Advertising
Print Media

The Wine Journal

Put your brand in front of educated wine consumers.

With more than 6,500 members who are focused on exploring new wines and new wine regions, the American Wine Society can be a key target in your wine and travel advertising and marketing strategy.

American Wine Society members love wine, make wine, buy wine, and enjoy learning about wine.

Here are a few stats about American Wine Society members:

- 78% enjoy a glass of wine at least four days per week; 53% enjoy wine every day
- 58% purchase at least ten cases of wine per year; 65% pay over $15 per bottle for these wines
- 66% order wine at a restaurant at least twice per month; 55% pay over $30 per bottle for these wines
- One-third of American Wine Society members are amateur winemakers
- 60% of the winemakers make at least 20 gallons per year; 32% make over 50 gallons – serious winemakers who buy a lot of supplies!
- 51% subscribe to at least two wine publications
- 61% travel to wine regions at least once each year
- 40% follow wine blogs or other internet wine-related sites
- 30% have been members of American Wine Society for over 15 years, but 33% joined in the last five years – a significant indication of the growth American Wine Society continues to see

Interested in reaching this wine audience with your message?
We offer numerous, innovative ways to reach our members and are always open to new ideas.

Advertise in the American Wine Society Journal magazine
Align your brand with the oldest and largest consumer-based wine appreciation organization in North America. Our articles are fresh, creative, educational, and are delivered to members in 180+ chapters across the United States. American Wine Society Wine Journal ad rates are very affordable, and we offer discounts for multiple issues and to American Wine Society Professional Members.

THE AMERICAN WINE SOCIETY

WINE JOURNAL

Date: _____

AWS WINE JOURNAL Magazine Advertising Contract

Email completed form to: memberservice@americanwinesociety.org

We hereby authorize the American Wine Society to publish the advertisement of:

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Primary contact person: _____

E-mail of contact person: _____

Please insert our ad in the following issues of the AWS Wine Journal:

Year: _____	Year: _____	Year: _____
Publishing Issue	Publishing Issue	Publishing Issue
Spring: _____	Spring: _____	Spring: _____
Summer: _____	Summer: _____	Summer: _____
Fall: _____	Fall: _____	Fall: _____
Winter: _____	Winter: _____	Winter: _____

Ad size and rate per insertion:

☐ Full Page **$549**	8.5 x 11
☐ Full Page Inside Front Cover **$599**	8.5 x 11
☐ 1/3 Page (horizontal only) **$199**	4.78 x 4.78
☐ 1/6 Page (vertical only) **$99**	2.16 x 4.75
☐ 1/2 Page (horizontal only) **$299**	8.5 x 5.5

All ads must be submitted with an 1/8in (.125″) bleed and 300dpi .pdf file or .jpeg

Discounts:

☐ 10% for placing your ad in three consecutive issues

☐ 10% for being a Professional Member of the AWS (Not an AWS Professional Member? Contact us today at memberservice@americanwinesociety.org to see how easy it is to become one.)

_____ **Net total for all insertions**

Billing:

☐ Invoice us after each issue is published (ad will not be placed in future issue if invoice is open).

☐ Invoice us for _____ issues in advance.

Ad Submission Guidelines:

- Ads may be submitted via email to memberservice@americanwinesociety.org
- Submit via high resolution (300 dpi minimum) PDF file or .jpeg file. Any other format are not accepted.
- All ads must be submitted no later than thirty (30) days prior to publishing month.
- We are not responsible for any errors in the ad or cropping of ad if not sent in the correct size.
- Ad placement cannot be guaranteed unless inside front cover ad is requested.
- Publishing dates are targets, but not guaranteed.
- For multiple insertions, it is the advertiser's responsibility to submit updated copy by the deadline. If a new copy is not received, the existing ad will be repeated.
- Publisher reserves the right to refuse any advertising we consider inappropriate for the AWS Wine Journal.

Authorized by: _____

Date: _____

Contact The American Wine Society to place your ad in the *Wine Journal* today!

Natalie Dippenaar
888.297.9070
executivedirector@americanwinesociety.org

Colleen Reardon
888.297.9070
memberservice@americanwinesociety.org

American wine society