



# 2017 MEDIA KIT



# OREGON WINE PRESS

EST. 1984

## 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, Oregon. From its base in Oregon's lush Willamette Valley, OWP continues the long tradition of excellence established by its founders.

## EDITORIAL STATEMENT

As **Oregon's only wine-focused monthly magazine**, OWP has been the leader in providing in-depth, comprehensive coverage of Oregon's wine industry for more than three decades.

## WHY CHOOSE OWP?

**Oregon's Only:** Circulated throughout the Northwest and the nation, OWP gives advertisers a trusted, proven vehicle to reach Oregon's most devoted wine enthusiasts and tourists who visit our 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.

**Large Circulation:** OWP is a free publication available at more than 750 locations throughout Oregon and across the country; it is also available through paid subscription. Monthly distribution ranges from 25,000 to 30,000.

**Competitive Pricing:** Advertising rates in OWP are moderate for the impact generated.

**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'll work with you to create an instant visual connection with your potential 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.

## 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>   | ..... TBA                      |
| <b>November</b>  | ..... Thanksgiving Weekend     |
| <b>December</b>  | ..... Holidays                 |

*Monthly themes subject to change.*



EST. 1984

## EDITORIAL STAFF

### **News-Register Publishing Company**

611 N.E. Third St./P.O. Box 727  
McMinnville, OR 97128

#### **Jeb Bladine** *Publisher*

503-687-1223 ■ [jbladine@newsregister.com](mailto:jbladine@newsregister.com)

#### **Ossie Bladine** *Associate Publisher*

503-687-1269 ■ [obladine@newsregister.com](mailto:obladine@newsregister.com)

#### **Hilary Berg** *Editor*

503-687-1266 ■ [hberg@oregonwinepress.com](mailto:hberg@oregonwinepress.com)

## MARKETING TEAM

#### **Tammy Cook** *Sales & Marketing Manager*

503-687-1252 ■ [tcook@oregonwinepress.com](mailto:tcook@oregonwinepress.com)

#### **Kelly Hyder** *Account Executive*

503-687-1253 ■ [khyder@oregonwinepress.com](mailto:khyder@oregonwinepress.com)

#### **Stefanie Church** *Account Executive*

503-687-1276 ■ [schurch@oregonwinepress.com](mailto:schurch@oregonwinepress.com)

The outside fireplace on the terrace at Willamette Valley Vineyards is yet another cozy nook to relax, sip wine and take in the scenery. (As seen in November 2015 OWP.) Photo by Andrea Johnson



## EDITORIAL CONTENT

OWP 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.

*The following monthly departments cover a variety of topics.*



**News** ■ Read about the latest happenings within Oregon's wine industry.

**Cellar Selects** ■ Peruse selections from OWP's expert-led tasting panel. A favorite of loyal readers.

**Empourium** ■ Discover wine-centric items made in Oregon and beyond.

**Portraits** ■ Learn stories of successful Oregon wineries and the people behind them.

**Food** ■ 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 with guest columns.

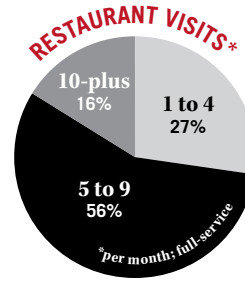
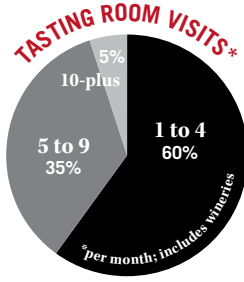
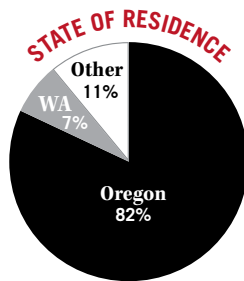
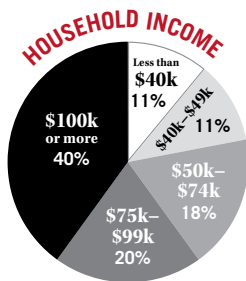
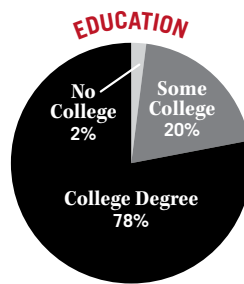
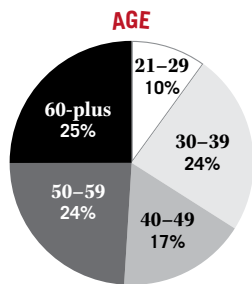
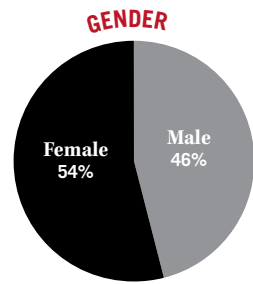
**Calendar** ■ Mark your calendar using OWP's comprehensive list of wine events.

**Last Call** ■ Read OWP's celebrity (major or local) wine-centric Q&A on the final non-ad page of OWP.



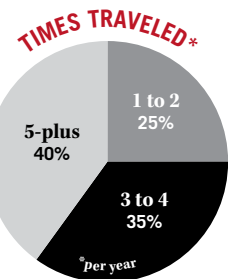
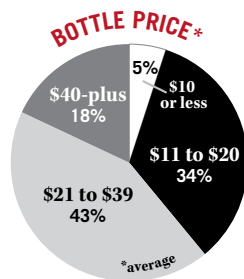
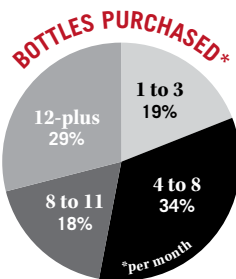
Students (left to right) Ana Stefanovic, Monique McClean and Dan Johnson participate in a blind tasting at The Wine & Spirit Archive in Portland. (As seen in October 2015 OWP.) Photo by Kathryn Elsesser

# GET TO KNOW THE OWP READER



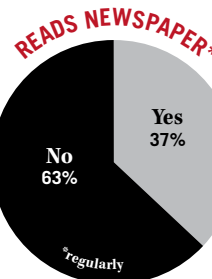
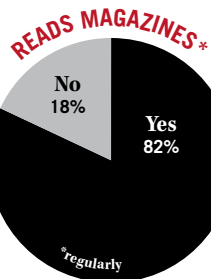
## General Demographics

## Wine Buying Habits

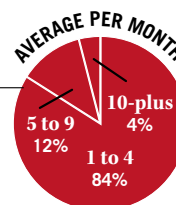
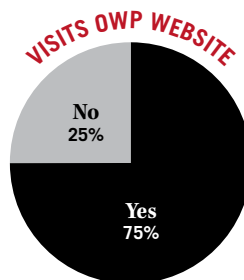


## READER AT A GLANCE

- 54%** are female
- 46%** are male
- 78%** have earned a college degree
- 53%** are professionals/managers
- 60%** earn at least \$75,000 per year (household)
- 82%** subscribe to magazines
- 95%** visit tasting rooms/wineries at least 1 to 4 times a month
- 56%** eat at full-service restaurants 5 to 9 times a month
- 75%** travel at least 3 to 4 times a year
- 82%** regularly read magazines



## Reading Habits



Oregon Wine Press demographics were gathered from a reader survey that was both printed in the magazine and online during November and December 2016.

# TESTIMONIALS

## READERS

“ I really enjoy the work that you guys do at the OWP. As you are certainly aware, it is nearly impossible to toe the line between consumer and industry audiences and to satisfy the needs of both in one publication. You and your staff absolutely nail it.

**Bill Hooper, Paetra Wines**

“ Great issue on dirt in the Oregon Wine Press! I am at a national meeting in Los Angeles with Greg Jones of Southern Oregon University — I am giving talks on the terroir in the Willamette Valley. I am showing everyone in our session about the Dirt Issue you did! It was wonderful. Great writers from the different areas. They captured the essence.

**Dr. Scott Burns, Soil Expert, Portland State University**

“ 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**

“ I really enjoyed the Bell's Up issue of the OWP. It was full of information about wineries and projects I knew nothing about. It's nice to open the OWP and get information on the things you wonder about, or never knew existed. Good journalism.

**Thomas Houseman, Anne Amie Vineyards**

## ADVERTISERS

“ OWP, thank you for always checking in with me in a timely manner, working with me on revisions, making me aware of upcoming opportunities and following up with me in person and online. You've been a great advertising partner!

**Remy Drabkin, Remy Wines**

“ 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**

“ We thank OWP for being the voice of our industry through collaborative, educational and entertaining content. The publication has helped us share our story with the people that matter the most to us. Thank you, OWP, for being such a great partner for our winery.

**Christine Collier, Willamette Valley Vineyards**

“ Would you believe we got an order from Pennsylvania because she saw our ad in the February OWP?!? How cool is that? Wahoo!”

**Jewel Carnett, Tamami Chocolates**

“ Thank you for bending over backwards for your clients! I love OWP and pour through it monthly. I also include a copy in all my closing gift baskets welcoming my clients to paradise!! The WOW group will also be continual advertisers and supporters! Thank you truly for everything and especially your courteous follow-through.”

**Meri Kerekanich, Kelly Group & Women of Willamette**

“ 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**

**“We thank OWP for being the voice of our industry through collaborative, educational and entertaining content.”**

CHRISTINE COLLIER, WILLAMETTE VALLEY VINEYARDS

## INDUSTRY LEADERS

“ I just read the OWP 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**



Bunnell Family Cellars pours wines in the Blue Bond Studio & Gallery during the 2016 Savor Cannon Beach Wine Walk. (As seen in April 2016 OWP.) Photo by Chris Bidleman

## CALENDAR UPGRADE

Boost your event attendance with our online calendar upgrades.

### Premium

- Your event appears at the top of the calendar page on **oregonwinepress.com** for 1 month with a landing event page featuring photos, maps and logos.
- A boxed listing of the event appears on the **calendar in the print edition**.
- Your event is promoted on OWP's **Facebook** page and **Twitter** feed.

### Premium Plus

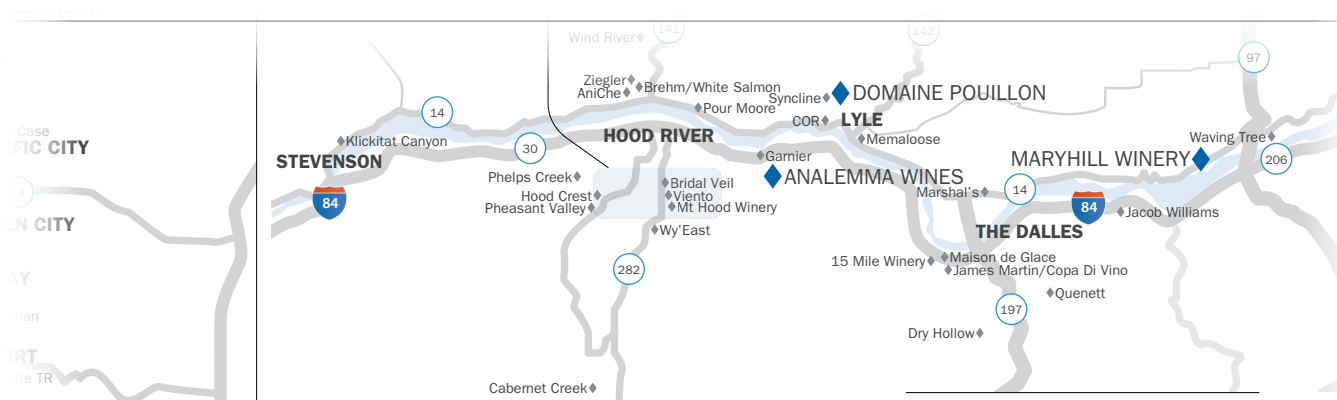
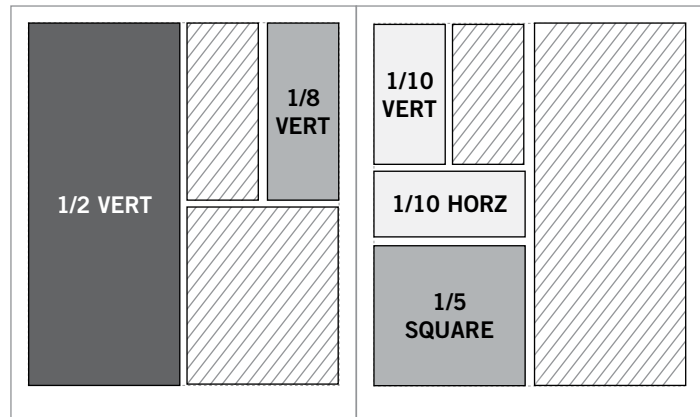
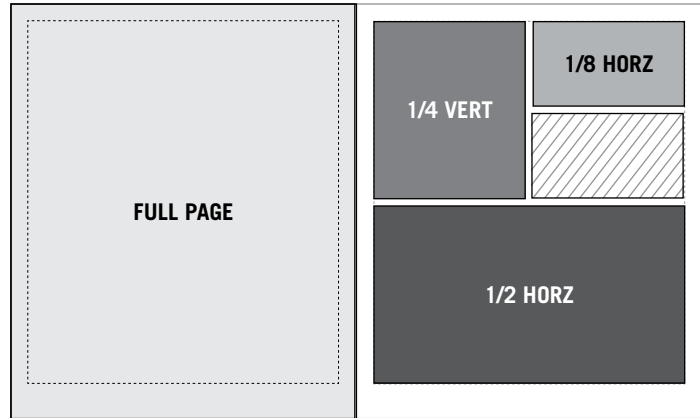
All digital premium features extended to 3 months with print feature for 1 month.



## ADVERTISING SPECS

| AD SIZE                           | WIDTH       | HEIGHT                     |
|-----------------------------------|-------------|----------------------------|
| <b>Full Page</b><br>(non-premium) | 9           | 10.5                       |
| <b>Full Page</b><br>(premium)     | 10<br>10.25 | 12 (trim)<br>12.25 (bleed) |
| <b>1/2</b> (horizontal)           | 9           | 5.125                      |
| <b>1/2</b> (vertical)             | 4.375       | 10.5                       |
| <b>1/4</b> (vertical only)        | 4.375       | 5.125                      |
| <b>1/5</b> (square only)          | 4.375       | 4.05                       |
| <b>1/8</b> (horizontal)           | 4.375       | 2.4444                     |
| <b>1/8</b> (vertical)             | 2.0625      | 5.125                      |
| <b>1/10</b> (horizontal)          | 4.375       | 1.9                        |
| <b>1/10</b> (vertical)            | 2.0625      | 4.05                       |

*See rate card for current pricing. All sizes are measured in inches. Sizes are the same for both Oregon Wine Press and Oregon Wine Almanac.*



### WINE COUNTRY MAPS

- **Nebuchadnezzar Listing** includes name, address, phone, website, hours, short description and logo. The listing is boxed, plus your name will appear larger on the map with a colored icon as well. **\*\$100/month.**
- **Magnum Listing** includes name, address, website and hours, plus your name will be in a larger font with a colored icon on the map. **\*\$50/month.**

*\*Contact sales rep for details. Requires 6- to 12-month contract.*

#### ◆ MARYHILL WINERY



9774 Hwy 14 • Goldendale, WA  
509.773.1976 • 877.627.9445  
www.MaryhillWinery.com  
Daily 10 a.m.–6 p.m.

*A true destination for exceptional wines, scenic views and live summer music.*

#### ◆ DOMAINE POUILLON

170 Lyle Snowden Rd • Lyle, WA  
509.365.2795 • www.DomainePouillon.com  
Feb.–Nov., Thur.–Sun. 11 a.m.–6 p.m.; Dec.–Jan. by appt.

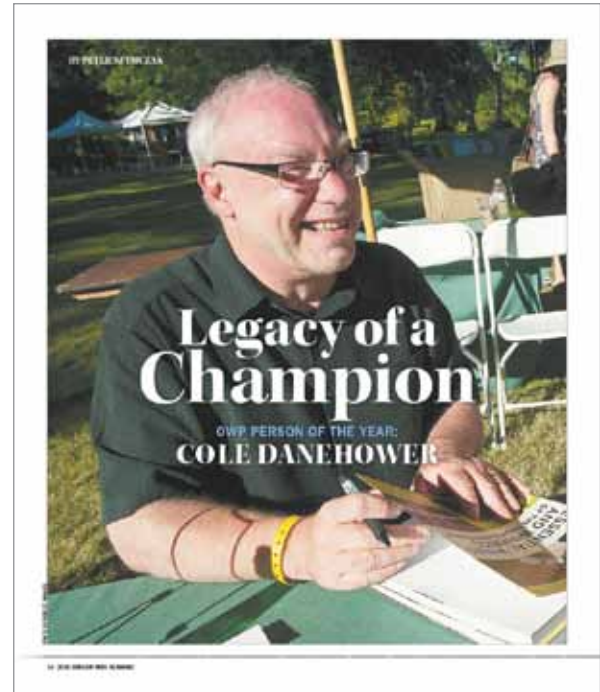


# OREGON WINE ALMANAC



OWP's **Oregon Wine Almanac** features an up-to-date list of **all OLCC wineries** organized by region with corresponding **maps**. Wineries have the option to buy **upgrade their listings** and purchase display advertising. In addition to wineries, the Almanac publishes

**Oregon Wine A-List winners** (restaurants) and major Oregon wine **festivals** (with an option of upgrading to a premium listing). **Lodging, retail** and **industry** businesses can also appear in of the Almanac via premium listings only. In addition to the directory, the Almanac features the **OWP Wine Person of the Year, year in review** and a **vintage recap**.



## ALMANAC DIRECTORY

**Free** —> All licensed/bonded wineries are listed at no cost.

**Basic** —> A basic upgrade includes a bolded listing, the winery's address, phone and website.

**Premium** —> A premium upgrade includes a boxed listing with extra info, full-color company logo and a bolded position on the map.

### Central Willamette Valley

#### EVERYTOWN

**Daydream Vineyards**  
503-555-5555

**Oregon Love Winery**  
510 N.E. Hillview Drive, Everytown  
503-555-5555  
[www.oregonlovewinery.com](http://www.oregonlovewinery.com)

#### Orygun Winery

- A** 75994 S.E. Orygun Road
- C** Everytown, OR 97777
- F** 503-555-5555
- W** [www.orygunwinery.com](http://www.orygunwinery.com)
- E** [info@orygunwinery.com](mailto:info@orygunwinery.com)
- +** Owners: Jim and Lisa Carson
- \*** Winemaker: Sam Carson
- Label: Orygun Winery
- A** Varieties: Pinot Noir, Chardonnay
- D** Production: 1,200 cases
- ➔** Hours: By appointment
- ✳** Map: Page 59



## WEBSITE

WWW.OREGONWINEPRESS.COM

OWP's website offers all stories from the current publication, an archive of articles, the **Wine Country Getaway Guide**, **current press releases**, **extensive calendar of events** and more. A virtual version of the magazine (and Almanac) via **page-turner** software is also available.

## WEB ADVERTISING

All ads link to your website for superior traffic. Sizes include: **Half Banner**, **Big Box**, **Big Box Premium**, **Half Box**, **Leaderboard** and **Leaderboard Premium**.

All premium positions include three frames rotating in a loop once the page has loaded. All premium ads share exclusive placement — no other ads will appear in that spot, even after the page has refreshed.

## WEB AD SPECS

|                  |                  |
|------------------|------------------|
| Leaderboard      | 728 x 90 pixels  |
| Half Leaderboard | 300 x 90 pixels  |
| Big Box          | 300 x 250 pixels |
| Half Box         | 300 x 125 pixels |



## SOCIAL MEDIA

@OREGONWINEPRESS

Follow OWP on **Facebook**, **Instagram** and **Twitter** to keep up with what's going on in Oregon wine. OWP staff shares photos and events. Advertisers enjoy extra coverage on all our social media platforms.

**Contact OWP advertising reps to explore all your marketing options with OWP!**

**TAMMY COOK** tcook@oregonwinepress.com

**KELLY HYDER** khyder@oregonwinepress.com

**STEFANIE CHURCH** schurch@oregonwinepress.com

See page 3 for all contact information.

## VIRTUAL EDITION

A virtual version of OWP, as well as the Oregon Wine Almanac, is available online via page-turner software. Follow links within articles and ads, and enjoy an archive of previous editions, too.







## DISTRIBUTION

OWP is a **free publication** available at more than **850 locations** throughout Oregon and across the country. It is also available by paid subscription. Monthly distribution ranges from **25,000 to 30,000**. The following is a sample of **100 fine wine shops** across the U.S. that carry OWP.

### AUSTIN

**The Austin Wine Merchant**  
*theaustinwinermerchant.com*

**House Wine**  
*housewineaustin.com*

**Lake Travis Wine Trader**  
Lakeway, TX  
*mywinetrader.com*

### BALTIMORE

**Bin 604**  
*bin604.com*

**Chesapeake Wine Company**  
*chesapeakewine.com*

**Wine Underground**  
*wineunderground.us*

### BOISE

**Boise Co-op Wine Shop**  
*boise.coop*

### BOSTON

**Bauer Wines & Spirits**  
*bauerwines.com*

**Boston Wine Exchange**  
*bostonwineexchange.com*

**University Wine Shop**  
Cambridge, MA  
*universitywineshop.net*

**The Wine Connexion**  
North Andover, MA  
*wineconnexion.com*

### CHARLOTTE

**The Wine Shop Dilworth**  
*thewineshops.net*

### CHICAGO

**Binny's Beverage Depot**  
*binnys.com*

**The House of Glunz**  
*thehouseofglunz.com*

**Lush Wine & Spirits**  
*lushwineandspirits.net*

**Schaefer's**  
Skokie, IL  
*schaefer.com*

### CLEVELAND

**Highland Hops and Vines**  
*highlandhopsandvines.com*

### Continental Fine Wine

Greenwich, CT  
*continentalfinewines.com*

**Harry's Wine & Liquor Market**  
Fairfield, CT  
*harryswine.com*

**Spiritus Wines**  
Hartford, CT  
*spiritus.com*

**The Study Fine Wines & Spirits**  
Greenwich, CT  
*thestudyfinewines.com*

**The Wise Old Dog**  
West Hartford, CT  
*thewiseolddog.com*

### DALLAS

**La Cave**  
*lacavewarehouse.com*

**Pogo's Wine & Spirits**  
*wineaccess.com/store/pogoswines*

### DENVER

**Argonaut Wine & Liquor**  
*argonautliquor.com*

**The Boulder Wine Merchant**  
*boulderwine.com*

**Davidsons Liquors**  
Highlands Ranch, CO  
*davidsonliquors.com*

**Divino Wine & Spirits**  
*divinowine.com*

**Mondo Vino**  
*mondovino.net*

### DES MOINES

**Ingersoll Wine & Spirits**  
*ingersollwine.com*

### DETROIT

**Merchant's Fine Wine**  
Dearborn, MI  
*merchantsfinewine.com*

### HOUSTON

**Houston Wine Merchant**  
*houstonwines.com*

**Richard's Liquors**  
*richardsliquors.com*

### INDIANAPOLIS

**Cork and Cracker**  
*corkandcracker.com*

**Twenty First Amendment**  
*21stamendment.com*

### JACKSON, MS

**Kats Wine & Spirits**  
*katswine.com*

### KANSAS CITY

**Cellar Rat Wine Merchants**  
*cellarratwine.com*

**Underdog Wine Co.**  
*underdogwinekc.com*

### LAS VEGAS

**Khoury's Fine Wine & Spirits**  
*khourysfinewine.com*

**Las Vegas Wine Company**  
*lasvegaswineco.com*

### LITTLE ROCK

**Colonial Wines & Spirits**  
*colonialwineshop.com*

### LOS ANGELES

**Hi-Time Wine Cellars**  
Costa Mesa, CA  
*hitimewine.net*

**K&L Wine Merchants**  
Hollywood, CA  
*klwines.com*

**Lincoln Fine Wines**  
Venice, CA  
*wineaccess.com*

**Wally's Wine & Spirits**  
*wallywine.com*

**Wine Exchange**  
Orange, CA  
*wine.com*

**The Wine House**  
*winehouse.com*

### MIAMI

**Old Vines Wine and Spirits**  
*oldvineswine.com*

**Top Hat Wine and Spirits**  
*tophatwines.com*

**Wine Boutique Wine Store**  
Miami Beach, FL  
*wineaccess.com*

### MILWAUKEE

**Thief Wine Shop & Bar**  
*thiefwine.com*

### MINNEAPOLIS

**Surdyk's Liquor Store**  
*surdyks.com*

**France 44 Wine & Spirits**  
*france44.com*

### MISSOULA

**Missoula Wine Merchants**  
*missoulawine.com*

### NASHVILLE

**Woodland Wine Merchant**  
*woodlandwinermerchant.com*

### NEW YORK

**Astor Wines & Spirits**  
*astorwines.com*

**Burgundy Wine Company**  
*burgundywinecompany.com*

**Chambers Street Wines**  
*chambersstswines.com*

**Crush Wine & Spirits**  
*crushwineco.com*

**The Le Du's Wines**  
*leduwines.com*

**Morrell & Company**  
*morrellwine.com*

**Park Avenue Liquor**  
*parkaveliquor.com*

**Scott's Wine Cellar**  
Brooklyn, NY  
*brooklynwine.com*

**Sherry-Lehmann Wine & Spirits**  
*sherry-lehmann.com*

**Sip Fine Wine Inc**  
Brooklyn, NY  
*sipfinewine.com*

**Union Square Wines**  
*unionsquarewines.com*

### NEW ORLEANS

**Keife & Co.**  
*keifeandco.com*

**Martin Wine Cellar**  
*martinwinecellar.com*

### NEW JERSEY

**Amanti Vino**  
Montclair, NJ  
*amantivino.com*

**Wine Library**  
Springfield Township, NJ  
*winelibrary.com*

### OKLAHOMA CITY

**Broadway Wine Merchants**  
*broadwaywinemerchants.com*

### OMAHA

**Corkscrew Wine & Cheese**  
*corkscrewwineandcheese.com*

### PHILADELPHIA

**Pinot Boutique**  
*pinotboutique.com*

### PHOENIX

**Total Wine & More**  
*totalwine.com*

**Hidden Track Bottle Shop**  
*hiddentrackbottleshop.com*

### PITTSBURGH

**Fine Wine & Good Spirits Premium Collection**  
*finewineandgoodspirits.com*

### SAN DIEGO

**3rd Corner Wine Shop & Bistro**  
*the3rdcorner.com*

**Vintage Wines Ltd.**  
*vintagewinessd.com*

### SAN FRANCISCO

**Arlequin**  
*arlequinwine.com*

**Biondivino**  
*biondivino.com*

**Castro Village Wine Co.**  
*castrowine.com*

**K&L Wine Merchants**  
*klwines.com*

**Paul Marcus Wines**  
Oakland, CA  
*paulmarcuswines.com*

**PlumpJack Wines**  
*plumpjack.com*

### SANTA FE

**Susan's Fine Wine & Spirits**  
*sfwineandspirits.com*

### SCOTTSDALE

**AZ Wine Company**  
*azwineco.com*

### SEATTLE

**Pike & Western Wine Shop**  
*pikeandwestern.com*

**McCarthy & Schiering**  
*mccarthyandschiering.com*

**Esquin Wine Merchants**  
*esquin.com*

**City Cellars Fine Wines**  
*cityceller.com*

### ST. LOUIS

**The Wine Merchant, Ltd.**  
*winemerchantltd.com*

### TAMPA BAY

**B21 Fine Wine & Spirits**  
*b-21.com*

**Total Wine and More**  
*totalwine.com*

### WASHINGTON, D.C.

**Calvert Woodley**  
*calvertwoodley.com*

**Schneider's of Capitol Hill**  
*schneiders.com*

**Cordial Wine**  
*cordialwine.com*

### WICHITA

**Jacob Liquor Exchange**  
*jacobl liquor.com*

**Want to be a distributor of OWP? It's FREE!**  
For details, contact Hilary Berg:  
[hberg@oregonwinepress.com](mailto:hberg@oregonwinepress.com)

