

WINECOUNTRY.COM



MEDIA KIT

THE LEADING ONLINE SOURCE
FOR UPSCALE WINE COUNTRY TRAVELERS
AND LIFESTYLE AFICIONADOS

ABOUT

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Launched in 1994 and based in the Napa Valley, the WineCountry.com Network is the **leading online source** for upscale wine country travelers and lifestyle aficionados.

Uniquely positioned sites and e-newsletters provide **affluent travelers** insider information about key US wine regions including

- travel planning
- lodging
- wineries and tasting rooms
- restaurants and catering
- spas, shopping and activities
- special event sites and services
- and current happenings

Our advertising partners reach **highly-targeted consumers** searching for luxury products and services, and benefit from

- 24/7 exposure
- Steady stream of new customers vs subscription-based publications
- Multiple links to your site within a detailed business description
- Sophisticated web site look and feel
- Unlimited referrals vs pay-per-click
- Measurable results
- Helpful marketing tools including web site referral tracking, event listings, exclusive PR opportunities, and skilled support services - all complimentary to our advertisers

ABOUT	STATS	AD OPTIONS	BENEFITS	REVIEWS
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Traffic

- **3 million +** unique annual visitors to the WineCountry.com Network
- **300,000** unique visitors each month
- **4 million** monthly page views
- **Over 78,000** subscribers to WC.com's monthly e-newsletters

Demographic

- **99%** own a home
- **99%** use the internet daily
- **44%** have household incomes of \$100,000+
- **59%** are 31-50 years of age
- **24%** spend \$10,000 - \$20,000 on travel each year
- **30%** belong to 2-4 wine clubs
- **44%** dine out 2-3 times a week
- **2.5 days:** Average length of wine country stays

WineCountry.com Network	WineSpectator.com	Wine Country This Week
300,000 unique visitors each month	500,000 visitors each month (subscriber-based means significant duplication each month)	75,000 copies distributed each month
Minimum cost for entry-level mini-site: \$300/month	Minimum cost: \$5,000/month	¼ page color ad Minimum cost: \$975/month (\$11,700 per year)

WINECOUNTRY.COM MINI-SITES

Multi-pronged solutions to targeted consumer marketing

- Tailored concisely to the wine country consumer
- Featuring consumer-friendly calls to action including phone, fax
- Multiple links to your company's primary site

Like CitySearch.com and LuxuryLink.com, WineCountry.com mini-sites are designed to provide immediate information about your business, generating visitors, phone calls and e-mails directly to your business, plus click-throughs for additional detail on your own web site. *Note: 'All' refers to all mini-sites; 'B' refers to Bronze; 'S' refers to Silver; 'G' refers to Gold; 'P' refers to Platinum. See next page for feature details.*

Logo Header and Photo Tour (g,p)

Three pages of focused content and photos (p)

Business name, address, phone, fax, web link (all)

Email via form (all)

Featured hours and amenities (s,g,p)

250-word description (s,g,p)

'Join the Club' link (s,g,p)

Exclusive rights to tile and banner ads on your mini-site (p)

'Make Reservations' or 'Buy Now' Link (s,g,p)

Yahoo! Map link (s,g,p)

Exclusive Offer box (s,g,p)

Professional design by our design staff (g,p)

WINECOUNTRY.COM

Travel | Food & Wine | Things To Do | Events | Wine Regions | Connect | Shopping | Weddings | Real Estate | Newsletters

WineCountry.com : Sonoma County : B&Bs and Inns

Bella Villa Messina
316 Burgundy Road
Healdsburg, CA 95448

707.433.6655
707.433.4515 fax
email us

visit us online
request reservation
yahoo map!

DETAILS	EXCLUSIVE OFFER
<ul style="list-style-type: none"> ✓ Hot Tub ✓ Whirlpool Tub ✓ Private Balcony ✓ Views ✓ Smoking Not Permitted ✓ Hiking ✓ Pool ✓ Fireplaces ✓ Private Baths ✓ Full Breakfast ✓ King Bed 	<p>12% Off!</p> <p>Bella Villa Messina sits atop the Sonoma County Wine Country, where you can enjoy breathtaking views of the Sonoma Valley - Southern Italian charm.</p> <p>For the weekend of January 19th and 20th book your 3 night stay and get 12% off on the 3rd night.</p> <p>To redeem offer, must mention WineCountry.com when making reservation or present this coupon.</p> <p>~ Print Offer ~</p>

~ Return ~

b=bronze, s=silver, g=gold, p=platinum

ABOUT	STATS	AD OPTIONS	BENEFITS	REVIEWS
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WINECOUNTRY.COM MINI-SITE FEATURES	Bronze	Silver	Gold	Platinum
Business name, address, phone, fax, web link	X	X	X	X
Email via form for customer inquiries	X	X	X	X
Page view and click-through tracking	X	X	X	X
Option to run Spotlight 'advertorials', tile and banner and e-newsletter ads, and to participate on NapaValley.com or Sonoma.com	X	X	X	X
Preferred placement in our business listings	4 th highest	3 rd highest	2 nd highest	Highest
Featured hours and amenities		X	X	X
250-word description changed at your request		X	X	X
'Make Reservations' or 'Buy Now' Link to your online booking form, service, or store (no commission!)		X	X	X
'Join the Club' link to your online Wine Club form (no commission)		X	X	X
Yahoo! Map link		X	X	X
Exclusive Offer box including call-to-action for reservations, visit or purchase or Printable Coupon (update each month at no extra charge!)		X	X	X
Event listings in WineCountry.com online Calendar with link to your web site			X	X
Professional design by WineCountry.com web designers			X	X
A complete snapshot of your business including logo header, photo tour, features checklist with links, phone, fax and address for immediate response			X	X
Three pages of focused content and photos, changed at your request				X
Exclusive tile and banner ads to promote special packages or events on your mini-site. (Own your own page: No outside advertising!)				X

WINECOUNTRY.COM SPOTLIGHT ADS

Non-commercial, “editorial” exposure for your brand

- While industry click-through rates run .05%-1% on display ads, Spotlights generate **4 to 7% click-throughs** on average
- 185 x 125 pixel photo, 200 editorial-type words, up to 3 links to your web site
- Choice of season and page-view volume on main pages on WineCountry.com for premium exposure



Advertise With Us | About Us | Press Search

WINECOUNTRY.COM™

Travel | Food & Wine | Things To Do | Events | Wine Regions | Connect | Shopping | Weddings | Real Estate | Newsletters

What's Hot ...

- Exclusive Experiences
- Shop Valley & Vine

Sonoma County Lodging [homepage](#) | [lodging](#)

Lodging By Type

Sonoma County North
Apti, Cloverdale, Geyserville, Healdsburg, Las Lomas, Windsor

Russian River/West County
Camp Meeker, Cazadero, Cunningham, Duncans Mills, Forestville, Frestone, Graton, Guerneville, Guernewood Park, Mirabel Park, Monte Rio, Occidental, Rio Nido, Russian River, Sebastopol, Villa Grande

Sonoma County Central
Bloomfield, Cotati, Fulton, Lakeville, Penngrove, Petaluma, Petaluma River, Rohnert Park, Santa Rosa, Two Rock

Sonoma Coast
Annapolis, Bodega, Bodega Bay, Fort Ross, Gualala, Jenner, Plantation, Sea Ranch, Stearns Point, Timber Cove, Valley Ford

Sonoma Valley
Agua Caliente, Boyes Hot Springs, El Verano, Eldridge, Fetters Hot Springs, Glen Ellen, Kenwood, Schellville, Sonoma, Vineburg

Additional Resources

- Printable Sonoma County Winery Map
- Message Boards
- Wine Country Photo Gallery
- Newsletter Signup
- WineCountry.com

Inns and Bed & Breakfasts

Hotels/Motels/Lodges

Spa and Resorts

Camping and RVs

Vacation Cottages and Guest Houses

Reservation Services

The Grape Leaf Inn

Located on a quiet residential street, this luxurious Inn features twelve beautiful, comfortable rooms: Ten with King beds and whirlpool/showers, five with cozy fireplaces, and one with a deep Japanese-style soaking tub and steam shower for two. Award winning gourmet breakfasts start your day and upon your return enjoy great wine & cheese tastings in the hidden wine cellar speakeasy.

The Cottage Inn & Spa ~ Mission B&B

...a calm, private oasis only 30 yards from the bustling Plaza. *- Wine Spectator Magazine
Soak up soothing Old Sonoma ambience... Romantic suites with unmatched individuality and uncompromising privacy, a unique and rare combination of historical context and the most up-to-date accommodations in an extraordinarily romantic, private setting...without stuffiness. Come luxuriate in the best of everything Sonoma Valley has to offer.

Hotel Healdsburg - Winter Spa Renewal

Hotel Healdsburg offers a perfect winter spa indulgence. The Winter Spa Renewal includes two nights, a \$500 spa credit to use in the spa at your choosing and a special gift. Plan your days around restorative spa treatments, visits to wineries, dining at the hotel's acclaimed Dry Creek Kitchen or relaxing by the fireplace in the elegant lobby.

Spend Your Winter Nights By Our Fire

GAIGE HOUSE

CLICK HERE >>>

Sensational

WORLD-CLASS WINES, UNPRECEDENTED QUALITY

FERRARI-CARANO

Buy Ferrari Carano Wines online today. CLICK HERE

Ads by Google

Sonoma California Hotels
Photos, Customer Ratings & Reviews for Sonoma Valley Hotels at Expedia
www.Expedia.com

Hummingbird Gardens
at Mark West Lodge in Sonoma County Fabulous venue, inclusive packages.
markwestlodge.com

Healdsburg Resort Inn
Exquisite rooms and amenities jacuzzis, spa services, and more!
www.honormansion.com
[undefined](#)

TILES, BANNERS, BOXES AND LEADERBOARDS

Stay front-of-mind with impactful display ads positioned precisely where your audience roams. All ads feature:

- Rotation throughout targeted pages on WineCountry.com, NapaValley.com or Sonoma.com
- Rich branding of your business, upcoming events or special promotions

The image shows a screenshot of the WineCountry.com website with several ad placements highlighted by callouts:

- Leaderboards** (728 x 90 pixels): Located at the top of the page, above the main navigation.
- Large Boxes** (300 x 250 pixels): Located on the right side of the page, next to the main content area.
- Skyscrapers** (200 x 600 pixels): Located on the right side of the page, below the Large Boxes.
- Vertical Tiles** (120 x 250 pixels): Located on the left side of the page, next to the main content area.
- Full Banner** (468 x 60 pixels): Located at the bottom of the page, below the main content area.

E-NEWSLETTERS

Direct Marketing to Targeted Consumers

- Issued directly to passionate consumers each month, these exciting tools let you **pro-actively reach your target demographic.**
- Two newsletters, two distinct focuses, with consistently compelling editorial content, advertorial and advertising.
- Both newsletters are also posted online in their entirety, generating additional referrals for your ad or spotlight.

	Wine Buzz	WineCountry.com
Focus	Wine facts, winemaker profiles, featured varietals, wine and food pairing, wine tasting events	Insider wine country travel itineraries, special events, recipes and contests for wine country prizes
Frequency/Timing	Monthly; issued the 15th of each month	Monthly; issued the first of each month
Subscribers	Over 78,000 opt-in, passionate subscribers and growing	Over 78,000 opt-in, passionate subscribers and growing
Online Bonus	Posted online each month	Posted online each month

Featured Banner

Editorial

Spotlight 1, 2, & 3

NAPAVALLEY.COM & SONOMA.COM - FEATURED LISTINGS

- NapaValley.com & Sonoma.com: Internet portals that drive premium traffic directly to your web site
- While all these regions' tourism-related businesses are listed, traffic is funneled first and foremost to our Featured Listings
- Links included with featured listing

Optional: Paid priority placement for the top ten positions

Business name and multiple links to online bookings or reservation system, guest comment bulletin board, wine club and/or online store.

Email via form for customer inquiries

25-word description, managed by you - updates available 24/7

Printable coupon or incentive (can be updated monthly at no charge)

Name	Details	Description
Ravenswood Winery tel. +1 707.938.1960 tel. +1 888.869.4679 18701 Gehricke Road Sonoma, CA 95476 send email buy wine join wineclub	Tasting Room - Yes hrs: 10:00 am - 4:30 pm Cost: \$ 88-\$15 2 For 1 Tasting!	No Wimpy Wines!! For as long as anybody cares to remember, this has been the credo of Ravenswood Winery! See 2-For-1 Tasting Offer, center column.
Benziger Family Winery tel. +1 707.935.3000 tel. +1 888.490.2739 1883 London Ranch Road Glen Ellen, CA 95442 send email buy wine join wineclub	Tasting Room - Yes hrs: 10:00 am - 5:00 pm Cost: \$ 55 15% Wine Purchase Discount!	Visit this popular destination and certified Biodynamic ranch for a unique wine experience. Tram tours, tastings offered daily. "A must visit winery estate." - Wine Spectator
Blackstone Winery tel. +1 707.833.1999 8450 Sonoma Highway Kenwood, CA 95452 send email buy wine join wineclub	Tasting Room - Yes hrs: - Cost: \$ 5 2 for 1 Tasting!	Our goal is to produce approachable, full-bodied, well-balanced wines. We believe in good friends, food and juicy conversations-and our wines are the ideal complement.
Castle Vineyards & Winery tel. +1 707.996.1966 x101 tel. +1 (877) 227-8528 122 W. Span Street Sonoma, CA 95476 buy wine join wineclub	Tasting Room - Yes hrs: 10:00 am - 5:00 pm Cost: \$ 5 (free for members) Two-for-One Tasting Coupon!	Castle vineyards and winery's tasting room is located just off the historic square in downtown Sonoma. Voted Best Boutique Winery in Sonoma Valley.
Chateau St. Jean tel. +1 707.833.4134 tel. +1 800.543.7572 8555 Sonoma Hwy Kenwood, CA 95452 buy wine join wineclub visitor comments	Tasting Room - Yes hrs: 10:00 am - 5:00 pm Cost: \$ 5 (free for members)	Welcome to Chateau St. Jean, home to world-class wines for over three decades. Tastings available in both the Visitor Center and the historic Chateau built in 1920.
Eric Ross Winery tel. +1 707-939-8525 14301 Arnold Dr. #3 Jack London Village Glen Ellen, CA 95442 send email	Tasting Room - Yes hrs: 11:30 am - 6:00 pm Cost: \$ NA	Enjoy wine tasting and culinary delights here or your favorite picnic spot. Located in the Heart of Sonoma County, Glen Ellen's historic Jack London Village.

NAPAVALLEY.COM & SONOMA.COM - BILLBOARDS

- Big, Bold, Beautiful, Front & Center on these gateway home pages
- Billboard ads rivet attention to your brand
- Includes link directly to your web site or booking system
- Ads rotate every five seconds

Billboard - 700 x 250 pixels
Available on NapaValley.com and Sonoma.com home pages.



THE CARNEROS INN
A PLUMPJACK RESORT

The Carneros Inn delivers the ultimate in plush accommodations for your modern getaway to Wine Country

<p>Exclusive Experience Great Holiday Gift Couples Retreat for a Week Resort - Style</p>	<p>Wine Country Personality Round Pond Estate - Miles and Ryan MacDonnell</p>	<p>Yountville Inn Winter In The Wine Country</p>	<p>Exclusive Experience Great Holiday Gift Savor Modern Luxury and Fine Dining</p>
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Highlights	Napa Valley Towns	Newsletter	Message Boards	Additional Resources
<p>Robert Mondavi Winery 2 for 1 Tasting</p> <p>La Belle Epoque</p> <p>Relax & Rejuvenate at Hennessy House</p> <p>Luxurious Napa Valley Lodging!</p> <p>Wine Tasting Adventures</p> <p>Carols In The Caves</p> <p>Indulge and Rejuvenate</p> <p>Spa Parties at St. Pierre!</p> <p>Winter in the Wine Country</p>		<p>Robert Mondavi Winery 2 for 1 Tasting</p> <p>Visit Le Marche and To Kalon Room tasting rooms, both open daily to enjoy a 2 for 1 tasting. You'll find current vintages as well as some limited-production and library wines available only at the winery. Relax by the fireplace and enjoy a selection of wines by the taste or the glass featuring our Reserve wines.</p>		

MADE IN

Napa Valley

JANEI

CLICK HERE FOR DELICIOUS, EASY & HEALTHY RECIPES

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COMPLIMENTARY BENEFITS FOR ALL ADVERTISERS

- “Special offer” listing & link on *Free Stuff* page
- Event listings with link
- *IconTracker* Web Site Metrics
- Preferential consideration for *Personality Profiles*, *Exclusive Experiences* and public relations opportunities
- Trend alerts & marketing tips in our client newsletter *Ahead of the Curve*
- Periodic recommendations on how to get the most of your company’s WineCountry.com advertising campaign

ADDITIONAL BENEFIT FOR ADVERTISERS WITH \$10K+ ANNUAL PROGRAMS

- Annual Tune-Up: Review of your WC.com marketing program by our skilled in-house account managers (including page view and click-through statistics, placements, graphic design, copy, event listings, etc) and a collaborative consultation to help you get the most from your advertising investment

WineCountry.com advertising features **creative marketing solutions** designed to reach your goals.

Contact your account partner to tailor a program just for you.

Let us know if you have a great idea or if you’d like to be notified about test runs. ‘Early adopters’ benefit from extended special pricing.

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“Our top referrers are WineCountry.com/NapaValley.com and pay-per-click ads, but **the return on our investment is much better with the WineCountry.com network** than with pay-per-click ads. Our plans are to focus more and more of our online ad presence.”

- *Steve Andrews, Director of Marketing
Villagio Inn*

“Of all the web sites, WineCountry.com and NapaValley.com are the only ones that truly represent the caliber of the region. They do a great job in **bringing the right clientele to our wineries.**”

- *Colleen Dray, Guest Relations Director
Pine Ridge and Archery Summit Wineries*

“**80%** of those who find us on the internet **learn about us on NapaValley.com.** Another bonus: it’s not just tourists, but locals too.”

- *Michelle Johnson, Spa Director
Luxe Skin Spa*

“WineCountry.com’s sites are well laid-out, great for consumers and have generated **good results from our advertising.** In a recent campaign recently for a food and wine festival at the winery **ticket sales were up 30%.**”

- *Tom Scott, Hospitality Director
Gloria Ferrer Caves & Vineyards*

“My account rep takes an active role and works with me as a **marketing partner.** In addition, writers often want to do stories on us after finding us on WineCountry.com. It’s **great for public relations.**”

- *Aphrodite Caserta, Director of Marketing and Communications
Safari West*

WineCountry.com has been named “**an important resource**” by

- **Business Week**
- **US News & World Report**
- **San Francisco Chronicle**
- **Delta Magazine**