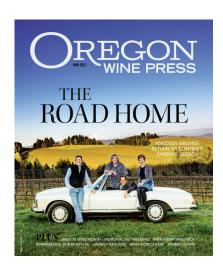






2022 MEDIA KIT













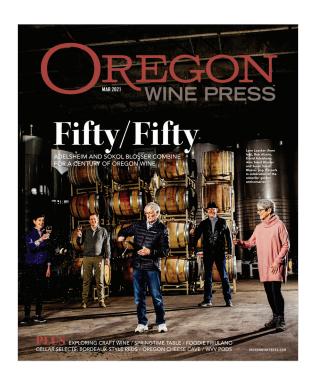


ESTABLISHED 1984

Oregon Wine Press — then named Oregon Wine Press Calendar — was launched in 1984 by Portlandarea 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.

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.





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MAILING ADDRESS

The News-Register

611 N.E. Third St., McMinnville, OR 97128

OWP STAFF OFFICE

Oregon Litho

1315 N.E. Miller St., McMinnville, OR 97128

Please make an appointment before visiting us!

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 Univeristy

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."

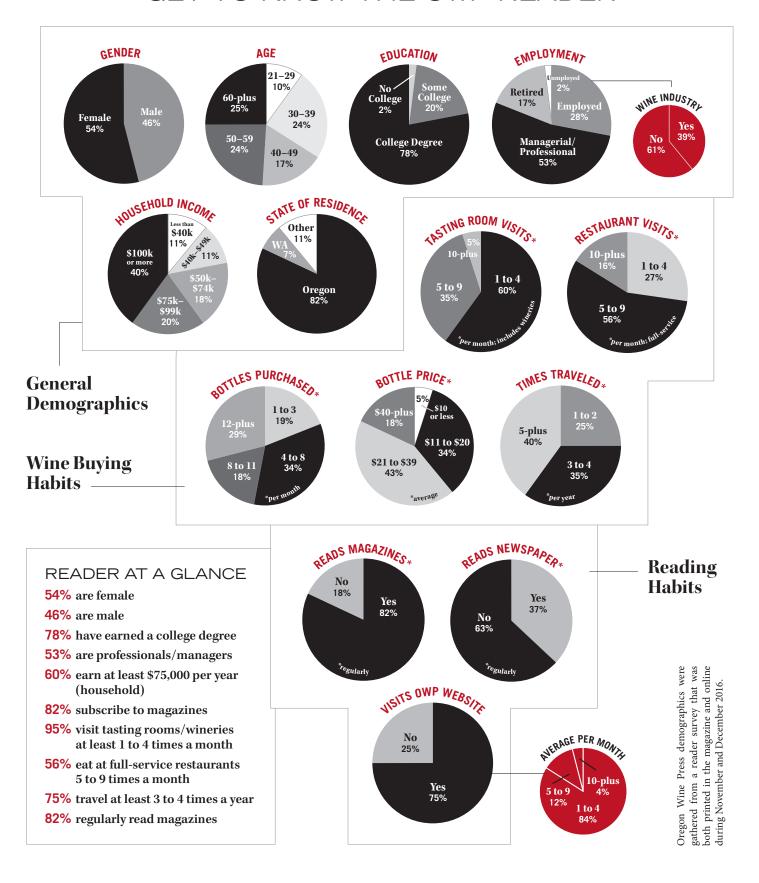
Lisa Gossett, Oregon Vineyard Supply

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

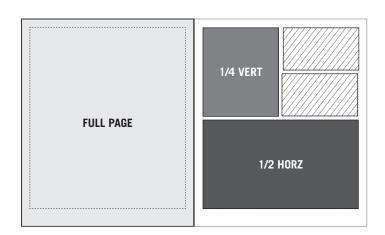
GET TO KNOW THE OWP READER

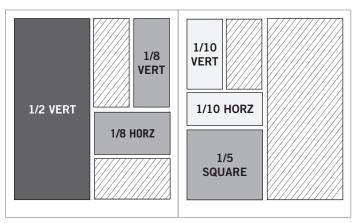


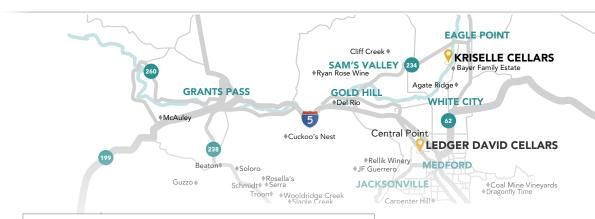
ADVERTISING SPECS

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

- **Nebuchadnezzer 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.

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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.



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



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.



CALENDAR UPGRADE

Boost event attendance with our online calendar upgrades.

Premium

■ Your event appears at the top of the calendar page on **oregonwine**

press.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.





UNCORK YOUR MARKETING POTENTIAL

with these special advertising pages

With *Oregon Wine Press*' unique readership — **consumers and members of the industry** — reach future customers with these two special marketing opportunities.















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Your Business Name Here website.com - 503.687.125 Lorem ipsum dolor sit amet, consectatur adipiscing ellt, sed do eiusmod tempor incididun ur labore et dolore magna aliqua. L

GETAWAY GUIDE

Let our readers know the **best places in Oregon wine country to stay,** relax, and use as home base for their next visit.

- Includes photo, address, phone, website and amenity icons.
- Appears in regular editions (Feb.–Dec.) and online year-round.

CATERING DIRECTORY

NEW in 2022 — Connect your culinary service with wineries, tasting rooms and the general public, telling our readers why you are the go-to caterer to help with their next celebration or event.

- Includes photo, address, phone, website and small description of catering services.
- Appears in regular editions (Feb.–Dec.) and online year-round.



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

Boston Wine Exchange bostonwineexchange.com

University Wine Shop Cambridge, MA *universitywineshop.net*

The Wine Connextion North Andover, MA wineconnextion.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 schaefers.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

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 davidsonsliquors.com

Divino Wine & Spirits

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

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 colonial wineshop.com

LOS ANGELES

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

K&L Wine Merchants

Hollywood, CA

Lincoln Fine Wines Venice, CA

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

Wine Exchange Orange, CA

winex.com
The Wine House

winehouse.com

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 france 44.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

Crush Wine & Spirits

The Le Du's Wines

Morrell & Company

Park Avenue Liquor

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.

Martin Wine Cellar martinwinecellar.com

NEW JERSEY

Amanti Vino Montclair, NJ

winelibrary.com

amantivino.com

Wine Library
Springfield Township, NJ

OKLAHOMA CITY

Broadway Wine Merchants broadwaywinemerchants.com

....

Corkscrew Wine & Cheese corkscrewwineandcheese.com

PHILADELPHIA

Pinot Boutique pinotboutique.com

PHOENIX

Total Wine & More

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.

K&L Wine Merchants

Paul Marcus Wines Oakland, CA

paulmarcuswines.com
PlumpJack Wines
plumpjack.com

SANTA FE

Susan's Fine Wine & Spirits stwineandspirits.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

ST. LOUIS

The Wine Merchant, Ltd.

ТАМРА ВАУ

B21 Fine Wine & Spirits

Total Wine and More

WASHINGTON, D.C.

Calvert Woodley

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 Ossie Bladine obladine@oregonwinepress.com