

# Oregon WHO, WHAT, WHEN, WHERE OF WINE IN OREGON WINEPRESS

ESTABLISHED 1984

**OREGON WINE PRESS** — then named Oregon Wine Press Calendar — was launched in 1984 by Portland-area natives Richard Hopkins and Elaine Cohen. In 2006, the magazine was bought by News-Register Publishing Co., a family-owned, fourth-generation publishing company, which is located in McMinnville, Ore. From its base in Oregon's lush Yamhill Valley, OWP continues the long tradition of excellence established by its founders.



## EDITORIAL STATEMENT

As the only Oregon-focused wine magazine, OWP has been the leader in providing in-depth, comprehensive coverage of Oregon's wine industry over almost three decades.

## WHY CHOOSE OWP?

**OREGON'S ONLY** Circulated throughout the Northwest and around the nation, OWP gives advertisers a trusted, proven vehicle to reach Oregon's most devoted wine enthusiasts and tourists who visit our beautiful wine country.

**MONTHLY PUBLICATION** OWP is a monthly magazine, so, unlike quarterly wine magazines in the area, our news and features are fresh and up to date. Advertising on a monthly basis in OWP will provide your company the greatest exposure and will qualify you for a frequency discount.

**EDITORIAL CONTENT** OWP serves the entire state of Oregon with well-balanced coverage. We aim to bring all of the state's wine regions into the spotlight.

**GROWING CIRCULATION** OWP is a free publication available at more than 600 locations throughout Oregon and across the country, and also is available by paid subscription. Monthly distribution ranges from 22,000 to 25,000.

**DISTINCTIVE GRAPHIC DESIGN** OWP strives for its own distinctive look among its competitors. Our professional team of designers will design and produce your ad without charge. We will work with you to create an instant visual connection with your customers.

**TESTIMONIALS** As a testament to OWP, winemakers, winegrowers and avid readers stand behind our magazine. We're constantly reminded by readers how important it is to have a statewide publication devoted exclusively to Oregon wine.

**MODEST PRICING** Advertising rates in OWP are refreshingly moderate for the impact generated.

## EDITORIAL CONTENT

Our editorial content is well balanced to serve our readers — Oregon wine enthusiasts — with insightful reporting on all segments of Oregon's wine industry. We strive to cover topics that take readers from behind the scenes in the winery to the wine shop shelf and all points in between. If it has to do with Oregon wine, we are bound to cover it! Our departments cover a variety of topics.

**NEWS** Read about the latest happenings within Oregon's wine industry and beyond.

**VINESPEAK** Learn vineyard basics with viticulturist Jessica Cortell. Whether you are in the industry or just want to "geek out" on vine know-how, this department is stocked with the latest information.

**VALUE PICKS** Peruse the affordable selections that OWP's panel of tasters has chosen for the month.

**EMPOURIUM** Window shop in this fun department featuring wine-centric items for sale here in Oregon and beyond.

**PROFILE** Learn the individual stories of successful Oregon wineries and the people behind them.

**FOODSTUFF** Find out the latest on Oregon wine country's acclaimed restaurants and those that support Oregon wine. Get cheese advice from Christine Hyatt, aka "Cheese Chick." Plus recipes from both talented local chefs and food-savvy winery staff.

**COMMENTARY** Hear what others are saying about hot topics, including a column by OWP Associate Editor Karl Klooster and a guest column by someone new every issue.

**CALENDAR** Mark your calendar using OWP's comprehensive list of wine-related events.

**FINAL SIP** Read OWP's celebrity (big or small) Q&A in the back of the book, with participants responding to questions about wine, Oregon and much more.

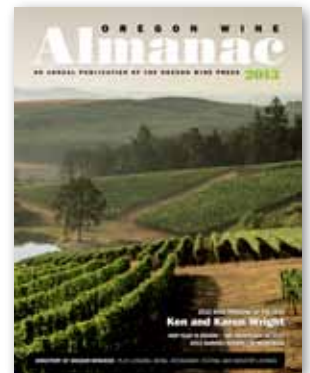
## 2014 EDITORIAL CALENDAR

<b>JANUARY</b> .....	Oregon Wine Almanac
<b>FEBRUARY</b> .....	Romance
<b>MARCH</b> .....	Wine Retailers/Wine Bars
<b>APRIL</b> .....	Focus on AVAs
<b>MAY</b> .....	Memorial Weekend
<b>JUNE</b> .....	Destinations
<b>JULY</b> .....	Arts & Entertainment
<b>AUGUST</b> .....	Green/Sustainable
<b>SEPTEMBER</b> .....	Food/Restaurants
<b>OCTOBER</b> .....	Portland
<b>NOVEMBER</b> .....	Thanksgiving Weekend
<b>DECEMBER</b> .....	Holidays

Monthly themes subject to change

## OREGON WINE ALMANAC

**OREGON WINE ALMANAC** features a complete list of all Oregon wineries organized by region. Wineries have the option to buy premium listings and display advertising. In addition to wineries, the Almanac lists Superior Cellar Award winners and major Oregon wine festivals (with an option to upgrade to a premium listing). Lodging, retail and industry businesses can also be a part of the Almanac via premium listings. In addition to the directory portion, the Almanac features the *Wine Person of the Year*, year in review, top 20 wine producers and a vintage recap. The finished product is smaller than the OWP (8.25 x 10.75) and is bound with a glossy cover.



## OWP APP



Oregon Wine Press is now offered in tablet edition. Scroll through the current issue of OWP using your iPad (other platforms to follow soon) and experience the “Who, What, When, Where of Oregon Wine” in high definition! Search for the OWP app in the iTunes store and download it for free!



“ We’ve been getting lots of great feedback related to the Oregon Wine Press [advertisement] for Savor Cannon Beach. It’s clear how quickly folks open their issues! Thanks for the nice support. We’re very excited about the upcoming festival!”

*Michelle Briggs Wedaman, Savor Cannon Beach*

“ Hilary and Karl: Michael and I were just talking about what a great job you guys are doing at the Oregon Wine Press. It just seems to get better with each issue!”

*Bill Hanson, Panther Creek Cellars*

“ We appreciate OWP so much we asked to become a distributor! Our associates, along with our customers, look forward to each monthly issue and connecting with the winegrape community. An advertiser as well, we’ve been very pleased with the response from our ad campaigns. Thank you for continuing to produce a quality publication backed by great customer service.”

*Lisa Gossett, Oregon Vineyard Supply*

## TESTIMONIALS

### ADVERTISERS

“ A newspaper is a newspaper, but without good employees and customer service it is nothing. I could go anywhere for advertising, but we choose to keep it local and the wonderful customer service keeps us coming back.”

*Sandi Kolb, Yamhill Valley Vineyards*

“ There are so few publications that are geared toward wine consumers. Oregon Wine Press is not only for Oregon wine consumers that live here but also for all the wine tourists who visit our exciting wine country. OWP has the best list of events that are held at the wineries. I think OWP promotes our retail business better than any other publication for the price. We can include more in our ad, especially events for that month. Plus, the next issue of OWP is in our tasting room just at the right time: the end of the month.”

*Trudy Kramer, Kramer Vineyards*

“ I was on a plane this weekend and had a chance to read the entire Oregon Wine Press. I really have to congratulate you on the quality of the publication. It looks great and is full of good information. What a change! I learned all kinds of things I did not know about some of our member wineries and saw names of wineries I have never heard before. So, it was a great way to pass the flight time. Thanks for doing a wonderful job!”

*Sue Horstmann, Willamette Valley Wineries Association*

## OWP STAFF/CONTACT INFORMATION

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### READERS

“ Keep up the great work! We are hoping to have more time in the future to visit your great state and enjoy many of your fine wineries. We’re sure that with the aid of your publication we will be stirred to some fine, fun favorites of the state’s wineries.”

*William and Shari Howard, Fairbanks, Alaska*

“ Your publication is very professionally presented. We always look forward to each issue. Being from Yamhill County, we feel a sense of pride in the quality of the coverage. Keep on!”

*Jeff and Kathy Pearson, Carlton*

### DISTRIBUTORS

“ We have Oregon Wine Press copies in each guest room of Lobenhaus B&B. We encourage guests to take extra copies for their friends. Awesome monthly news guided by editor Hilary Berg and the most knowledgeable staff!”

*Shari Lobenstein, Lobenhaus B&B*

### INDUSTRY LEADERS

“ The new Oregon Wine Press deserves attention. The periodical looks good and provides in-depth coverage of the Oregon wine scene. Thanks for the refreshing changes.”

*Kevin Chambers, Oregon Wine Board*

“ I just read the Oregon Wine Press review of “Voodoo Vintners.” Thank you so much! It means so much to me. I’m actually getting a little misty reading it — it is so beautifully written. I have already heard from one winemaker’s wife who read the review and wants to buy the book. I think your review might be the single most important one for this book because it will reach everyone in the Oregon wine community who cares about this (admittedly obscure) issue. I can’t thank you enough. Thank you, thank you, thank you!”

*Katherine Cole, The Oregonian*





## READER DEMOGRAPHICS

<b>AGE</b>	
41 to 50 .....	20%
51 to 60 .....	35%
61 to 70 .....	18%
<b>EDUCATION</b>	
College Graduates .....	31%
Post Graduates .....	40%
Attended College .....	93%
<b>HOUSEHOLD INCOME</b>	
\$50,000 to 150,000 .....	55%
Over \$150,000 .....	17%
<b>HOME OWNERSHIP</b>	
Own Primary Home .....	65%
Own 2 or more Homes .....	27%
<b>OCCUPATION</b>	
Professional .....	40%
Manager .....	12%
Business Owner .....	16%
Other .....	30%
<b>INTERESTS</b>	
Gourmet Food .....	79%
Culture .....	68%
Home Entertainment .....	63%
Health .....	60%
Foreign Travel .....	57%
Charities .....	30%
Outdoors .....	68%
Bicycling .....	26%
Golf .....	23%
Environmental .....	53%
<b>DISTRIBUTION</b>	
Subscriptions .....	5%
Wine Shops .....	40%
Wineries .....	35%
Other .....	20%

## READER WINE SAVVY

Participants were allowed to mark more than one category.

<b>ENTHUSIAST</b> .....	55%
<i>Passionate about wine experience/research and share</i>	
<b>ADVENTURESOME</b> .....	44%
<i>Likes feeling sophisticated and fun, adventurous and trendy</i>	
<b>SAVVY SHOPPER</b> .....	65%
<i>Looking for a great wine at a great value</i>	
<b>TRADITIONALIST</b> .....	27%
<i>Wants wine from well-known winery that's been around</i>	
<b>SATISFIED SIPPER</b> .....	46%
<i>Wants a sensible choice to serve to family and friends</i>	
<b>OVERWHELMED</b> .....	19%
<i>Wants descriptions/recommendations by retail or waiters</i>	

## FREE DISTRIBUTION

OWP focuses on quality readership. As a free publication, OWP is distributed to places where wine enthusiasts do their shopping—tasting rooms, wine shops, fine grocers. We also distribute to many tourist stops, including chambers of commerce, hotels and other fine places. Many out-of-state and in-state readers subscribe for convenience. OWP is distributed at 600-plus locations. SAMPLE BELOW:

### OREGON

**ALBANY**  
Albany Visitors Association  
Springhill Cellars  
Wine Depot & Deli

**ALOHA**  
Vintage Room at The Reserve

**AMITY**  
Amity Vineyards  
The Blue Goat  
Brooks Wines  
Coelho Winery  
Kristin Hill Winery

**ARCH CAPE**  
Arch Cape Inn

**ASHLAND**  
Ashland Food Co-Op  
Ashland Springs Hotel  
Ashland Vineyards & Winery  
Ashland Wine Cellars  
Chateaulin Wine Shop  
Peerless Restaurant  
The Winchester Inn  
Weisinger's of Ashland

**ASTORIA**  
Astoria/Warrenton Welcome Cntr.  
Bridgewater Bistro  
Fulio's Restaurant  
Godfather's Books  
The Cellar on 10th  
Wet Dog Café

**AUMSVILLE**  
Piluso Vineyard

**AURORA**  
Champog Wine

**AZALEA**  
Heaven on Earth

**BANDON**  
Bandon Chamber of Commerce  
Bandon Dunes Golf Resort  
Oregon Wine Tasting Room  
Tiffany's Drug Store

**BANKS**  
Phil Excavating

**BEAVERTON**  
Bales Thriftway/Farmington  
Beaverton Area Chamber of Commerce  
Beaverton City Library  
Cedar Hills Crossing  
Century 21 All Professionals  
Cooper Mountain Vineyards  
Fred Meyer/Beav.-Hillsdale Hwy.  
Fred Meyer/Walker Road  
In Great Spirits  
LabelOne Connect  
McMenamins/Cedar Hills  
McMenamins/Murray Blvd.  
McMenamins/Riverwood Pub  
Ponzi Vineyards  
Rizzo Winery  
Shilo Inn  
Sterling Pointe Apartments  
The Stockpot  
Visitors Bureau of Washington Co.

**BEND**  
Bend Visitors Bureau  
Bend Wine Cellar  
Maragas Winery  
Newport Avenue Market  
Ray's Food Place  
Volcano Vineyards Tasting Room  
Whole Foods

**BONANZA**  
12 Ranch Wines

**BRIDAL VEIL**  
Multnomah Falls Lodge

**BROOKINGS**  
Brandy Peak Distillery

**CANBY**  
Cutsforth's Thriftway

St. Joseph's Winery

**CANNON BEACH**  
Oregon Coast Visitors Association  
Laurel's Wine Shop  
Northwest by Northwest Gallery  
Surfcrescent Market  
Wine Shack

**CANYONVILLE**  
Seven Feathers Hotel

**CARLTON**  
Alexana Winery & Vineyards  
Anne Amie Vineyards  
Brookside Inn  
Cana's Feast Winery  
Carlton Winemakers Studio  
Cuvée Restaurant  
Folin Cellars  
The Horse Radish  
John L. Scott  
Laurel Ridge Winery  
Lobenhau B&B & Vineyard  
Luminous Hills/Seven of Hearts/  
Honest Chocolates  
Soléna Cellars  
The Tasting Room  
Terra Vina Wines  
Troon Vineyards  
Tyrus Evan at The Depot  
WildAire Cellars  
Zenas Wines

**CAVE JUNCTION**  
Bridgeview Vineyards  
Fortis Vineyards  
Illinois Valley Chamber of Comm.  
Windridge Vineyard

**CENTRAL POINT**  
Daisy Creek Vineyard

**CHESHIRE**  
RainSong Vineyards

**COOS BAY**  
Bay Area Chamber of Commerce  
Black Market Gourmet  
Oregon Wine Cellars  
Oyster Cove Pub & Grill

**CORBETT**  
Corbett Country Market

**CORVALLIS**  
Avalon Wine  
Belle Vallee Cellars  
Corvallis Brewing Supply  
First Alternative Co-op  
Garland Nursery  
Harris Bridge Vineyards  
McMenamins  
Tye Wine Cellars  
Wineopolis  
WineStyles Corvallis

**COTTAGE GROVE**  
Saginaw Vineyard

**COVE**  
Gilstrap Brothers Winery

**DALLAS**  
Amalie Robert Estate  
Chateau Bianca  
Dallas Chamber of Commerce  
Illahe Vineyards  
J&J Image Source  
Namasté Vineyards  
Van Duzer Vineyards

**DAYTON**  
DePonte Cellars  
Domaine Drouhin Oregon  
Domaine Serene  
Hauer of the Dauen  
Joel Palmer House  
Martha's Cottage  
Methven Family Wines  
Red Ridge Farms  
Seufert Winery  
Stoller Vineyards  
Vista Hills Vineyard

Wine Country Farm Cellars  
Winter's Hill Vineyard

**DEPOE BAY**  
Depoe Bay Chamber of Commerce

**DUNDEE**  
Argyle Winery  
Black Walnut Inn  
Crumbled Rock Winery  
Dobbes Family Estate/Wine  
By Joe  
Duck Pond Cellars  
Dundee Manor B&B  
Erath Vineyards  
Inn at Red Hills/Farm to Fork/  
Lange Winery  
Maresh Red Hills  
Ponzi Tasting Room  
Red Hills Provincial Dining  
Sokol Blosser Winery  
The Four Graces  
Tina's Restaurant  
Torii Mor Winery  
Winderlea Wine Co.  
Zerba Cellars

**EAGLE POINT**  
Agate Ridge Vineyard  
Harnish Wayside Park

**ELKTON**  
Anindor Vineyard  
Bradley Vineyards  
Brandborg Vineyard  
Rivers Edge Winery

**ELMIRA**  
LaVelle Vineyards

**EUGENE**  
AAA of Oregon of Eugene  
Authentica Wines  
Broadway Bistro  
Campbell House  
Capella Market  
Cornucopia Market  
Emerald City News  
Eugene Chamber of Commerce  
Eugene Wine Cellars  
Home Fermenter Center  
Jiffy Market Wine  
King Estate Winery  
LaVelle Wine Bar  
Long's Meat Market  
Marché Provisions  
McMenamins  
Noble Estate Vineyard  
PC Market of Choice (4)  
Silvan Ridge Winery  
Sundance Wine Cellars  
Sweet Cheeks Winery  
Territorial Vineyards  
The Oval Door  
Travel Lane County  
Valley Vintner & Brewer

**FLORENCE**  
Incredible & Edible Oregon

**FOREST GROVE**  
Apolloni Vineyards  
David Hill Winery  
Forest Grove Chamber of Comm.  
McMenamins/Grand Lodge  
Montinore Estate  
SakéOne  
Shafer Vineyard Cellars  
Tualatin Valley Estate  
Urban Decanter

**GASTON**  
ADEA Wine Co.  
Elk Cove Vineyards  
Gaston Market  
Kramer Vineyards  
Patton Valley Vineyards  
Plum Hill Vineyards

**GLENEDEN BEACH**  
Wine & Romance

Continued on next page

