

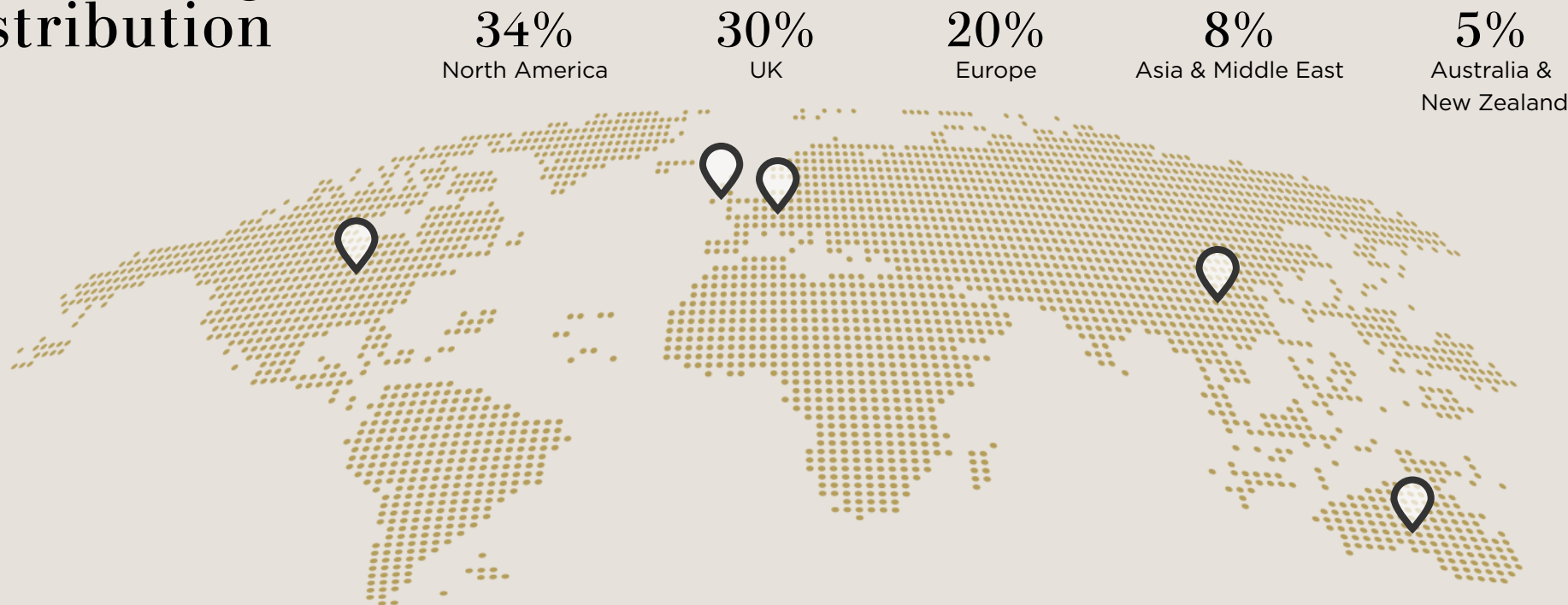
# Decanter

PASSIONATE ABOUT WINE SINCE 1975



Media Pack | 2022/23

# Print & Digital distribution



Decanter is the world’s leading wine media brand with a total monthly organic reach in excess of 2 million via our print, digital and social channels.

Engaging with wine lovers in over 100 countries around the globe, Decanter provides authoritative content, independent advice and inspirational events and competitions.

**2.1m+**  
Total monthly organic reach across all channels

**1.2m**  
Decanter.com monthly global page views

**1.2m+**  
Monthly average page views

**825k+**  
Monthly sessions

**2:52**  
Monthly average dwell time

**US 176k (33%)**  
**UK 128k (24%)**  
Monthly Average Page Views

**43k**  
Global circulation

**131k**  
Decanter readership

**680k+**  
Total social following

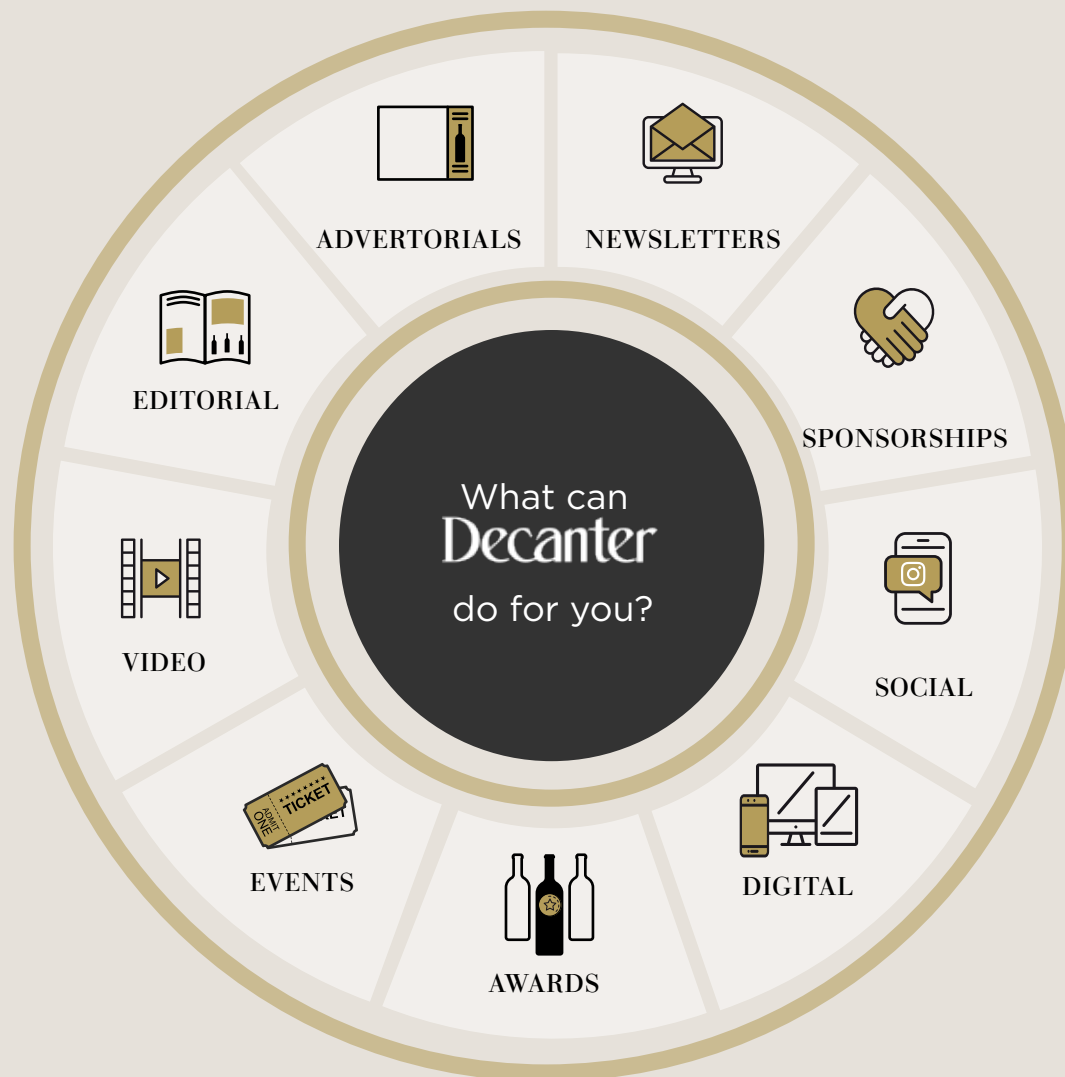
**238.5k+**  
Decanter China monthly page views through website and social media

## Let's make this easy

Decanter reaches a truly engaged and enthused wine-loving audience at each stage of their **purchasing journey**.

We cover the whole media ecosystem through **Digital, Print & Social** in addition to **world-leading global Events and Awards & more**.

Serving UK and global audiences at scale, we have a data-driven, digital-powered, and strong heritage print magazine that connects our audiences at all stages of their wine purchasing journey.



D

# Decanter

PASSIONATE ABOUT WINE SINCE 1975

Decanter magazine is **Europe's best-selling wine magazine**, read in over 100 countries across the world by experts, enthusiasts and collectors alike. Each month, Decanter treats readers to an unrivalled, in-depth guide to the finest wines from the best vineyards across the world.

Decanter is the essential magazine for all the latest industry news and views, detailed vintage and regional guides and dependable bottle recommendations. It also covers the very best in wine holidays and vineyard tours to experience.



37%  
Age 25-44

80%  
Male

20%  
Female

£15  
Average spend on  
'everyday' wine

£45  
Average spend on  
special occasion wine

59%  
try new wines  
based on Decanter  
recommendations

43k

Global print  
circulation

11 years

Mean length of  
readership

3+ hours

Time spent  
reading Decanter  
issues by readers

~100

Countries  
read in

81%

ABC1

30%

Trade readership

24%

Earn more than  
£100k per year

# Decanter.com

Launched in 2000, Decanter.com is the world's leading online source to find the best wines, read the latest wine news, learn about wine tasting and for up-to-date information on fine wine.

Its objective was simple: to create an independent website to provide readers with a fast-moving news agenda that quickly established itself as the must-have source of wine information.



**13%**  
Age 18-24

**25%**  
Age 25-34

**18%**  
Age 35-44

**17%**  
Age 45-54

**15%**  
Age 55-64

**13%**  
65+

**240**  
Countries and  
territories  
reached

**1.2m**  
Global  
page views

**825k**  
Global  
monthly  
sessions

**212k**  
UK monthly  
sessions

**260k**  
US monthly  
sessions

**43k**  
Canada  
monthly  
sessions

**156k**  
Europe  
monthly  
sessions

**56%**  
Male

**44%**  
Female



# Decanter CHINA 醇鉴中国

Decanter China is a bilingual website presented by the international wine authority – Decanter – dedicated to the ever-growing audience of wine lovers in China.

It is the world's leading wine media brand that brings together the latest China-related wine news, wine reviews and includes about 30% special content for the growing East Asia market.

Aside from DecanterChina.com, key readership of Decanter China comes from our three social platforms:



27.6k  
Subscribers



57k  
Subscribers



31k  
Subscribers



20k  
Monthly Users

130k  
Global  
monthly  
users

52%  
Male

48%  
Female

80%  
visit  
through  
organic  
search

239k  
Global  
monthly  
page views

75%  
Age 25-  
44 (mainly  
based on  
WeChat)

# Decanter

## PREMIUM

Decanter Premium launched on Decanter.com at the end of 2017 and was designed to provide fine wine lovers with everything they needed to stay up to date with the ever-evolving and fascinating world of wine.

Since then, Decanter Premium has grown into an online community of fine wine lovers from over 100 countries and gone on to receive a number of prestigious industry awards including Best Online Media Property or Brand: B2B and Best Digital Publishing Innovation at the AOP Digital Publishing Awards.

At the end of 2019, the Decanter Premium app was launched, bringing all things Decanter Premium plus more, straight to your device.

### Decanter Premium offers

- Unlimited access to Decanter.com and Decanter Premium articles
- All wine scores and tasting notes
- Web copy of the magazine via the Decanter Premium app
- Priority booking to all live and virtual Decanter Events and Masterclasses
- Access to My Wines and CellarTracker integration
- Quarterly Collector's Guides



10k+  
Global  
subscribers

61%  
Male

39%  
Female

114  
Different  
countries

# Decanter Events

Bringing together some of the world's most prominent wineries, Decanter's events are renowned for attracting knowledgeable fine wine enthusiasts and professionals.

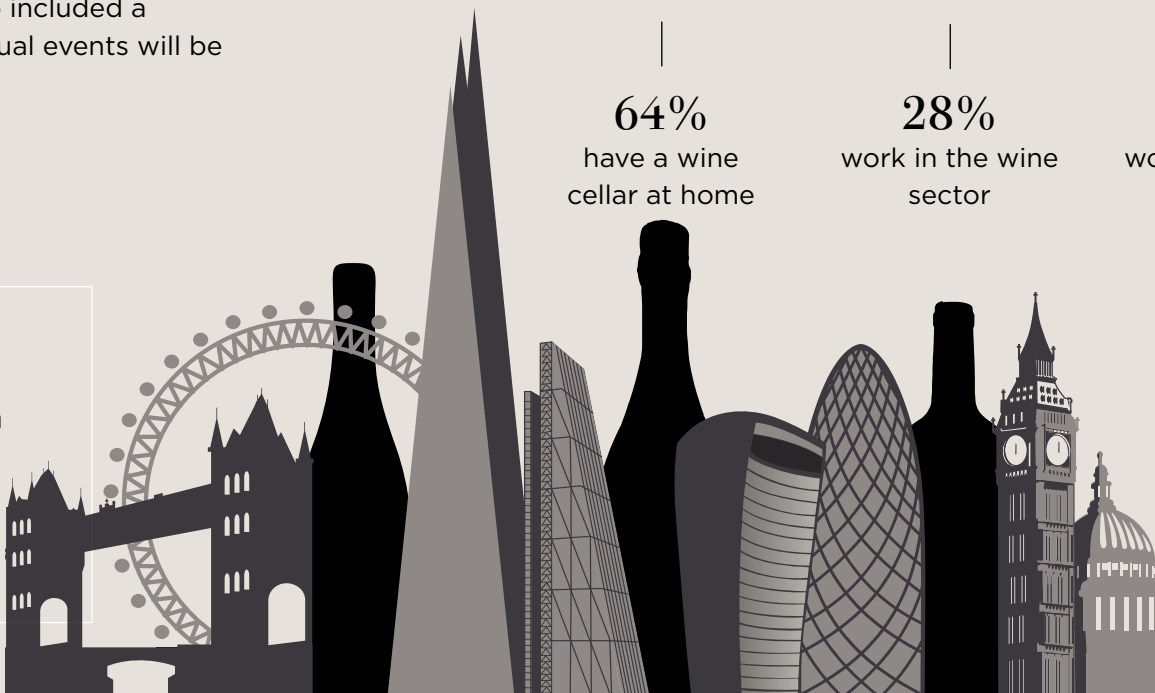
Our flagship event **Decanter Fine Wine Encounter London** returns in 2022 and is one of the most significant events in the international wine calendar. We are also excited to announce the debut of Decanter Fine Wine Encounter NYC, which will see fine wine aficionados taste a wide range of classic and modern wines.

December 2021 saw the launch of Decanter at Home, a virtual series of wine tasting masterclasses which also included a brilliant programme of online videos. More virtual events will be added to the series in 2022.

## Upcoming Events

**Decanter Fine Wine Encounter – London**  
5 November 2022

**Decanter Fine Wine Encounter – NYC**  
June 2023





# Discover the World's Best Wines

Now in its 19th year, the **Decanter World Wine Awards** (DWWA) is the world's largest and most influential wine competition, with unrivalled global reach.

Judged by top wine experts from around the globe, DWWA is trusted internationally for its rigorous judging process and trustworthy results.

— DWWA has an incredibly strong brand positioning and reputation and is revered across the global wine industry.

— Results highlight global benchmarks with wines entered from more than 56 countries.

— Winning a DWWA medal is a trusted mark of approval for consumers and buyers globally and has proven to help producers increase wine sales, improve brand awareness and secure distribution in new markets.

— DWWA has the largest global reach of any wine competition worldwide.

— Wines tasted and judged in 2021:

18,094

wines  
tasted

56

countries  
entered

170

world-renowned  
wine judges

55

Master Sommeliers  
& Masters of Wine

Decanter®  
WORLD WINE AWARDS



# The UK's Best Wine Retailers

From neighbourhood shops to national retailers, in-store and online, the **Decanter Retailer Awards** recognises excellence across a range of categories and specialities in wine retail.

Specifically focused on the UK market, the awards offer wine drinkers an indispensable guide to the best retail experiences across the nation.

- ❑ Judged across three stages by industry experts, entries are examined based on what Decanter readers think is most important when purchasing wines: Quality, Value, Range, Service, Innovation and Performance.
- ❑ Retailers enter from across the UK, including Wales, Northern Ireland, Scotland and 23 counties in England.
- ❑ Categories constantly evolve to fit the current wine industry and consumer trends.
- ❑ Results are published across Decanter's print, digital and social channels, offering maximum coverage for winners, and a guide for readers on where to buy wines in the UK.
- ❑ For two years running, all proceeds from the Decanter Retailer Awards have been donated to UK drinks industry charities.



Diogenes the Dog, winner of Best Newcomer at the Decanter Retailer Awards 2020



# Decanter Wine Club

Here at Decanter, we have globally renowned experts tasting the world's finest wines. But these wines can sometimes be difficult or impossible for readers to track down. So we're doing something about that.

Launching in February 2022, at first for our US readers, is the Decanter Wine Club. We'll be bringing exclusive Decanter-awarded wines to subscribers' doors each quarter, complete with insights and tasting tips from our experts.

We're working with highly respected expert retailer **Wine Access** to offer a selection of highly sought-after and hard-to-source wines, suitable for all occasions.

Each shipment is carefully curated from Decanter's most recent tasting panels and awards, featuring only the best, top-scoring wines.

Decanter Premium members are given exclusive early access to these wines, with Wine Access experts sourcing bottles of no less than 90 Decanter points, ahead of the scores being published.





# Decanter Wine Experiences

Journey into the world's best wine regions with Decanter's regional specialists and contributing editors.

The Decanter Wine Experiences are carefully curated to offer attendees exclusive visits to the most iconic wineries and vineyards, allowing them to taste unforgettable vintages and explore regional restaurants, while learning from the industry's experts.

These are expertly curated trips into the world's best wine regions led by Decanter's experts. Each trip provides unrivalled, closed-door access to prestigious domaines and their winemakers.

June 2022 will see the first trip take place in the Rhône Valley with Decanter's contributing editor and Rhône expert, Matt Walls.



## Decanter Bookazines

Decanter bookazines are premium products, offering the great content of the magazine in specific, targeted titles that expand the reach of the brand. At 132 pages, priced from £9.99, these can be bought as a gift, or as an impulse purchase by people who may not regularly read the magazine. With high production values and an extended on-sale period of 12 weeks, they offer a new format to appeal to audiences, from a trusted, respected brand.



**Circulation**  
of 6,000 - 10,000

**Distributed**  
in the UK, US and  
Australia

**To date**  
five titles published,  
and three new titles  
planned in 2022.



# Decanter<sup>®</sup>

OUR AUDIENCE



## Unique, affluent audience with discerning taste

Decanter readers are high net worth individuals who are passionate about wine and spirits. They seek the finer things in life, from watches and cars to travel and fine dining. They also consist of the most prominent wine producers and traders across the world that are very active in the wine market.

59%

try new wines  
based on Decanter  
recommendations

87%

spend up to £30  
on everyday wine

64%

spend 1-3  
hours reading  
Decanter issues

55%

have read for  
more than 5 yrs

42%

spend between  
£50-200+ on a bottle  
of fine wine

20%

of Decanter readers  
have more than 1,000  
bottles stored at home




# Decanter<sup>®</sup>

EDITORIAL CALENDAR



ISSUE	ON SALE DATE	AD COPY DEADLINE
OCTOBER	1st September 2022	12th August 2022
NOVEMBER	5th October 2022	9th September 2022
DECEMBER	2nd November 2022	7th October 2022
JANUARY	4th January 2023	2nd December 2022
FEBRUARY	1st February 2023	9th January 2023
MARCH	1st March 2023	6th February 2023
APRIL	5th April 2023	13th March 2023
MAY	3rd May 2023	4th April 2023
JUNE	7th June 2023	11th May 2023
JULY	5th July 2023	9th June 2023
AUGUST	2nd August 2023	7th July 2023
SEPTEMBER	6th September 2023	10th August 2023





ISSUE	ADDITIONAL INFO	PANEL TASTINGS	MAIN FEATURES	TASTINGS FEATURES AND EXPERT'S CHOICE	SPIRITS FEATURES
<b>JANUARY 2023</b>	Italy supplement	Douro reds Roussillon whites	Burgundy 2021 vintage report; anniversary wines	Wines of the Year Israel (EC)	Young Distillers
<b>FEBRUARY 2023</b>	Serbia bound-in guide	Priorat Albariño beyond Spain	Spain special Northern Rhône 2021 Vintage report	Rioja Gran Reserva Canaries (EC)	Whisky
<b>MARCH 2023</b>	Rioja supplement	South African Chenin Blanc Bordeaux crus bourgeois	Southern Rhône 2021 vintage report	South American Syrah English still wines (EC)	Caribbean rum styles
<b>APRIL 2023</b>		Chianti Classico Nebbiolo beyond Italy	Italy special (Vinitaly)	Italian whites Bardolino (EC)	Tequila
<b>MAY 2023</b>		Australian Shiraz Chilean Sauvignon Blanc		Austria white tbc (EC)	Gin
<b>JUNE 2023</b>	Bordeaux supplement	Northern Rhône whites Mencia	Bordeaux 2022 analysis	French rosé beyond Provence; koshu (EC)	Summer cocktails





ISSUE	ADDITIONAL INFO	PANEL TASTINGS	MAIN FEATURES	TASTINGS FEATURES AND EXPERT'S CHOICE	SPIRITS FEATURES
JULY 2023		Sancerre and Pouilly Fumé Prosecco Superiore	Bordeaux 2022 highlights (tasting notes)	Central & Eastern Europe; Terra Alta (EC)	Lighter drinking: white spirits & low-abv
AUGUST 2023		German dry Riesling NZ reds excl. Pinot Noir		Valpolicella (EC)	Rum
SEPTEMBER 2023	DWWA supplement	Cabernet Franc from Americas (incl. Canada) California Chardonnay	Americas special	High-altitude Malbec; Uruguay (EC)	Luxury Vodka
OCTOBER 2023	Spain supplement	Burgundy white tbc & Barbera d'Alba and d'Asti		Amphora whites; US sparkling (EC)	Classic dark cocktails
NOVEMBER 2023	Italy supplement	Washington GSM & Galician whites beyond Albariño	Languedoc	Moulis & Listrac (EC)	Cognac
DECEMBER 2023	Wallplanner	Grower Champagne NV & New World premium Pinot Noir		Côtes du Rhône named villages; South African Cinsault (EC)	Whisky

# Decanter<sup>®</sup>

TASTING OPPORTUNITIES



# Panel Tastings

Decanter publishes an average of two panel tastings per issue focusing on a different region or category. The tasting results are also featured on Decanter Premium via Decanter.com.

We call in samples by liaising with producers or the governing trade body of that region who will contact you, either directly or by featuring the request on their website/newsletter.

We also contact UK importers and retailers to ensure they are aware of the tasting, who can then inform their producers/ agencies accordingly.



# Expert's Choice

The wines are usually selected at a UK trade tasting attended by the writer in question, sometimes supplemented by wines that the writer has tasted elsewhere.

Occasionally the wines are chosen during a visit to the wine region in question or at a tasting organised by Decanter.



## Weekday Wines

This section of the magazine highlights 25 exciting and accessible wines available in UK retail, priced at £20 or less.



## Weekend Wines

As a companion selection to our 25 wines under £20, the Decanter team each month selects seven standout bottles all available between £20 and £50.



These wines are chosen by the Decanter in-house editorial team, who have tasted them at trade and press tastings.

If you have a new wine on the UK market, and would like us to consider it for inclusion in Weekday / Weekend Wines, please email the relevant regional editor (see Editorial Contacts), with UK price and stockist details. We will request a sample at our discretion.



# Recommendations within features

The vast majority of features in Decanter are written by freelance journalists.

Some of the writers are based in or near the region being covered; others visit the region regularly and have a good knowledge of its wines and a network of contacts there.

It is a good idea to establish a relationship with the key correspondents on your wine region, as the choice of wines recommended within any feature is entirely down to the writer themselves.

You could send them information about your winery, samples of new releases, or simply keep them up-to-date with your news.

We do not give out writers' contact details, but will forward on an email of introduction if you contact the editorial team.





# Wine recommendations on Decanter.com and Decanter Premium

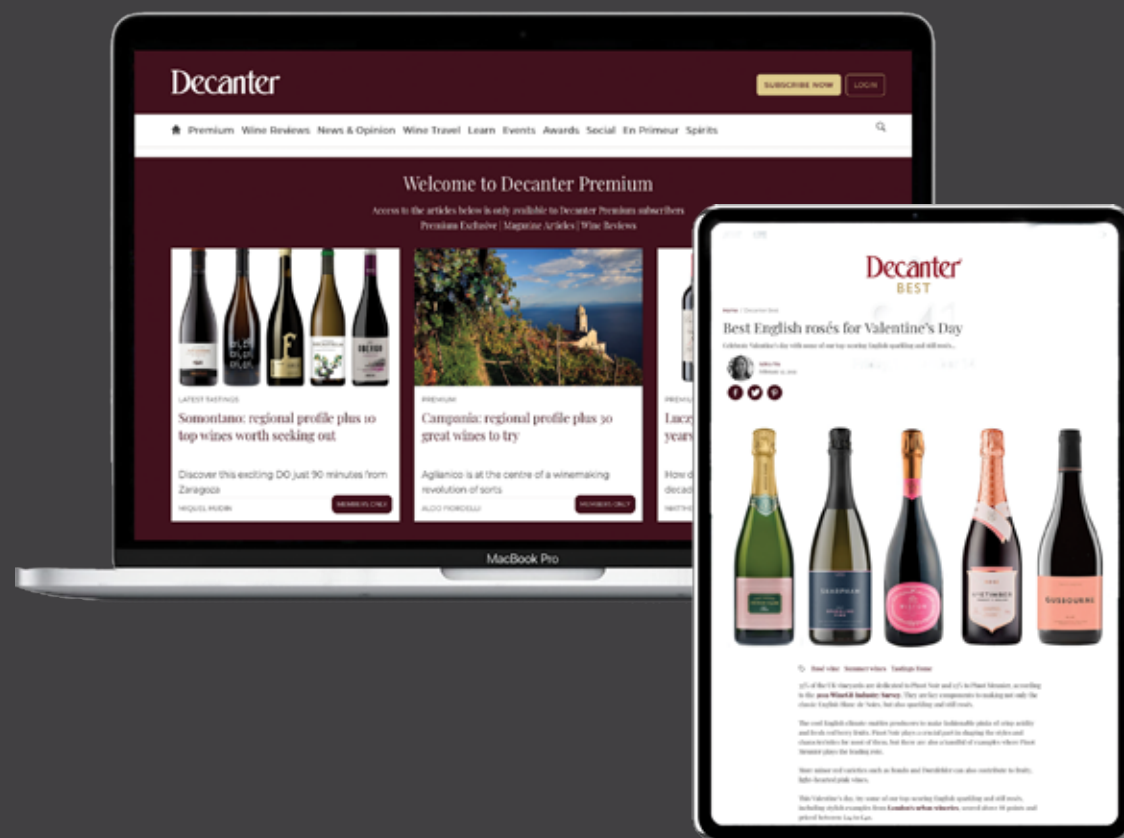
Wines recommended on decanter.com cover all price points, with Decanter's team picking some of the very best wines from global retailers.

Wines reviewed under the Decanter Best category are a round-up of the best everyday wines our experts have tasted recently.

Decanter Premium is an online subscription platform and app, with over 1,000 wine reviews being published each month for Premium subscribers.

This includes all wines featured in the magazine and the panel tastings in full, in addition to exclusive content and large vintage overviews.

Decanter Premium is also compatible with cellartracker.com.



# Results Promotion

## Bottle stickers

Promote your Decanter-endorsed wines and give consumers confidence when choosing which wines to buy with Decanter bottle stickers.

Purchase Panel Tasting, Decanter Recommends and Decanter World Wine Awards bottle stickers at [shop.decanterawards.com](http://shop.decanterawards.com)



# Editorial Contacts

**Editor-in-Chief:** Chris Maillard

**Magazine Editor:** Amy Wislocki

**Editor, Decanter Premium & Regional Editor  
(Bordeaux & Burgundy):** Georgie Hindle

**Editor, Decanter.com:** Lisa Riley

**Editor, Decanter China & Regional Editor (Asia,  
Northern & Eastern Europe):** Sylvia Wu

**Content Manager & Regional Editor (US, Canada,  
Australia, NZ, South Africa):** Tina Gellie

**Regional Editor (Spain, Portugal, South America):**  
Julie Sheppard

**Regional Editor (Italy):** James Button

**Regional Editor (Rest of France):** Natalie Earl

To submit wines for Panel Tastings, please contact  
[decanter\\_tastings@decanter.com](mailto:decanter_tastings@decanter.com) for details,  
deadlines, rules of entry and shipping information.

For Decanter Awards: [awards@decanter.com](mailto:awards@decanter.com)

Email format: [firstname.lastname@decanter.com](mailto:firstname.lastname@decanter.com)



# Decanter<sup>®</sup>

OPPORTUNITIES



## Print

For over 40 years we have featured some of the world's greatest wine brands and regions – we can create cover wraps and display ads bespoke to your campaign.

You can also choose from multi-page advertisement features, creative options, and supplements produced in collaboration with our editorial team.





# Advertorials

**We create advertorials that reflect the visual and written style of our brands.**

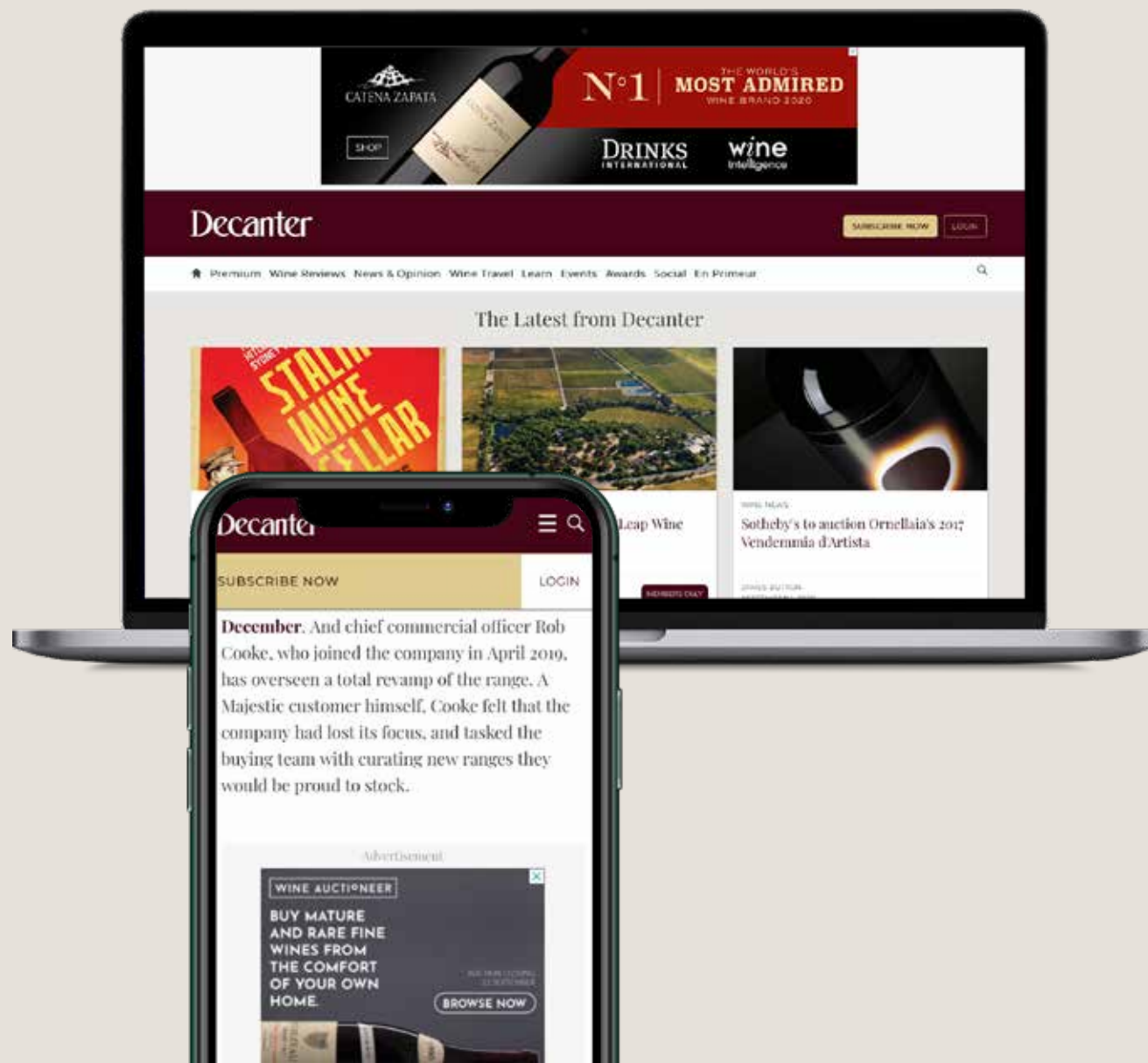
They're a collaboration between you and the Decanter editorial team – bringing our audience and your messages closer together. And they can include key product information, links to purchase and more.

Decanter magazine, Decanter.com and DecanterChina.com are the perfect channels to promote your region, company or new range of wines.



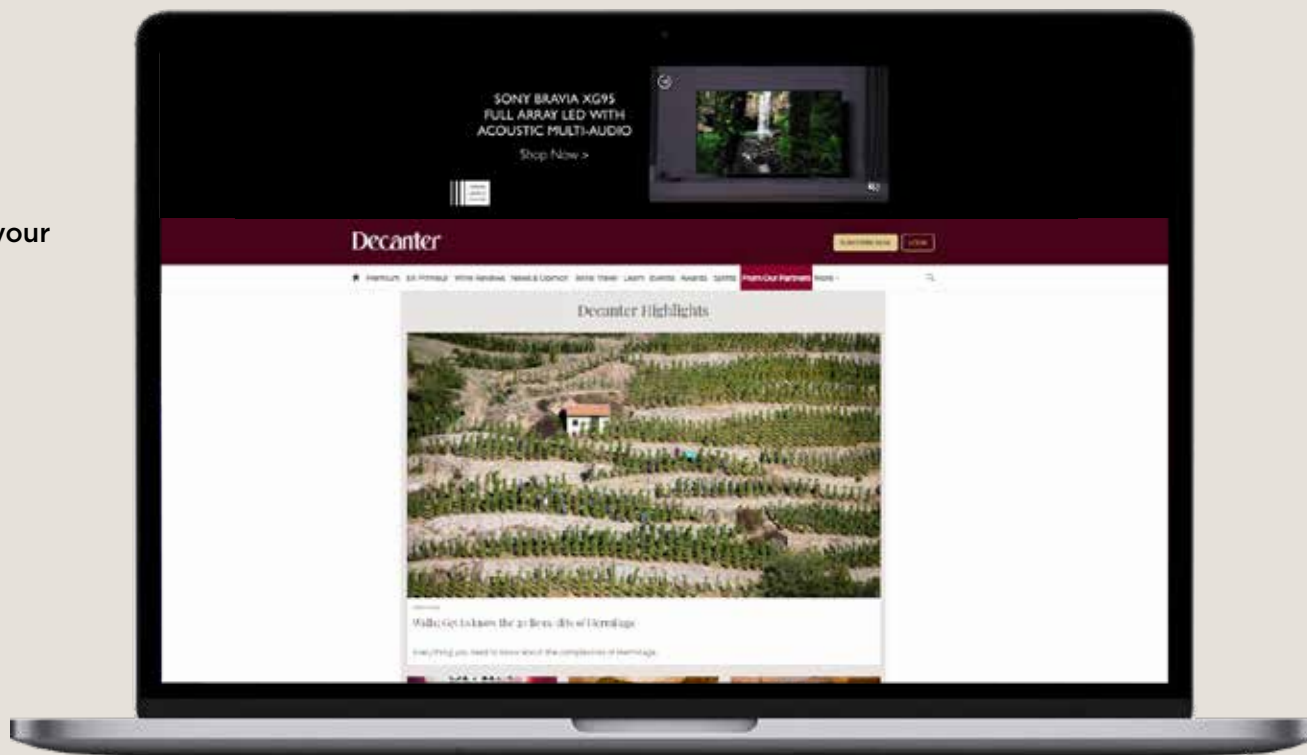
# Digital

Help bring your brand to life by creating maximum impact and brand awareness through our original, well designed and engineered digital experience.



# Big Top

Dominate your brand's impact across every screen. Maximises screen real estate by placing a powerful advertising canvas directly within the line of sight of your audience. Can be served with or without video.



# Social Campaigns

Wine is full of great stories, whether in the bottle or in the vineyard. These stories should be the starting point for successful social marketing. Very much like wine, there's no one set rule.

Our social media is driven by verification. We can get your story verified by Decanter, and not will it only give it more of an audience, but an audience that trusts the message, because they trust Decanter.



140k  
Followers



140k  
Followers



2.5k  
Subscribers



62k  
Followers



241k  
Followers



26k  
Followers



54k  
Subscribers



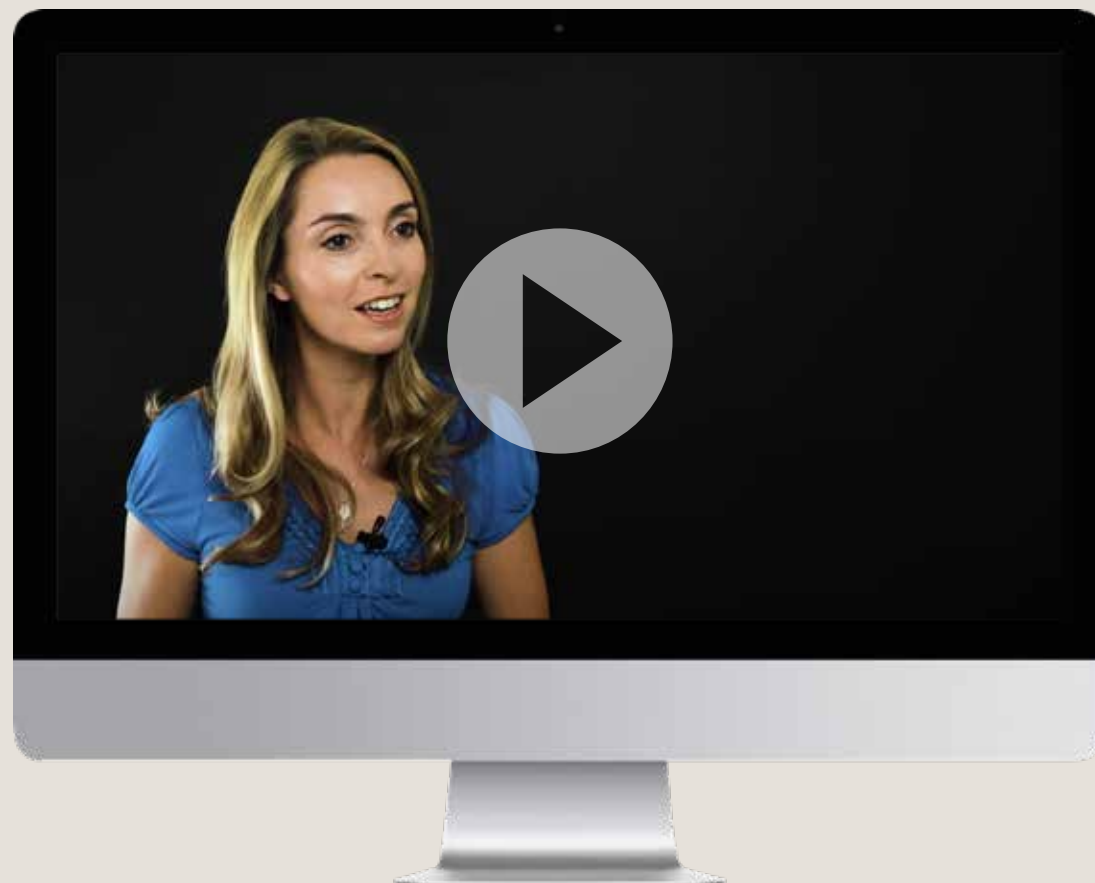
27k  
Subscribers



# Video

**We offer a number of solutions for video including creation and sponsorship opportunities. Our team can help you develop your video strategy and help maximise new or existing video content.**

As part of our video offering, we also distribute to a huge audience on our sites and through social, giving you the overall package from creation to distribution to sales.



# Newsletters

Connecting known interested readers with their passion. Make use of our high-quality e-newsletters that showcase our expert editorial content, highlighting the best articles, inspiration and tasting notes.

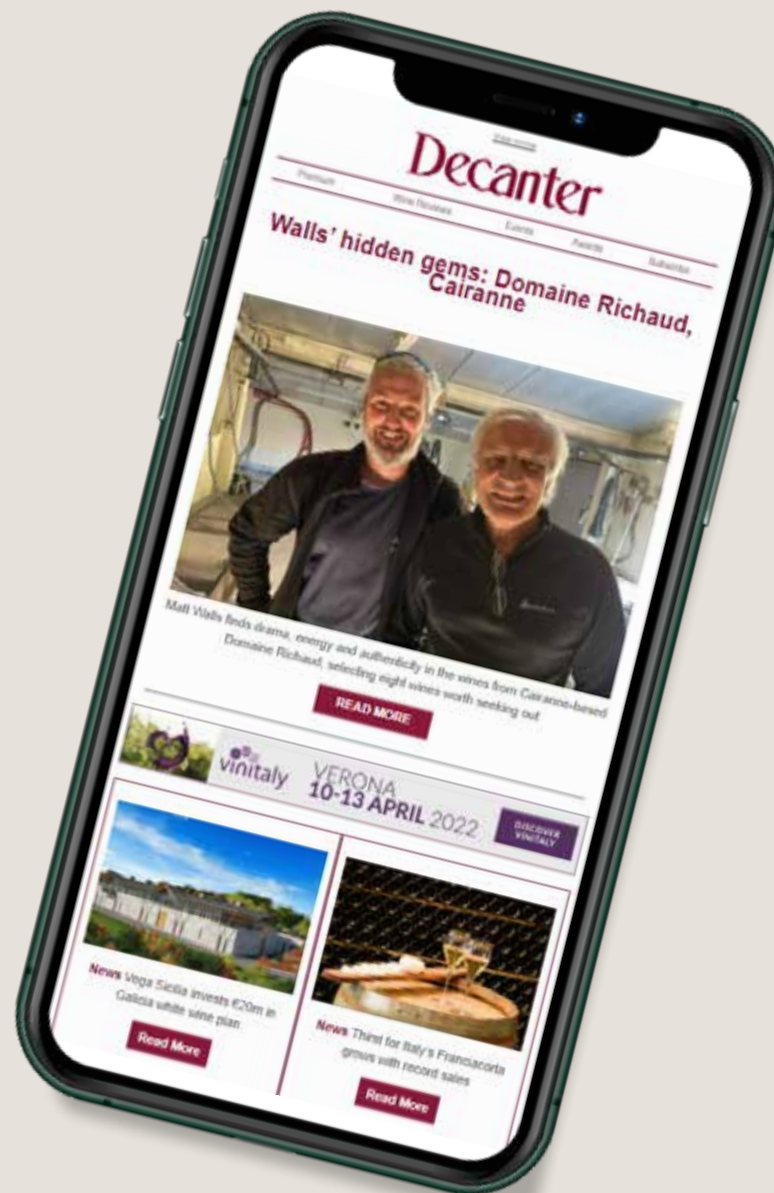
Sponsored content is positioned prominently within the email with brands able to book an MPU slot alongside editorial content.

Our emails include trusted, informed content sent straight to our audiences' inboxes.

## Newsletter types:

- ☐ Decanter Daily newsletter (Monday - Friday)
- ☐ Decanter Weekend newsletter (Saturday)

Newsletter weekly sponsorship:	£1,000
Newsletter monthly sponsorship:	£3,500
Solus newsletter:	£4,500



# Decanter<sup>®</sup>

DISTILLED BY DECANTER



# Distilled by Decanter

Distilled is Decanter's dedicated spirits editorial section in print and online. Articles cover the latest trends in spirits and cocktails including collectables, spirit making and distillation, mixology, tastings and travel.

There are expert weekly recommendations of best products to buy across all categories – from gin and vodka to whisky, rum, tequila and alcohol-free spirits..

Edited by Julie Sheppard, contributors include some of the category's leading writers including Richard Woodard, Chris Losh, Laura Foster, Peter Ranscombe, Millie Milliken, Alicia Miller and more.

# Distilled

Your guide to the latest trends in spirits and cocktails

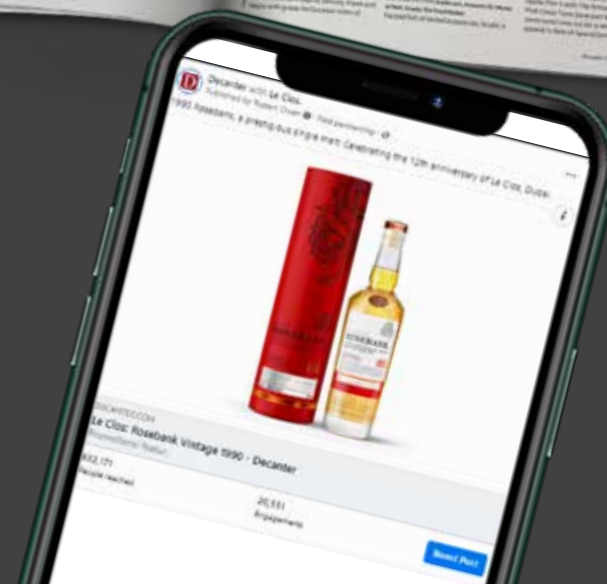




# Spirits Opportunities

SPIRITS ADVERTISING OPPORTUNITIES	
OBC	£4,200
IFC	£3,770
IBC	£3,250
DPS Display	£5,000
DPS Advertorial	£6,000
Full Page Advertorial	£3,120
Full Page Display	£2,600
Half Page Display	£1,200

DIGITAL OPPORTUNITIES	
Advertorial Package	
Content written by Decanter contributor	
Post featuring in one of Decanter's content feeds	
Post on Decanter's Twitter and Facebook accounts (additional £1K for Instagram)	
Paid-for boost on Facebook guaranteeing a post reach of 50,000+	
Dedicated e-newsletter post	
<b>Total</b>	<b>£2,500</b>



# Decanter<sup>®</sup>

## RATE CARDS



# Display Print Advertising

PRINT SPEC DIMENSIONS (WXH)	TRIM	BLEED	TYPE AREA
DOUBLE PAGE SPREAD	420mm x 290mm	426mm x 296mm	396mm x 273mm
FULL PAGE	210mm x 290mm	216mm x 296mm	186mm x 273mm
HALF PAGE VERTICAL	90mm x 273mm	/	/
HALF PAGE HORIZONTAL	186mm x 132mm	/	/
QUARTER PAGE	90mm x 132mm	/	/

DISPLAY RATE	
OUTSIDE BACK COVER	£7,130
INSIDE FRONT COVER	£6,335
INSIDE BACK COVER	£5,315
DOUBLE PAGE SPREAD	£7,775
FULL PAGE SPECIAL	£4,410
FULL PAGE	£3,940
HALF PAGE SPECIAL	£2,365
HALF PAGE	£2,175
QUARTER PAGE	£1,235

# Digital Rate Card

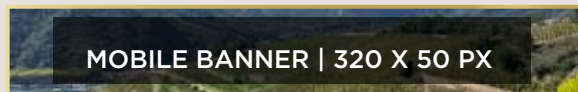
DESKTOP	
BIG TOP (HORIZON)	£50 cpm
BILLBOARD (970 X 250 PIXELS)	£40 cpm
DOUBLE MPU (300 X 600 PIXELS)	£30 cpm
SINGLE MPU (300 X 250 PIXELS)	£20 cpm
MOBILE	
MOBILE INTERSCROLLER	£40 cpm
MOBILE MPU (300 X 250 PIXELS)	£15 cpm
MOBILE BANNER (320 X 50 PIXELS)	£12 cpm
NEWSLETTERS	
BANNER (970 X 250PX) MAXIMUM FILE WEIGHT(S): 50kb Accepted file formats: Jpeg, Gif, Rich Media (via 3rd Party Tags).	£500/week
	£1,800 month

\*All prices the same for decanter.com and decanterchina.com





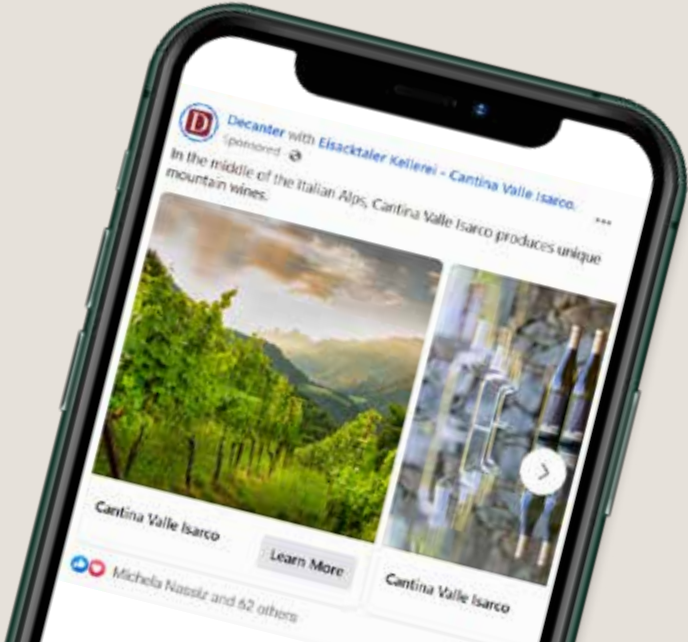
## Standard formats





# Advertorials & Social Media Campaigns

ADVERTORIALS & SOCIAL MEDIA CAMPAIGNS	
Sponsored Facebook post	£2,500
Sponsored Facebook and Instagram posts	£3,500
Digital advertorial with Facebook	£4,500
Digital advertorial with Facebook & Instagram	£5,250
Full page print advertorial + digital with FB	£7,500
Double page spread print advertorial + digital with FB	£12,000



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