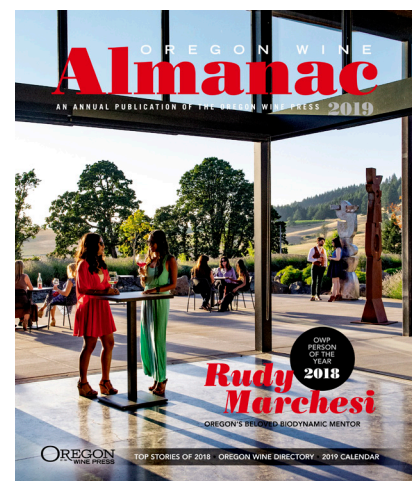




2020 MEDIA KIT



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 purchased by **News-Register Publishing Co.**, a family-owned, fourth-generation publishing company located in McMinnville, Oregon. From its base in the 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.



OWP STAFF

Jeb Bladine, Publisher

503-687-1223 ■ jbladine@newsregister.com

Ossie Bladine, Associate Publisher

503-687-1269 ■ obladine@newsregister.com

Hilary Berg, Editor

503-687-1266 ■ hberg@oregonwinepress.com

Kelly Hyder, Account Executive

503-687-1253 ■ khyder@oregonwinepress.com



TOP: A couple enjoys new deck at Lange Estate's brand new tasting room in the Dundee Hills (March 2018 OWP / Photo by Rockne Roll). BOTTOM: Buck and Missy enjoy the good life at Anam Cara Cellars' Nicholas Vineyard in Newberg (April 2018 OWP / Photo by Andrea Johnson).

EDITORIAL CONTENT

OWP content is well balanced to serve our readers 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.



Newsworthy ■ 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.

Foodstuff ■ Find out the latest on Oregon wine country's acclaimed restaurants and those that support Oregon wine, plus recipes from talented local chefs and food-savvy winery staff.

Commentary ■ Hear what others are saying about hot topics with guest columns.

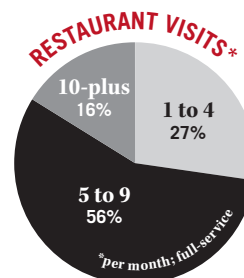
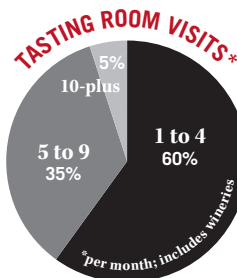
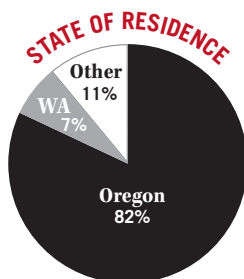
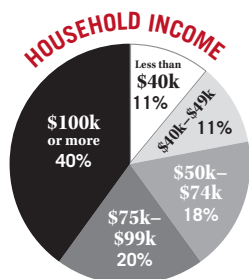
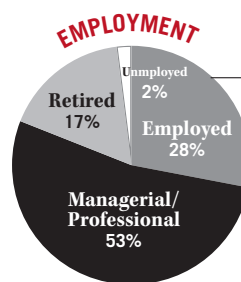
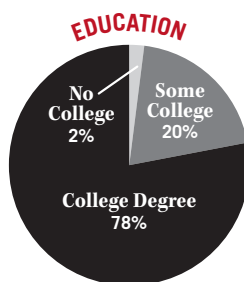
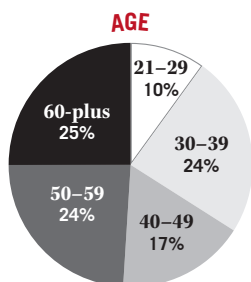
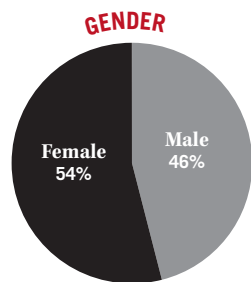
Calendar ■ Mark your calendar using OWP's comprehensive list of wine events.

Last Call ■ Wrap-up the edition with OWP's celebrity (major or local) wine-centric Q&A.



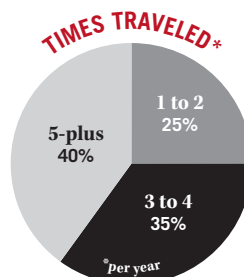
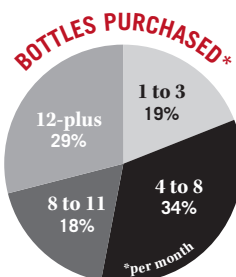
Oregon's growing list of canned producers includes everybody from smaller start-ups dabbling in creative damage control to some of the largest labels in the land, going all-in where portable wine is concerned (July 2018 OWP / Photo by Kathryn Elsesser).

GET TO KNOW THE OWP READER



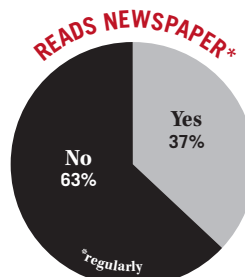
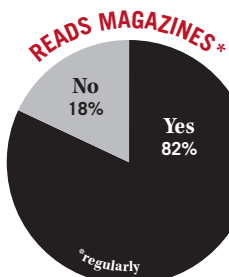
General Demographics

Wine Buying Habits

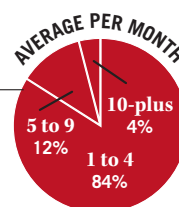
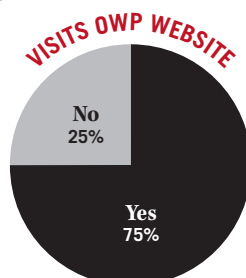


READER AT A GLANCE

- 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

“I am interested in advertising in OWP because since the onset of my participation in the Oregon wine industry, I have considered them the most faithful, committed and informative publication in our state about our wine industry. In addition, they've always been creative in how to establish, keep and maintain industry participants, and wine aficionados interested in their monthly publications. I consider OWP a true partner to my winery and my winery's goals. I also consider OWP a true partner, and of great service to our most important audience, the wine drinkers.

Mauricio Collada Jr. MD, Cubanísimo Vineyards

“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

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



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.

Premium Plus

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

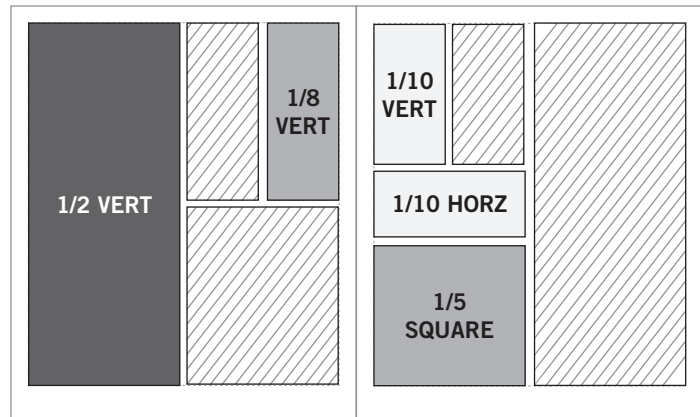
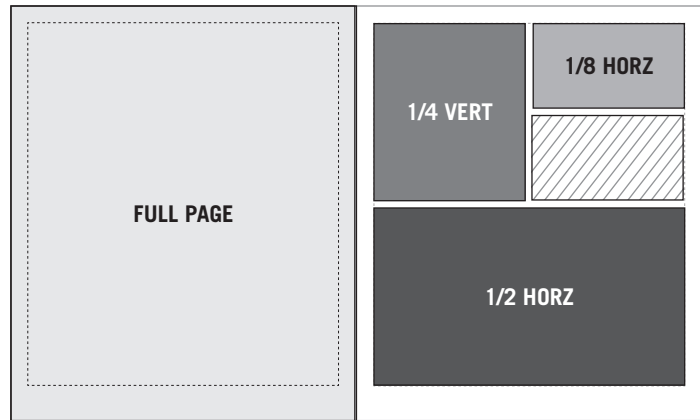


TOP: Concertgoers enjoy Eola Hills Cellars wine while listening to the music and taking in the views (Sept. 2018 OWP / Photo by Rusty Rae). BOTTOM: Casee Clark of R. Stuart and Jonathan Lampe of A to Z Wineworks and REX HILL pour wines during BIG NIGHT at Sokol Blosser Winery (Oct. 2018 OWP / Photo by Elizabeth Gibson).

ADVERTISING SPECS

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

◆ LEDGER DAVID CELLARS



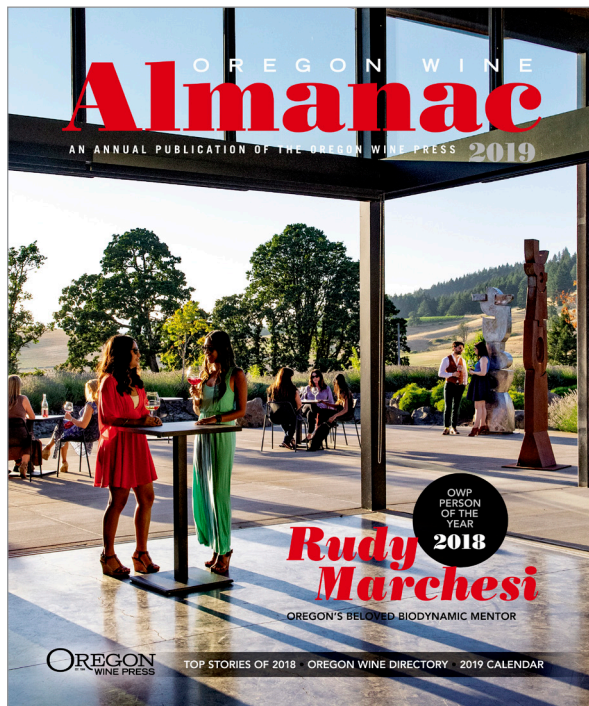
245 N Front St • Central Point
541-664-2218
www.LedgerDavid.com
Daily, 12-5 p.m.

Indulge in our urban-elegant wine tasting experience with limited production single vineyard estate wines.

◆ KRISSELLE CELLARS

12956 Modoc Rd • White City
541-830-8466 • www.KriselleCellars.com
Open daily, 11 a.m. – 5:30 p.m.; Open until 7 p.m. Fridays throughout the summer starting June 14.

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 **upgrade their listings** and purchase display advertising. In addition to wineries, the Almanac publishes **Restaurants** and major Oregon wine **festivals** (with an option of

upgrading to a premium listing). **Lodging, retail and industry** businesses can also appear in 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

Two types of directory listings.

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

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

Dayton

REMY WINES

www.remywines.com

Remy Wines

17495 N.E. McDougall Road

Dayton, OR 97114

503-864-8777

www.remywines.com

Owner: Remy Drabkin

Winemaker: Remy Drabkin

Labels: Remy Wines, Three Wives

Top 5 Varieties: Lagrein, Dolcetto, Sangiovese, Pinot Noir, Pinot Gris

Hours: Daily, noon-5 p.m.

Map: Page 57

2018 ← LOOKING BACK

Acquired Taste

LAND AND BRANDS BOUGHT AND SOLD

ACROBOT TO FOLEY FAMILY WINES

Foley Family Wines has purchased the Acrobot wine brand from King Estate in Eugene. Acrobot is known for producing versatile Pinot Noir, Pinot Gris, Chardonnay and more. Based in California, Foley owns a portfolio of brands, including The Four Grapes in the Dundee Hills AVA.

REDMAN VINEYARD & WINERY TO BERGSTROM

Cathy Redman has sold Redman Vineyard & Winery to Bergstrom Wines in Newberg. Cathy and her late husband, Bill, purchased their 30 acres on Ribbon Ridge in 2004. In a three-year span, the couple established 22.5 acres — 17 acres of Pinot Noir, 2.4 of Chardonnay, 1.5 of Pinot Blanc and 1 of Arneis.

CHEHALEM WINES TO STOLLER FAMILY ESTATE

After 24 years of partnership, Chehaalem Wines co-owner Bill Stoller purchased Harry Peterson-Nedry's share of equity in the brand in 2018. Chehaalem was founded in 1980 by Peterson-Nedry, an early proponent in what would become the Ribbon Ridge AVA. The brand owns three estate vineyards planted in three regions of the Willamette Valley: Peterson-Nedry is now devoting his attention to managing his 48 vineyard acres in Ribbon Ridge, making wine for BIL, a brand he started 16 years ago.

DUCK POND TO GREAT OREGON WINE CO.

Great Oregon Wine Company — owned by the California-based Integrated Beverage Group — has become even greater. In 2018, the company bought Dundee-based Duck Pond Cellars in a deal that includes the winery, tasting room and 300 acres in both the Willamette and Umpqua valleys. Duck Pond, founded in 1991 by Doug and Jo Ann Ervin, specializes in Pinot Noir and Pinot Gris, and enjoys the status of one of Oregon's largest wineries. Great Oregon operates in McMinnville.

DAFFODIL HILL VINEYARD TO R. STUART & CO.

R. Stuart & Co. has acquired its first estate: Daffodil Hill Vineyard. First planted in 1997, Daffodil Hill is located in the Eola-Amity Hills with 21 acres of Pinot Noir. The McMinnville winery has been helping fruit from the site since 2003. In the late summer of 2018, Rob and Maria Stuart announced the purchase from Judy Philipp.

VISTA HILLS VINEYARD TO THE FAMILY COPPOLA

The Family Coppola announced in 2018 the purchase of Vista Hills Vineyard in Dayton, its first Oregon property. In Grapeland, California, the Hollywood family's winemaking from makes wines from the Russian River Valley, Anderson Valley and Santa Rita Hills. The site includes the 42-acre vineyard — planted to Pinot Noir, Chardonnay and Pinot Gris — and the "Treehouse" tasting room. John and Nancy McDaniel, who founded Vista Hills in 1995, will retain the Vista Hills brand, with daughter Cristy McDaniel and her husband, David.

20 2019 OREGON WINE ALMANAC

OWP 2020 MEDIA KIT 9

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.

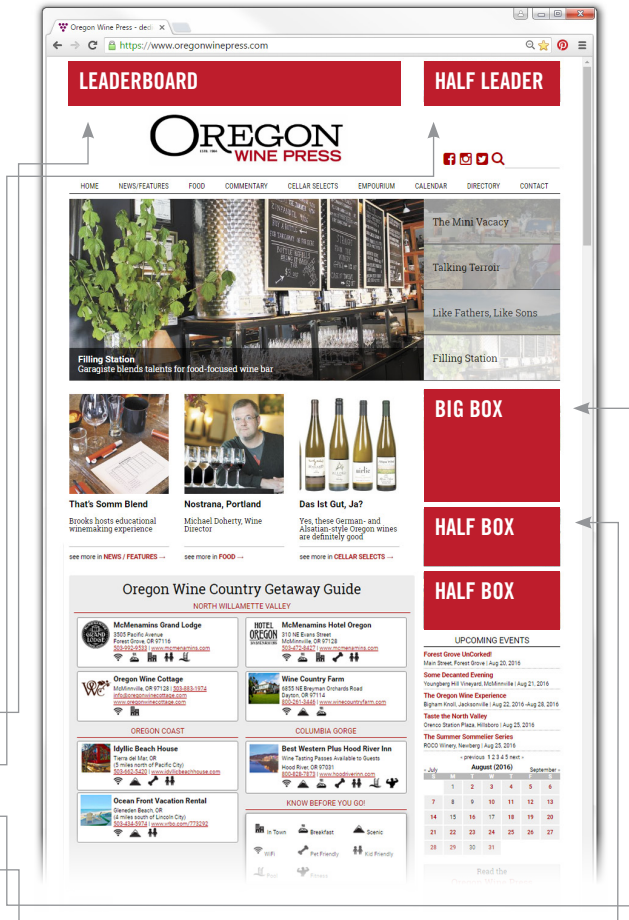
WEB ADVERTISING

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.

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!

KELLY HYDER ■ 503-687-1253

khyder@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
theaustinwinemerchant.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 Connection
North Andover, MA
wineconnection.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

Davidson's 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
lasvegawineco.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
winex.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
woodlandwinemerchant.com

NEW YORK

Astor Wines & Spirits
astorwines.com

Burgundy Wine Company
burgundywinecompany.com

Chambers Street Wines
chambersst wines.com

Crush Wine & Spirits
crushwineco.com

The Le Du's Wines
leduwines.com

Morrell & Company
morrellwine.com

Park Avenue Liquor
parkavelliquor.com

Scotto'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
jacobliquor.com

**Want to be a distributor
of OWP? It's FREE!**

**For details, contact Kelly Hyder
khyder@oregonwinepress.com**

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The background is a clean, solid white color.