

# OREGON WINERY CO-OP ADVERTISING OPPORTUNITY - NOVEMBER 30th, 2021 ISSUE

## REACH 3 MILLION+ READERS AT DISCOUNTED PRICING!

*Wine Spectator* is once again offering Oregon wineries the opportunity to be featured together in a top issue of the year! Leverage the power and authoritative voice of *Wine Spectator* by building brand awareness, highlighting virtual tasting programs, and driving sales to your winery. This co-op page will be designed by *Wine Spectator* and encourages readers to visit Oregon and buy Oregon wines.

## EXPLORE OREGON WINE



### ADVERTISER PACKAGE:

- **In-Book Feature:** brand messaging, bottle shot image, url and logo
- **Added Value (E-Newsletter):** A native sponsored post with a clickable mention of your winery's name featured in the *Wine & Healthy Living* newsletter (50,000+ opt-in subscribers)

### COMMITMENT

- **Advertising Rate:** \$3,500.00 net per insertion

### WINE SPECTATOR PRINT PRESENCE

- 3 Million+ Audience Footprint
- 390,912 Paid Circulation
- 7 Readers Per Copy
- 36 Minutes (Average Time Spent Per issue)

Source: 2020 GfK & MRI DB

# Discover OREGON WINE COUNTRY

We can tell you that Oregon wine country will exceed your expectations any time of year – and it will – but you’ve got to visit to truly understand why. The personal welcome you’ll receive is only surpassed by the beauty you’ll discover in your glass.

Request your free Oregon Wine Touring Guide at [oregonwine.org/welcome](http://oregonwine.org/welcome).



<p><b>CANA'S FEAST</b></p> <p>Inspired by Old World traditions, shaped by regional character, defined by commitment and quality, our winemakers' unique expressions of the Northwest. Taste something from the Italian Heritage portfolio. Familiar, but far from ordinary. Cana's Feast Winery.</p> <p><a href="http://cana.wine.com">cana.wine.com</a></p>	<p><b>J. CHRISTOPHER</b></p> <p>Located in the Chehalis Mountains AWA, J. Christopher specializes in small-batch Pinot Noir, Sauvignon Blanc, and a bit of Chardonnay. Winemaker Jay Somers crafts individual wines in an Old World style that emphasizes terroir-driven focus, length and balance.</p> <p><a href="http://jchristopherwines.com">jchristopherwines.com</a></p>	<p><b>LINGUA FRANCA</b></p> <p>"Taste and breathe, yet retain a sense of focus and play" – MS 95 pts.</p> <p>Lery Stone planted Lingua Franca on a vineyard site in the Eola-Astley Hills. Thomas Stone crafts wines that express the distinctive terroir of the vineyard with guidance from Dominique Lafite.</p> <p><a href="http://linguafanca.wine">linguafanca.wine</a></p>	<p><b>MAGARA</b></p> <p>In homage to our Persian ancestors that considered wine to be the pure and sacred, we at Magara produce handcrafted biodynamic wines from our Mountbaker Estate vineyard in the Mt. Hood AVA.</p> <p><a href="http://magara.com">magara.com</a></p>	<p><b>Primarius</b></p> <p>Founded in 2005, Primarius consistently overdelivers on quality and value. With each blend, winemaker Sarah Catton hand-selects the best fruit to craft wines complex in structure and truly distinguished in style.</p> <p><a href="http://primariuswinery.com">primariuswinery.com</a></p>	<p><b>(eye)ris</b></p> <p>This wine showcases the quality of the 2005 vintage and the diversity of Willamette Valley Pinot Noir. Aromas of raspberry, plum, and blackberry complemented by a deep, rich, and long palate make this a versatile wine.</p> <p><a href="http://liferwinery.com">liferwinery.com</a></p>		
<p><b>ALEXANA</b></p> <p>Awarded 95 points and featured as a Wine Spectator Insider Hot Wine selection, Alexana's 2016 West Block Estate Pinot Noir is among the top wines from Oregon's highly acclaimed 2016 vintage.</p> <p><a href="http://alexanawinery.com">alexanawinery.com</a></p>	<p><b>ROCO WINERY</b></p> <p>Owner/winemaker Robin Sales has crafted an unforgettably beautiful wine in the Willamette Valley for 32 years and has been featured in Wine Spectator's Top 100 15 times. For red, white and sparkling wines. His Private Dash Pinot Noir is ROCO's premier production.</p> <p><a href="http://roco.wine.com">roco.wine.com</a></p>	<p><b>Acrobat</b></p> <p>Acrobat wines are the result of determination to handcraft Oregon Pinot Noir and Pinot Gris of the highest quality. Our wines are skillfully crafted in the gorgeous hills and valleys of western Oregon, with an eye to sustainable winemaking practices.</p> <p><a href="http://acrobotwine.com">acrobotwine.com</a></p>	<p><b>ELK COVE VINEYARDS</b></p> <p>Elk Cove was the very first to plant vines in the Yamhill-Carlton AVA, now home to our Mount Richmond Vineyard. Awarded 92 Points by Wine Spectator, the 2016 is a big, lush Oregon Pinot Noir. Family-owned since 1974. 100% estate grown.</p> <p><a href="http://elkcove.com">elkcove.com</a></p>	<p><b>Archery Summit</b></p> <p>A memorable experience awaits you at one of Oregon's premier wine estates. Archery Summit, in the Dundee Hills, offers personally curated tours of our winery and caves combined with an extended flight of our most exclusive award-winning wines.</p> <p><a href="http://archerysummit.com">archerysummit.com</a></p>	<p><b>Four Graces</b></p> <p>The historical farmhouse on our estate vineyard was renovated as a quaint tasting room that now welcomes visitors to Willamette Valley Farmstead's sustainably grown vineyards. Our wine and handcrafted small lots, producing elegant, rich and complex Pinot Noir and Pinot Gris.</p> <p><a href="http://thefourgraces.com">thefourgraces.com</a></p>	<p><b>VAN DUZER VINEYARDS</b></p> <p>Celebrating 30 years of Oregon winemaking. Discover the influence of cool coastal breezes that define the unique microclimate of the Van Duzer Corridor. Taste the distinctive terroir in our collection of award-winning Willamette Valley wines.</p> <p><a href="http://vanduzer.com">vanduzer.com</a></p>	<p><b>CARDWELL HISTORICAL</b></p> <p>Step into the world of Burgundy with this expressive gamay-colored Pinot. The grapes, which are sustainably grown on our south-facing slope, offer up flavors of cedar, cherry and exotic spice. The white-grown fruit delivers intensity of flavor and a lingering finish.</p> <p><a href="http://cardwellwines.com">cardwellwines.com</a></p>

## Celebrate Oregon Wine Month

Oregon is a world-class winegrowing region that dedicates the month of May to recognize the quality and diversity of its wine. Visit today and enjoy immersive experiences with our featured partners. From inviting tasting rooms to scenic vineyards and outstanding wines, Oregon awaits your arrival.



## EXPLORE OREGON WINE

any time of year, in our backyard or yours.

Request your free Oregon Wine Touring Guide at [oregonwine.org/welcome](http://oregonwine.org/welcome)

<p><b>ALEXANA</b></p> <p>Awarded 95 points and featured as a Wine Spectator Insider Hot Wine selection, Alexana's 2016 West Block Estate Pinot Noir is among the top wines from Oregon's highly acclaimed 2016 vintage.</p> <p><a href="http://alexanawinery.com">alexanawinery.com</a></p>	<p><b>big table farm</b></p> <p>We are a winemaker and an artist. We grow and produce what we love to eat and drink. Cheers and thank you! —Clare and Brian</p> <p><a href="http://bigtablefarm.com">bigtablefarm.com</a></p>	<p><b>VAN DUZER VINEYARDS</b></p> <p>Celebrating 30 years of Oregon winemaking. Discover the influence of cool coastal breezes that define the unique microclimate of the Van Duzer Corridor. Taste this distinctive terroir in our collection of award-winning Willamette Valley wines.</p> <p><a href="http://vanduzer.com">vanduzer.com</a></p>
<p><b>BATTLE CREEK CELLARS</b></p> <p>Sourced from our Willamette Valley estate vineyards, Battle Creek Cellars offers premium Pinot Noir crafted by acclaimed winemaker Sarah Cabot. Check out our new Portland tasting room in the Pearl District!</p> <p><a href="http://battlecreekcellars.com">battlecreekcellars.com</a></p>	<p><b>Acrobat</b></p> <p>Acrobat wines are the result of determination to handcraft Oregon wines of the highest quality. Acrobat should always be an effortless selection—wines that pair with every aspect of our lives.</p> <p><a href="http://acrobotwine.com">acrobotwine.com</a></p>	<p><b>Four Graces</b></p> <p>The Four Graces was named after the four daughters of the founding family. Our Pinot Noir and Pinot Gris wines are rich, complex and elegant, and made with grapes from sustainably farmed vineyards.</p> <p><a href="http://thefourgraces.com">thefourgraces.com</a></p>
<p><b>ROCO WINERY</b></p> <p>"Polished and sleek" – MS 91 pts.</p> <p>Forty-year veteran winemaker and founder of Oregon's sparkling wine movement, ROCO Winery owner Robin Sales continues to create seamless, bright, and balanced bubbles with each vintage.</p> <p><a href="http://roco.wine.com">roco.wine.com</a></p>	<p><b>RUBY VINEYARD</b></p> <p>Ruby Vineyard is a family-owned, organically farmed vineyard and winery crafting great wines from our old vines planted in the 1970s. Discover a gem in Oregon's Willamette Valley.</p> <p><a href="http://rubyvineyard.com">rubyvineyard.com</a></p>	<p><b>ELIZABETH CHAMBERS CELLAR</b></p> <p>Handcrafting distinctive Oregon Pinot Noir with passion and intention. Visit us at our historic winery and tasting room, an idyllic getaway in the heart of McMinion.</p> <p><a href="http://ElizabethChambersCellar.com">ElizabethChambersCellar.com</a></p>

<p><b>ALEXANA</b></p> <p>Awarded 95-points and featured as a Wine Spectator Insider Hot Wine selection, Alexana's 2016 West Block Estate Pinot Noir is one of the top-rated Pinot Noirs in the world for the 2017 vintage.</p> <p><a href="http://alexanawinery.com">alexanawinery.com</a></p>	<p><b>Archery Summit</b></p> <p>A memorable experience awaits you at one of Oregon's premier wine estates. Archery Summit, in the Dundee Hills, offers personally curated tours of our winery and caves combined with an extended flight of our most exclusive award-winning wines.</p> <p><a href="http://archerysummit.com">archerysummit.com</a></p>	<p><b>J. CHRISTOPHER</b></p> <p>Owned by famed German winemaker Ernst Loosen, J. Christopher specializes in individual wines made in an Old World style that emphasizes terroir-driven focus, length and balance.</p> <p><a href="http://jchristopherwines.com">jchristopherwines.com</a></p>
<p><b>BATTLE CREEK CELLARS</b></p> <p>Handcrafted by winemaker Sarah Cabot, Battle Creek Cellars' sources fruit from estate Willamette Valley vineyards to produce wines that are distinctly Oregon. Visit our new tasting room in Portland's Pearl District.</p> <p><a href="http://battlecreekcellars.com">battlecreekcellars.com</a></p>	<p><b>Acrobat</b></p> <p>Acrobot wines offer the complex and pure flavors of Oregon. We are honored to work with marquee vineyard sites and wineries of approachable purity to pair with our everyday lives.</p> <p><a href="http://acrobotwine.com">acrobotwine.com</a></p>	<p><b>Four Graces</b></p> <p>Graceful and sleekly complex, with pretty cherry blossoms across opening to poised raspberry, green tea and spice flavors that glide along the finish.—Tom Fox</p> <p>95 Points</p> <p><a href="http://thefourgraces.com">thefourgraces.com</a></p>
<p><b>LINGUA FRANCA</b></p> <p>Lingua Franca 2016 Estate Pinot Noir is a complex expression of the best blocks in our vineyard, with aromas of roses, red fruit, savory herbs and a story in every sip.</p> <p><a href="http://linguafanca.wine">linguafanca.wine</a></p>	<p><b>VAN DUZER VINEYARDS</b></p> <p>Celebrating 30 years of Oregon winemaking. Discover the influence of cool coastal breezes that define the unique microclimate of the Van Duzer Corridor. Taste this distinctive terroir in our collection of award-winning Willamette Valley wines.</p> <p><a href="http://vanduzer.com">vanduzer.com</a></p>	<p><b>OREGON WINE</b></p> <p>Request your free Oregon Wine Touring Guide at <a href="http://oregonwine.org/welcome">oregonwine.org/welcome</a></p>

# OREGON WINERY CO-OP ADVERTISING OPPORTUNITY - DETAILS + DATES

## ASSETS TO PROVIDE:

- **Bottle Image:** Hi-res, 300 dpi, TIFF or JPG file
- **Logo:** Hi-res, 300 dpi, EPS file
- **Copy:** Up to 30 words
- **URL:** Website

## NOVEMBER 30th, 2021 ISSUE

*Holiday Entertaining*

## ISSUE DATES:

- Subscriber Mail Date: 10/7
- Newsstand On-Sale Date: 10/26

## DUE DATES:

- Space Close: 8/24
- Materials Due: 8/26


## CONTACT:

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*\*example of native post. Winery names will be mentioned and click-thru to their website. November 30th co-op newsletter to run 10/27.*



WINE SPECTATOR'S  
**WS HEALTHY LIVING**  
EAT & DRINK WELL






Lucy Schaeffer


Celebrate spring's bounty with quick-pickled strawberries and easy ramp pesto.

### Pork Tenderloin with Goat Cheese & Ramp Pesto

This impressive spring dish appeals to fine-dining sensibilities with easy home techniques. Pan-seared, oven-roasted pork tenderloin is plated with calcium-rich goat cheese, seasonal ramp pesto and tangy, sweet pickled strawberries. A light- to medium-bodied fruity red like Grenache makes an ideal complement. [Get the recipe!](#)

**SPONSORED CONTENT**



### Discover Oregon Wine Country Any Time of Year

We can tell you that Oregon wine country will exceed your expectations—and it will—but you've got to visit to truly understand why. The personal welcome you'll receive in our tasting rooms is only surpassed by the beauty you'll discover in your glass. Start exploring with [Acrobat Winery](#), [Alexana Winery](#), [Archery Summit Winery](#), [Cana's Feast Winery](#), [Cardwell Hill Cellars](#), [Elk Cove Vineyards](#), [Iris Vineyards](#), [The Four Graces](#), [J. Christopher Wines](#), [Lingua Franca](#), [Maysara Winery](#), [Primarius Winery](#), [ROCO Winery](#) and [Van Duzer Vineyards](#). [Click here](#) to request your free Oregon Wine Touring Guide.

