

Oregon Winery Co-Op Advertising Opportunity

May & October 15th, 2020 Issues of Wine Spectator

REACH 3MM READERS AT DISCOUNTED PRICING

Leverage the power and authoritative voice of *Wine Spectator* to build brand awareness and drive sales. *Wine Spectator* is offering Oregon wineries Co-Op programs within two of the top issues of the year! They will be editorially designed by *Wine Spectator* and will give you the opportunity to highlight your winery to our exclusive audience.

Explore Oregon Wines



ADVERTISER PACKAGE

CO-SPONSOR WILL RECEIVE:

- **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+ subscribers)
- **Added Value (Event Pouring):** Pouring opportunity at the Oregon Zone at LuxeHome CHILL, an international wine & culinary event in Chicago, held in November 2020 (3,000+ attendees).

COMMITMENT

ADVERTISING RATE (9 Wineries):

- **\$3,200 net Per Insertion**

**The Oregon Wine Board has signed on as the presenting sponsor for this Co-Op program.*



OREGON
WINE
BOARD

Wine Spectator Print Presence:

- **3 Million+ Audience Footprint**
- **390,000 Paid Circulation**
- **7.7 Readers Per Copy**
- **60 Minutes** (Average Time Spent Per issue)

Source: 2018-19 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.



May 2019 page

December 31st, 2018 spread

December 31st, 2019 page

ADVERTISEMENT

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.

<p>ALEXANA</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>alexanawinery.com</p>	<p>big table farm</p> <p>We are a winemaker and an artist, we grow and produce what we love to eat and drink. Cheers and thank you – Care and Brian.</p> <p>bigtablefarm.com</p>	<p>VAN DUYZER VINEYARDS</p> <p>Celebrating 30 years of Oregon winegrowing. 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>vanderuzer.com</p>
<p>BATTLE CREEK CELLARS</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>battlecreekcellars.com</p>	<p>Acrobot OREGON WINE</p> <p>Acrobot wines are the result of determination to handcraft Oregon Pinot Noir and Pinot Noir of the highest quality. Acrobot should always be an effortless selection – wines that pair with every aspect of our lives.</p> <p>acrobotwine.com</p>	<p>Four Graces</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>thefourgraces.com</p>
<p>ROCO WINERY</p> <p>"Polished and sleek" – 95-97 pts. Forty-year veteran winemaker and founder of Oregon's sparkling wine movement, ROCO Winery owner Robin Soley continues to create warmies, bright and balanced bubbles with each vintage.</p> <p>rocowinery.com</p>	<p>RUBY VINEYARD</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>rubyvineyard.com</p>	<p>ELIZABETH CHAMBERS CELLAR</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 McMinnville.</p> <p>ElizabethChambersCellar.com</p>

ADVERTISEMENT

EXPLORE OREGON WINE

any time of year, in our backyard or yours.

Request your free Oregon Wine Touring Guide at oregonwine.org/welcome

<p>ALEXANA</p> <p>Awarded 95-points and featured as a Wine Spectator Insider Hot Wine selection, Alexana's 2017 'West Block' Estate Pinot Noir is one of the top-rated Pinot Noirs in the world for the 2017 vintage.</p> <p>alexanawinery.com</p>	<p>Archery Summit</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>archerysummit.com</p>	<p>J. CHRISTOPHER</p> <p>Owned by famed German winemaker, Ernst Lorenz, J. Christopher specializes in individual wines made in an Old World style that emphasizes flavor-driven focus, length and balance.</p> <p>jchristopherwines.com</p>
<p>BATTLE CREEK CELLARS</p> <p>Handcrafted by winemaker Sarah Cabot, Battle Creek 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>battlecreekcellars.com</p>	<p>Acrobot OREGON WINE</p> <p>Acrobot wines offer the complex and pure flavors of Oregon. We are honored to work with our vineyard winemakers to create wines of approachable purity – to pair with our everyday lives.</p> <p>acrobotwine.com</p>	<p>Four Graces</p> <p>Graceful and sleekly complex, with pretty cherry blossoms aromas opening to colored raspberries, green tea and spice flavors that glide along the finish – Ten Fub.</p> <p>95 Points</p> <p>thefourgraces.com</p>
<p>LINGUA FRANCA</p> <p>Lingua Franca 2017 Estate Pinot Noir is a complex expression of the best blocks in our vineyard, with aromas of roses, red fruit, savory herbs and a silky minerality.</p> <p>linguafanca.wine</p>	<p>VAN DUYZER VINEYARDS</p> <p>Celebrating 30 years of Oregon winegrowing. 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>vanderuzer.com</p>	<p>OREGON WINE</p> <p>Request your free Oregon Wine Touring Guide at oregonwine.org/welcome</p>

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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

May 2020 Issue

Oregon Wine Month, Food edit, and Rosé edit

ISSUE DATES:

- **Subscriber Mail Date:** 3/30
- **Newsstand On-Sale Date:** 4/17

DUE DATES:

- **Space Close:** 2/20
- **Materials Due:** 2/27

October 15th, 2020 Issue

California Pinot Noir Report, Value Wines, and Travel

ISSUE DATES:

- **Subscriber Mail Date:** 8/24
- **Newsstand On-Sale Date:** 9/12

DUE DATES:

- **Space Close:** 7/16
- **Materials Due:** 7/23

CONTACT:

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West Coast Ad Director**


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**example of native post. Winery names will be mentioned and click-thru to their website. May co-op newsletter to run 4/15; October 15th co-op newsletter to run 10/14.*




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



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.

