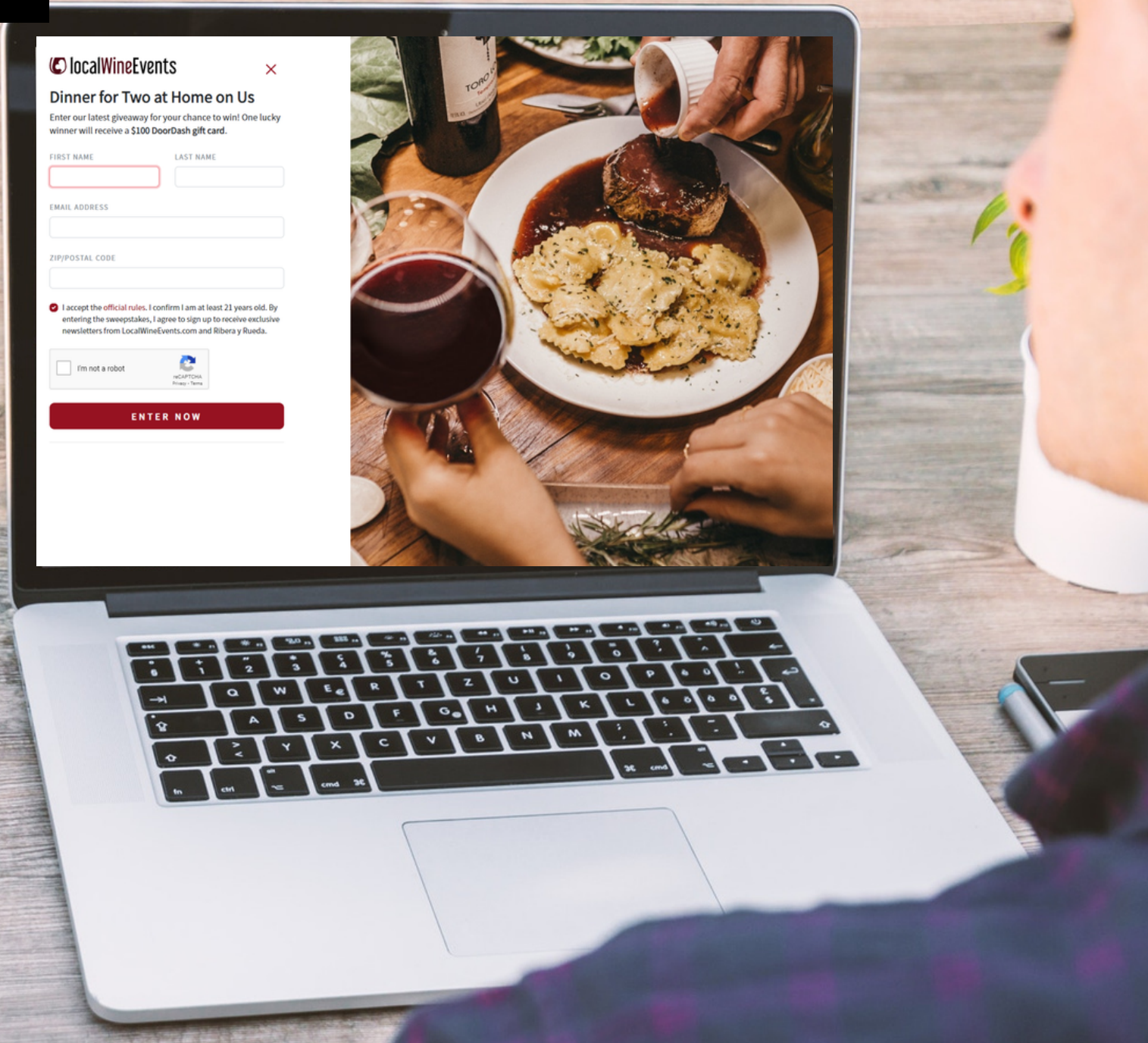


## The Juice Premier Ad

Receive prime placement in The Juice, our newsletter that is sent out every Tuesday and Friday to over 301,000 wine, food & drink lovers.

Open Rate: 18%+ • Prime, top placement

\$500 per week



## Email Acquisition

Grow your email list. We can drastically increase your consumer subscriber base via giveaways to our active, high quality audience.

Email address, name & zip code provided for all users that opt-in

**\$3.95 per subscriber**



## Custom Campaign

We are extremely flexible and can work directly with you to design & run a custom campaign to maximize your conversions across all our channels including...

### Our Website

offering rich wine & food content in addition to event listings around the globe

### Our Newsletter

The Juice, reaching over 301,000 subscribers w/ 500+ local city editions across the globe

### Our Social Network

highly engaged community w/ over 188K Facebook Fans & 23K Twitter followers

**\$2,000 Minimum Budget - Contact Us**

"We have been working with LocalWineEvents.com for many years. Through this relationship we were able to reach consumers interested in wine and build communities of engaged consumers for Rioja Wine, Wines of Greece and Ribera y Rueda Wine, to name just a few. Everybody we work with at LocalWineEvents.com is always responsive, very easy to work with and they deliver what we need."

LIDIJA MARKES | PARTNER, OOMIJI

"The LocalWineEvents.com team is fantastic to work with. They offer great competitive pricing and incentives to promote trade and consumer events to their vast subscribers all over the U.S."

CAROL GALLETTA | FULL CIRCLE WINE SOLUTIONS, INC.

"Our LocalWineEvents.com partnership has been instrumental in driving wine dinner ticket sales to all of our wine dinners! Their response time and collaboration is bar none. Don't hesitate to utilize this service."

PATRICK TORRES | SR SALES & EVENT MANAGER, MORTON'S THE STEAKHOUSE

"It has been a pleasure to advertise with LocalWineEvents.com. The process and staff are so easy to work with, and their audience's is one of the best to target in the market we seek. We will continue to work with them year after year."

KATIE SCHULTZE JENKINS | EVENTDIRECTOR, TEAM PLAYER PRODUCTIONS

We'd love the opportunity to  
work with you!

For more information, email us at:  
[Campaign@LocalWineEvents.com](mailto:Campaign@LocalWineEvents.com)