

Media-Documentation 2021

International issues



«VINUM is not only a special magazine, but a whole universe.»

Roland Köhler publisher VINUM

Our Profile

Our Creed

VINUM stands for after-work relaxation, recreation, finding a slower pace, enjoying cherished topics and exploring new things. Information meets pleasure; entertainment meets utility.

Brief Characteristic

VINUM has been published since 1980 and enjoys a high level of acceptance among a large wine-interested audience, as well as among the producers, in trade and in high-class gastronomy. VINUM – that's sophisticated enjoyment. Stories about wine abound; readers are immersed in the cultural treasure the winegrowing regions of Switzerland, Germany, Austria, Italy, France and the world provide. Extensive tastings with recommendations provide readers with a secure basis for orientation and the purchase of wine. Travel and culture reports are an invitation to linger. Upscale tableware and stylish accessories round-off the wide spectrum of topics.

Readership

People who read VINUM are characterized above-average net incomes and lead exclusive lifestyles a high affinity for the enjoyment of life. Readers of VINUM have above-average net incomes and lead exclusive lifestyles. They inform themselves about good wines and an upscale lifestyle with VINUM (AWA).

Europe's Wine Magazine

With three country-specific print editions – for Germany/Austria, the German-speaking Switzerland and the issue Suisse Romande/France – as well as the international web platform, VINUM is one of the most important wine magazines of Europe. The VINUM authors in Europe's major winegrowing regions (France, Italy, Germany, Switzerland and Austria) ensure a high information value and an authentic coverage of the respective «terroir». Each county edition (Germany, German-speaking Switzerland and French-speaking Switzerland) has a distinct editorial local colour, whereas the same international magazine in each edition forms the binding element of the different country editions. Thus the mentality and market differences are taken into account.

The magazines

The VINUM magazine, founded in 1980, is not only the origin, but also today as always the heart of the VINUM world. With winemaking legends, interviews, thematic professional panels, reports, dossiers, culinary and foodpairing, winetour stories, infographics, provocative commentaries and, of course, the wineguides, the VINUM team feels the pulse of the wine world month after month.



2860
printed pages*
25 publications
3 country editions

*Basis: Year 2019.

Special publications

1496
additional content pages*
29 Language or national editions

Bordeaux, Champagne, Tuscany and many other specials regularly enhance the magazine as exclusive supplements. The highly regarded drinking ripe table as well as customer magazines (Wein Heimat) written by VINUM authors also guarantee many additional benefits and journalistic quality for the reader. And this not only on paper, but also as e-paper.



*Average of the last 12 months over all country expenditure.

Club Les Domaines

6
exclusive
surprise packages



«Make VINUM drinkable», that is the idea of our Club Les Domaines. Six times a year, members receive a surprise package of three top wines selected by the VINUM editorial team. At the same time, the selected wineries are also presented in the magazine.
www.clublesdomaines.com



Events

34
events
10 093 guests
10 378 wine bottles

For VINUM, bringing wine to life means first and foremost bringing winegrowers together with VINUM readers. Wine festivals, public tastings, seminars, Wine & Dines, reader panels, reader trips, customer events or trade fair appearances offer excellent opportunities for this.

(Source event year 2019)



Wineguides

6890
tasted wines/year*
3620 published wine recommendations

in each issue, the VINUM-Wineguide contains hundreds of new wines discovered, tasted and selected. Only the best make it into the magazine. Everything else can be found on the webpage.

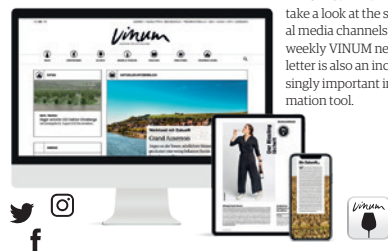
*Basis: Total of all transnational tastings, only magazine, special publications and dossiers.

The world of Vinum

www.vinum.eu

VINUM has been dedicated to wine for 40 years. The winemakers who make it, the terroir that shapes it and the anecdotes and myths that surround it. The credo, as we do, has remained the same since 1980. We do not want to lecture, not instruct, not prescribe, but rather communicate, sensitise and share our enthusiasm for the elixir of wine with VINUM readers. What happened 40 years ago with the first VINUM print edition began, has grown into a diverse cosmos. Welcome to the VINUM world!

VINUM Digital



If you want to know what's happening in the VINUM community, take a look at the social media channels*. The weekly VINUM newsletter is also an increasingly important information tool.

1100
daily webpage visitors (unique visitors)
53 600 Community members*
54 875 Tasting notes online

The website www.vinum.eu is the centre of the extremely diverse VINUM world, accessible 24 hours a day. With a news blog, comprehensive wine knowledge, videos, world of advantages, picture galleries, event calendar and unlimited access for all subscribers to the current issue content, but also to the entire VINUM archive. Optimised for desktop, tablet and smartphone!

*Facebook, Instagram, Twitter, newsletter subscribers.

Awards

7965
total wines submitted
352 jury members
9 awards

From thousands of wines submitted the best are awarded: for the benefit of the readers!



**Active consumers. Brand-conscious.
Money to spend. Career-oriented.
Cosmopolitan. Quality-conscious.
Culture vultures. Connoisseurs
through and through...**

The *Vinum* readership



- VINUM readers are high earners and have above-average purchasing power thanks to a gross average salary of 75 000 euro.
- 80% of VINUM readers fall in the top consumption age group between 38 and 65.
- Around 80% of VINUM readers have a high level of education and are career-oriented.
- 68% of VINUM readers are gourmets – not just in terms of food and drink, but also when it comes to other elements of everyday life.
- VINUM readers estimate that they read an average of just under 80% of the magazine contents.
- With around 45 minutes of reading time per issue, VINUM is read in depth and with interest. There is no leafing through the pages, no cursory glance.

(Source: MA Leader, MACH, AWA complete study available at www.vinum.eu)

**VINUM readers enjoy life,
are distinguished connoisseurs and
therefore represent a welcome
target audience.**

VINUM readers are

- Twice as interested in economic issues (affinity value 214) and stock exchanges / investments / financial markets (affinity value 218)
- Real gourmets (affinity value 195), whether at home or more likely in restaurants
- Interested in culture, prefer literary works and enjoy classical concerts (jazz, classical)
- Of above-average education, with more than 50% holding a university degree

(Source: MA Leader, MACH, complete study available at www.vinum.eu)





Every year, the VINUM team samples up to 10 000 wines together with renowned wine experts from all over Europe. Thanks to this painstaking groundwork, VINUM is able to present high-quality discoveries in every price category in each edition.

Rudolf Knoll VINUM Editor



The VINUM travel articles not only take readers to selected winemakers, restaurants and hotels in Tuscany, Burgundy or Piedmont. We also reveal interesting routes through lesser known, yet idyllic wine regions, such as Extremadura in Spain, the Adriatic Coast in Croatia, inland Majorca or around Lake Constance.

Eva Maria Düllingen VINUM Editor



Publication Dates and Key Topics 2021

Issue VINUM Germany and issue VINUM Switzerland (German)

Fixed headings: STATEMENT: Our opinion. Point. I INFOGRAPHICS: The most important explained in numbers. CULINARY & FOODPAIRING: Regional wines in combination with regional specialities. WEINGUIDES: EDITORS CHOICE: Editors Choice: Wines discovered by the editors-in-chief. Wines of the month. CLUB LES DOMAINES: Somewhat undiscovered, but great wineries and their wines.

| Issue | Publication Date | Advertising Deadline | Issue Switzerland | Issue Germany/Austria | International | Wineguides | Extras |
|-----------------------------|------------------|----------------------|---|---|--|--|---|
| 1/2 January/ February | 25.01.2021 | 16.12.2020 | Lavaux vineyard culture | The high-flyers – grew up in a short time | Why Tempranillo and Touriga Nacional conquer the world I Uwe Bende – about evil wine forgers I Monferrato, the forgotten Piedmont | Vouvray and Montlouis I Pinot Noir Germany I Market: Malbec New World | Unique Wineries Germany |
| 3 March | 22.02.2021 | 19.01.2021 | Müller-Thurgau from German-speaking Switzerland | The 50 most important wine personalities in Germany | The best PIWI winegrowers in DACH-Land I This and beyond the Lot: Cahors and other pearls in the southwest I Wine Weekend: Churfranken | Top blancos from Sicily for little money I Market: Montsant and Tarragona | Unique Wineries Italy |
| 4 April | 22.03.2021 | 19.02.2021 | Geneva's wine miracle: specialities from the Geneva wine region | Mini is Maxi! Germany's smallest wineries I State and city as wine-makers | DOSSIER: Volcanic wines with professional panel: White crus from the volcano; winemaker portraits I Sir John Hegarty, advertising icon and Minervois winemaker | Madiran I Market: Soave | DOSSIER: Olive oil |
| 5 May | 26.04.2021 | 19.03.2021 | Savagnin blanc – the new top variety in French-speaking Switzerland | The Moselle and its new Riesling stars | Montepulciano, the sleeping giant I Rosé Worldwide I Wine Weekend: Lake Constance region | Alsace: The best of the Crémant wave I White Burgundy varieties after five years I Market: Light summer wines | Unique Wineries Switzerland EXTRA Geneva |
| 6 June | 25.05.2021 | 20.04.2021 | Successful wines like Aigle les Murailles or Syrah Cayas under the magnifying glass. | Dense planting in the vineyard | DOSSIER Austria, with professional panel I Mario Andretti; Formula 1 world champion and wine-maker | Barolo 2017 and Barbaresco 2018 I Chasselas from the French-speaking part of Switzerland I Market: Sancerre and Pouilly Fumé | Unique Wineries Austria EXTRA World of Bordeaux |
| 7/8 July/ August | 28.06.2021 | 25.05.2021 | Swiss Wine List Award: The best wine lists in Switzerland | German Wine List Award: The best wine list in Germany I Competition of the best amateur winemakers in Germany | Malvasia around the Mediterranean I When the dog makes the wine: winemakers and their faithful companions I Wine Weekend: Bolzano | Dry white wines from Sauternes and Médoc I Ouzo, Pastis & Co I Market: Vinho Verde | Swiss organic wine prize |
| 9 September | 23.08.2021 | 20.07.2021 | Chardonnay and Pinot from the Three-Lakes Region I GPVS – The nominated final wines and medal winners | Riesling Champion 2021 - the winners, with wine guide | DOSSIER: The misunderstood Rhône I Mario Moretti Polegato, Geox-boss and winemaker | Rhône I Riesling Germany I Market: Vinos de Pago | |
| 10 October | 27.09.2021 | 24.08.2021 | Will the Ticino remain Merlot land? Portraits of innovative winegrowers | Top Ten German Natural Wine Winemakers I VINUM Wine Guide Germany: Nominated Wine Guides | Professional panel: Pinot Noir top from DACH country I Tenerife - the new wine wonder island I Wine Weekend: Dijon | Sangiovese from Emilia Romagna I German theme follows I Market: Hungary, Slovenia and Croatia | |
| 11 November | 25.10.2021 | 21.09.2021 | Grand Prix du Vin Suisse: The winners! | German Red Wine Award – The winners, with wine guide | Professional panel: Chile meets Argentina – red Topcrus I Jura Château Chalon & Co: Really «natural» I Maynard Keaynes, metal band «Tool» and wine fans | Noble and sweet: Banyuls, Maury and Rivesaltes I German Red Wine Award - The Winners I Market: Franciacorta and Trentodoc | DOSSIER: Aceto Balsamico EXTRA Top of Toscana |
| 12 December | 29.11.2021 | 26.10.2021 | Humagne meets Cornalin | German Sparkling Wine Award – The winners, with wine guide I Pet-Nat-Boom | Christmas menu: Winemakers and wine cellars I The 100 best wines of the year I Wine Weekend: Jerez de la Frontera | Lagrein and Teroldego I German Sparkling Wine Prize - The Winners I Market: Bordeaux until Fr. 50.- | Unique Wineries Italy I DOSSIER: Spirits «Gin» I EXTRA World of Champagne |

Advertising Rates/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.01.2021

| Formats in Type Area | | Separate Editions | | | Combinations | |
|---------------------------|---|---------------------|-------------------------|---|--|--|
| | (Width × Height) 4-colour | Germany/ Austria | Switzerland (German) | French- speaking Switzerland/ (France) | Germany/ Austria Switzerland (German) | Germany/ Austria Switzerland (German and French) |
| 1/1 Seite | 190 × 260 mm | 4890.– | 5380.– | 2630.– | 8220.– | 10 970.– |
| 1/2 Seite | 92 × 260 mm oder 190 × 127 mm | 3060.– | 3360.– | 1650.– | 5140.– | 6860.– |
| 1/3 Seite | 59 × 260 mm oder 190 × 82 mm | 2040.– | 2240.– | 1190.– | 3420.– | 4650.– |
| 1/4 Seite oder oder | 92 × 127 mm 43 × 260 mm 190 × 60 mm | 1530.– | 1680.– | 820.– | 2570.– | 3430.– |
| 1/8 Seite | 92 × 60 mm oder 43 × 127 mm | 760.– | 840.– | 460.– | 1280.– | 1750.– |
| 1/16 Seite | 43 × 60 mm oder 92 × 28 mm | 380.– | 420.– | 280.– | | |

| | | |
|---|---------------|----------------|
| VINUM issue German-speaking Switzerland | 19 000 copies | 10 issues/year |
| VINUM issue Germany/Austria | 29 000 copies | 10 issues/year |
| VINUM issue French-speaking Switzerland | 5700 copies | 5 issues/year |

Technical Data

Format: 220 × 297 mm, Type area: 190 × 260 mm

Screen ruling: 60 lines/cm

Printing process: Cover: sheet offset; Contents: rotary offset

Colours: Euro scale, No Pantone colours

Paper: Cover: white, glossy, coated, 250 g/m² wood-free

Contents: white, glossy, coated, 100 g/m²

Digital data

full page, InDesign files or high-end PDF with proof. Images, high-resolution – saved as InDesign, EPS or Tiff 300 dpi (with text elements in images at least 800 dpi resolution) – will be sent compressed. All fonts must always be provided. All print data must be created in CMYK shades (no RGB- or Pantone colours). Colours not established in the CMYK mode will automatically be converted according to ISOcoated_v2 in CMYK. This can lead to colour deviations. In this case claims are excluded. Total area coverage max. 300 %.

File formats

print-optimized PDF in accordance with PDF/X-3a. With EPS please vectorize fonts. Open files only possible upon request in the programs InDesign, FreeHand, Illustrator, Photoshop. 4-coloured images with 300 dpi in composite mode (CMYK).

Data transfer

digital (high-end-PDF) or on storage media

(CD-Rom), Labelling of shipping case: customer name/object/issue.

No liability will be assumed for the quality of transmission.

Per E-Mail: anzeigen@vinum.ch

Per CD: Intervinum AG

Postfach 11, CH-9001 St. Gallen

For questions: Manuela Deganello, manuela.deganello@vinum.ch

Contact advertising marketing: see page 12

Advertisement Formats Discounts

Discounts

Upon purchase in the course of 12 months
in one country edition.

Quantity/Number scales

Number Scales

3 Advertisements: 5 %
6 Advertisements: 7 %
10 Advertisements: 10 %
15 Advertisements: 15 %

Cover Pages

2nd CP: 6050 €
4th CP: 6260 €



1/1 Page
190 x 260
(FA: 220 x 297)



1/2 Page
92 x 260
(FA: 104 x 297)



1/2 Page
190 x 127
(FA: 220 x 145)



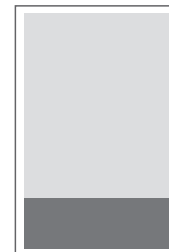
1/3 Page
59 x 260
(FA: 71 x 297)



1/3 Page
190 x 82
(FA: 220 x 100)



1/4 Page
92 x 127



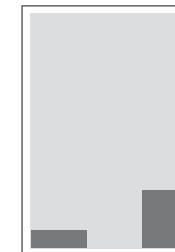
1/4 Page
190 x 60
(FA: 220 x 78)



1/4 Page
43 x 260
(FA: 55 x 297)



1/8 Page
43 x 127
92 x 60



1/16 Page
92 x 28
43 x 60



Panorama Advertisements

Type area 416 x 260 mm; full bleed 440 x 297 mm;
at least 4 mm overlap on all outer edges.

Full Bleed Advertisements (FA)

Non-bleed text and images should be placed approximately 1cm from the format trim.
On all outer edges: + 6 mm edge trim.

Inserts

Prices in Euro (plus statutory sales tax), valid from 01.01.2021

| Loose inserts | | | | |
|--------------------------|--------------------|-------------------|--------------------------|-------------------|
| Issue Switzerland German | | | Issue Switzerland French | |
| weight | total circulation* | only subscribers* | total circulation* | only subscribers* |
| up to 25 g | 295.– | 341.– | 395.– | 464.– |
| up to 50 g | 308.– | 356.– | 408.– | 481.– |
| up to 75 g | 340.– | 391.– | 440.– | 516.– |
| up to 100 g | 372.– | 426.– | 472.– | 551.– |
| 100g and above | upon request | upon request | upon request | upon request |

| Fixed inserts | | | | |
|--------------------------|--------------------|-------------------|--------------------------|-------------------|
| Issue Switzerland German | | | Issue Switzerland French | |
| weight | total circulation* | only subscribers* | total circulation* | only subscribers* |
| 4 pages | 326.– | 368.– | 450.– | 516.– |
| 6 pages | 340.– | 384.– | 464.– | 533.– |
| 8 pages | 372.– | 419.– | 495.– | 567.– |
| 12 pages | 385.– | 435.– | 509.– | 584.– |
| 16 pages | 417.– | 470.– | 541.– | 618.– |

| Adhesive inserts | | |
|--|--|-----------------------|
| | | Technical costs |
| DIN postcard Booklet up to 25 g Envelopes C6 | Only in combination with carrier advertisement, 1 page | 45.– per 1 000 copies |

* Due to the varying monthly circulation/subscriber numbers, the exact number of copies/subscribers is determined. Documents defined order-specifically in consultation with the publisher).

Prices All prices per 1000 copies including distribution costs

Inserts Size max. 210 × 285 mm, min. 105 × 148 mm

Fixed Inserts Size on demand

Specifics There is a limited availability of inserts. We kindly request an early reservation. Special printing, partial circulation of subscription copies upon request. VINUM Issue Germany: upon request Advertisements with glued inserts (postcard): basic price 1/1-advertisement (4-colour) plus technical costs € 45.– per thousand copies glued inserts

| | Issue Germany | | | | |
|-------------|--------------------|-------------------|---------------|--------------------|-------------------|
| | Loose inserts | | Fixed Inserts | | |
| Weight | total circulation* | only subscribers* | pages | total circulation* | only subscribers* |
| up to 20 g | 131 € | 172 € | up to 4 pages | 143 € | 174 € |
| up to 30 g | 135 € | 178 € | 8 pages | 174 € | 213 € |
| up to 40 g | 152 € | 199 € | 12 pages | 189 € | 231 € |
| up to 50 g | 170 € | 221 € | 16 pages | 204 € | 250 € |
| up to 60 g | 183 € | 236 € | | | |
| up to 75 g | 206 € | 261 € | | | |
| up to 100 g | 229 € | 286 € | | | |

| Adhesive inserts | | |
|--|--|-----------------------|
| | | Technical costs |
| DIN postcard Booklet up to 25 g Envelopes C6 | Only in combination with carrier advertisement, 1 page | 45.– per 1 000 copies |

Surcharges Piggyback surcharge: € 2000.–

Brochures with third-party advertising: For each advertisement a surcharge of 25% of the gross price for a black-white advertisement page (or the equivalent format) of the respective VINUM language issue will be added. Technical costs for the manual enclosure: upon request

Samples Three samples must be sent to the advertising department to be reviewed prior to the final confirmation. For glued inserts a dummy/position sketch must be also be sent to the advertising department to be reviewed five weeks prior to publication.

Delivery Address According to the order confirmation

Delivery Date 14 days prior to publication

Agency Fee 15% of the net advertising value

VINUM Promotion/Advertorial

Present your products and services in a sympathetic and informative way. With your advertorial, you profit not only by catching the eye of your readers, but also by the support of professional graphics and a multimedial platform. Call attention to yourself!



An overview of your benefits

- We provide an editorial framing for your advertisement and present its contents in the look and feel of VINUM.
- Through an advertorial, readers remain highly receptive to the presentation of your brand or product, as they stay in the familiar context of the editorial environment.
- Professional (wine-specific) journalistic support.
- All-in-one: you supply the images and text, VINUM does the rest (graphics/layout, copy-editing, proofreading, production).
- A direct approach of the relevant target audience and a specific contact quality: VINUM subscribers.
- sales promotion vouchers: In addition to your advertising presence, you will receive 50 copies of the corresponding issue of VINUM.
- Creation of new, additional customer contacts

Dates

| Issue | Publication date | Advertising deadline | data delivery |
|----------------------|------------------|----------------------|---------------|
| 1/2 January/February | 25.01.2021 | 02.12.2020 | 11.12.2020 |
| 3 March | 22.02.2021 | 07.01.2021 | 15.01.2021 |
| 4 April | 22.03.2021 | 05.02.2021 | 12.02.2021 |
| 5 May | 26.04.2021 | 05.03.2021 | 12.03.2021 |
| 6 June | 25.05.2021 | 07.04.2021 | 15.04.2021 |
| 7/8 July/August | 28.06.2021 | 12.05.2021 | 20.05.2021 |
| 9 September | 23.08.2021 | 07.07.2021 | 15.07.2021 |
| 10 October | 27.09.2021 | 13.08.2021 | 20.08.2021 |
| 11 November | 25.10.2021 | 08.09.2021 | 16.09.2021 |
| 12 December | 29.11.2021 | 13.10.2021 | 21.10.2021 |

Formats and advertising rates

All prices in Euro plus VAT, valid as of 01.01.2021

| Format | Publication issue | | | Combinations | | |
|-----------|-------------------|----------------------|---------------------------------------|--------------------------------------|---------------------------------|---|
| | Germany/Austria | Switzerland (German) | French-speaking Switzerland/ (France) | Germany/Austria Switzerland (German) | Switzerland (German and French) | Germany/Austria Switzerland (German and French) |
| 1/1 page | 4650.- | 5110.- | 2495.- | 8780.- | 9805.- | 6850.- |
| 2/1 pages | 6970.- | 7670.- | 3750.- | 13 170.- | 14 710.- | 10 270.- |

Included in the price:

- Layout in Look & Feel by VINUM (incl. text editing, proofreading, image processing and data preparation)
- 2 correction runs: you will receive a PDF for control, plus 2x correction run and/or release

Additional editorial services

- Create new texts from keywords and according to customer briefing (Desktop Writing) Euro 400.- per page
- Photography by VINUM photographer (incl. unrestricted use of images, own DVD) Euro 550.-/day
- Additional correction run Euro + 160.-

VINUM-Newsletter

The VINUM newsletter: directly reach the personal mailboxes of our wine-oriented and pleasure-oriented readership.

Newsletter-Slot Advertorial

NLA

Elements:

- Picture (300 x 222 Pixel)
- Title (50 characters)
- Text (200 characters)
- Landingpage with Sitelink (incl. external linking)

Prices

| | |
|---------------------------------|------------|
| Edition Germany | € 1190.- |
| Issue Switzerland (German) | CHF 1565.- |
| Edition Suisse Romande (French) | CHF 720.- |

Newsletter Slot Banner

NLB

600 px x 250 px,
File ready delivered by customer,
incl. URL address for linking
Placement max. 3 banners per newsletter

Prices

| | |
|---------------------------------|------------|
| Issue Germany | € 1130.- |
| Issue Switzerland (German) | CHF 1490.- |
| Edition Suisse Romande (French) | CHF 685.- |

Standalone-Newsletter

Monothematic Newsletter for extraordinary promotions or cooperation activities

Consisting of

- Image (600 px x 350 px)
- Title (50 characters)
- Text (1250 characters) and
- Landingpage/Microsite (incl. linking)

Prices

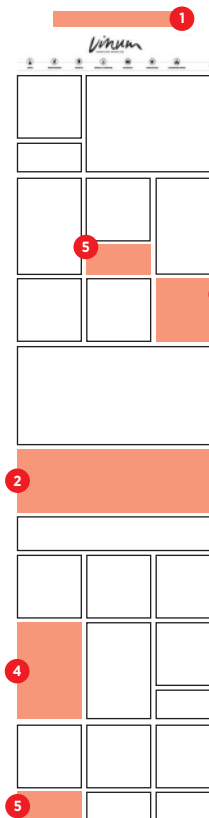
| | |
|---------------------------------|------------|
| Issue Germany | € 2240.- |
| Issue Switzerland (German) | CHF 2990.- |
| Edition Suisse Romande (French) | CHF 1470.- |

(All prices excl. VAT)

Publication dates

| | Switzerland (german) Germany | | Switzerland (g+f) Germany |
|-------|---------------------------------|------------|------------------------------|
| Jan. | 07.01.2021 | 14.01.2021 | 21.01.2021 |
| | 28.01.2021 | | |
| Feb. | 04.02.2021 | 11.02.2021 | 18.02.2021 |
| | 25.02.2021 | | |
| Mär. | 04.03.2021 | 11.03.2021 | 25.03.2021 |
| | 18.03.2021 | | |
| Apr. | 01.04.2021 | 08.04.2021 | 22.04.2021 |
| | 15.04.2021 | 29.04.2021 | |
| May | 06.05.2021 | 12.05.2021 | 20.05.2021 |
| | 27.05.2021 | | |
| June | 02.06.2021 | 10.06.2021 | 24.06.2021 |
| | 17.06.2021 | | |
| July | 01.07.2021 | 08.07.2021 | 15.07.2021 |
| | 22.07.2021 | 29.07.2021 | |
| Aug. | 05.08.2021 | 12.08.2021 | 19.08.2021 |
| | 26.08.2021 | | |
| Sept. | 02.09.2021 | 09.09.2021 | 23.09.2021 |
| | 16.09.2021 | 30.09.2021 | |
| Oct. | 07.10.2021 | 14.10.2021 | 21.10.2021 |
| | 28.10.2021 | | |
| Nov. | 04.11.2021 | 11.11.2021 | 25.11.2021 |
| | 18.11.2021 | | |
| Dec. | 02.12.2021 | 09.12.2021 | 23.12.2021 |
| | 16.12.2021 | 30.12.2021 | |

VINUM-Webpage www.vinum.eu



Facts and Figures:

(Average per month, report oct. 2020)

| | vinum.de | vinum.ch (german) | vinum.ch (french) | vinum.eu (total) |
|------------------|----------|----------------------|----------------------|---------------------|
| Page impressions | 89 300 | 81 400 | 15 700 | 186 400 |
| Unique visitors | 24 900 | 13 100 | 2 400 | 40 400 |
| Visits | 30 020 | 14 910 | 2 680 | 47 570 |

| Advertising form | Pixel (W x H) | Page DE in Euros | Page CH (German) in CHF | Page CH (French) in CHF |
|--------------------------------|---|---------------------|-------------------------------|-------------------------------|
| Leaderboard 1 | 728 x 90 Home | 1250.- | 1450.- | 450.- |
| Billboard 2 | 1140 x 360 Home | 1250.- | 1450.- | 450.- |
| Rectangle S 3 | 360 x 360 Home | 910.- | 1230.- | 390.- |
| Rectangle M 4 | 360 x 555 Home | 1180.- | 1380.- | 430.- |
| Rectangle XS 5 | 360 x 165 Home | 635.- | 805.- | 280.- |
| Special formats | Special formats and special requests on request | | | |
| File size | At least 70 kB each | | | |
| File formats | png, jpeg, swf | | | |
| Duration of publication | 4 weeks (1 month) in rotation on homepage | | | |

You can find all digital advertising forms at
www.vinum.eu/werbung

Our readers are true connoisseurs and the possible combinations between wine and food specialities are almost limitless. We focus on this topic in each edition of VINUM with newly-created dishes to accompany selected wines. Which wines go best with lobster, asparagus, tomatoes, pumpkin or game?

Ursula Heinzlmann VINUM food author



Publisher's information/Addresses

Publisher/Publishing House

Intervinum AG, Thurgauerstrasse 66,
CH-8050 Zürich
(Inhaberin der Marken- und Titelrechte)
Tel. +41 (0)44 268 52 40
Fax +41 (0)44 268 52 05
www.vinum.info, (owner of the trademark
and title rights)

Publisher

Roland Köhler,
roland.koehler@vinum.ch

Publishing Director

Nicola Montemarano,
nicola.montemarano@vinum.ch

Chief Editor Germany

Carsten Henn, Harald Scholl

Chief Editor Switzerland/International

Thomas Vaterlaus,
thomas.vaterlaus@vinum.ch

Advertisement Handling & Order Processing

Manuela Deganello,
manuela.deganello@vinum.ch
Intervinum AG, Postfach 11,
CH-9001 St. Gallen
Tel. +41 (0)44 268 52 91

VINUM Switzerland and international

Peter Heer, peter.heer@vinum.ch
Intervinum AG, Thurgauerstrasse 66,
CH-8050 Zürich
Tel. +41 (0)44 268 52 40
Fax +41 (0)44 268 52 05

Suisse Romande

RomanDuVin.ch
Rue de l'Eglise Catholique 11
CH-1820 Montreux
Tel. +41 (0)78 896 94 14
promotion@vinum.ch

VINUM Germany and Austria

Markus Lutz, Verlagsrepräsentanz,
markus.lutz@vinum.de
Falkenburgstr. 41a
D-97250 Erlabrunn
Tel. +49 (0) 9364/606 99 99
Mobil +49 (0)151/700 11 750

VINUM France

VINUM France, vinmedia eurl,
Aux Parc,
F-33430 Cudos
Tel. +33 (0)558 29 58 83
vinum@vinmedia.fr

VINUM Italy

Alberto Giraud, wellcom@vinum.info
WELLCOM, Via Rio Misureto 8,
I-12051 Alba (CN)
Tel. +39 (0)173 36 29 58
Fax +39 (0)173 36 29 40

VINUM Portugal and Spain

Rui Martins, rui.martins@vinum.eu
Marktree Ida, Av. 25 de April 672
Ed. Alvorada, Piso 2,
Sala 11, P-2750-512 Cascais
Tel. +351 939 46 29 04

Terms and Conditions of the Publisher

1. According to the following terms and conditions "advertisement order" is the agreement of the publisher to publish one or more advertisements of an advertiser or other advertising parties in a publication for the purpose of distribution.

2. In case of any doubt, advertisements shall be released for publication within one year of the conclusion of the contract. If the contract grants the right to submit individual advertisements, the order shall be published within the time frame mentioned in the first sentence. Further advertisements shall be released for publication within one year of the appearance of the first advertisement.

3. When orders are placed, the customer shall also be entitled to release advertisements above and beyond the quantity stated in the order within the agreed or in paragraph 2 specified time period.

4. Should an order not be fulfilled due to circumstances beyond the control of the publisher, the customer shall reimburse the publisher the difference between the discount granted and the discount due according to the actual number of orders completed, regardless of any further legal obligations. Such refunds shall not apply if the non-fulfilment is due to force majeure in the publisher's sphere of risk.

5. Advertisements and third-party inserts in specific numbers, specific issues or specific places of the publication are accepted if the customer has declared that the advertisement or third-party insert should be published in specific numbers, specific issues or in specific places of the publication and this was explicitly confirmed by the publisher. Classified advertisements shall be printed in the respective category without this requiring an explicit agreement.

6. Text-embedded advertisements are advertisements that are bordered on at least three sides by text and not by any other advertisements. Advertisements that are not recognizable as advertisements due to their editorial layout are identified as advertisements by the publisher by adding the word "such".

7. The publisher reserves the right to decline advertisement orders, including individual requests for placement as part of a contract, and orders for inserts on the grounds of content, origin or technical form, if after due assessment the publisher discovers that the advertisement concerned violates laws, official regulations or the common decency or if the publisher finds its publication unacceptable. Orders for inserts will not be processed if the inserts, due to their format or presentation give the reader the impression that they are a part of the magazine or if they contain third-party advertisements. The publisher can also decline orders for inserts for technical and sales related reasons until a sample of the insert has been submitted. The above also applies to orders submitted to branch offices, agencies or sales representatives. The customer shall be notified of the rejection of a contract without delay.

8. The customer is responsible for the timely delivery of the advertisement text and flawless print documents or the insert (digital data transfer see technical data). The publisher needs immediate replacement of visibly unsuitable or damaged print documents. The publisher guarantees a print quality customary for the intended publication within the technical scope of the submitted print documents.

9. The customer is entitled to a price reduction or a flawless replacement advertisement if the printing of the advertisement is completely or partially illegible, incorrect or incomplete, but only to the extent to which the purpose of the advertisement was compromised. If the publisher does not rectify the defect within a reasonable amount of time set by the customer or if the replacement advertisement is not flawless, the customer shall have the right to withdraw from the contract. The publisher is not liable for negligence. The exclusion of liability does not apply in the case of the absence of guaranteed features. The publisher is liable towards non-traders for foreseeable damages in the event of delay or impossibility even in the case of simple negligence, yet only for the price of the concerned advertisement. Furthermore in commercial dealings the publisher is not liable for gross negligence of their assistants; in all other cases the liability for gross negligence towards merchants is limited to a replacement of the foreseeable damage up to the price of the concerned advertisement. Claims – other than in the case of non-obvious defects – must be brought forward within four weeks of receipt of the invoice and supporting documents.

10. Proofs will only be delivered upon explicit request. The customer shall be responsible for checking the returned proofs. The publisher takes all corrections of error into account that it is notified of within the period of time set with the sending of the proof.

11. If the customer does not make advance payment, the invoice will be sent immediately or within 14 days of publication of the advertisement. The invoice shall be paid within the given period as stipulated on the price list starting from the date of receipt of the invoice unless, in individual cases, a different deadline for payment or pre-payment has been agreed upon. Any discounts for early payment shall be granted according to the price list.

12. In the case of delayed or deferred payment, interest and collection costs shall be charged. In case of delayed payment the publisher may postpone the further completion of the current order until full payment is received and the publisher may then request pre-payment for the remaining advertisements. If there is a reasonable doubt about the customer's ability to pay the publisher may, even while the advertising contract is running and regardless of a previously agreed on deadline for payment, make the publication of further advertisements dependent on pre-payment of the sum and settlement of unpaid invoices.

13. If requested, the publisher shall supply an advertiser's copy after billing. Depending on the type and volume of the advertising order advertisement cuts, sample pages and complete issues will be delivered. If a sample copy is no longer available, then a legally binding certificate of the publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

14. The customer shall bear the costs for the production of ordered films, print documents and drawings as well as for significant and reasonable changes of originally agreed upon versions requested by the customer.

15. Place of fulfilment is the registered office of the publisher. The place of jurisdiction is, unless the law stipulates otherwise, the registered office of the publisher.

Additional Terms and Conditions of the Publisher

a) Every order shall be based on the general terms and conditions, our additional terms and conditions, the order confirmation and the current valid price list. The advertisement order issued shall become legally binding only after being confirmed by the publisher.

b) The publisher shall not be liable for advertisements placed by telephone or changes or cancellations requested by telephone.

c) Placement requests are only valid if expressly confirmed by the publisher.

d) Unless another agreement has been explicitly made, in the event of price adjustments new tariffs shall be applicable immediately for current orders.

e) In cases of force majeure, labour disputes, seizure or operational disruptions the publisher shall be entitled to full payment for the published advertisements if 80% of the guaranteed paid circulation has been fulfilled. Should this percentage not be reached the invoice sum will be reduced in the same proportion as that of the guaranteed circulation to the actual paid circulation. Further claims for fulfilment of performance or damage are excluded.

f) If printing documents lead to additional costs, these will be invoiced. If defects in the print material are not immediately apparent, but only become apparent during printing, the customer is not entitled to claims in the event of an unsatisfactory print. If printing material is submitted after the deadline the publisher cannot guarantee a flawless print reproduction. The obligation to store printing materials ends three months after the publication of the advertisement, unless another agreement has been explicitly made. Control data that is missing or printed defectively does not entitle the customer to claims.

g) Written confirmation of a capital participation of at least 50% is necessary for the application of a group discount for subsidiaries.

h) Advertising agents and agencies are obliged to adhere to the publisher's price list in their proposals, contracts and settlements with advertisers. The agency commission granted by the publisher shall not be passed on to the customer, either fully or partially.

i) Pre-payment up to the advertising deadline can be requested of first-time customers or advertising agencies.

j) The customer alone is responsible for the contents and the legal admissibility of the advertising text/image. The customer shall be responsible for the exemption of the publisher from third-party claims that result from the fulfilment of the order, even if cancelled. The publisher shall not be obliged to check orders and advertisements as to whether they impair the rights of third parties. The publisher is entitled to make the publishing of advertisements for medicine or remedies dependent on written evidence of the responsible party in regard to their legitimacy and/or have experts examine the advertising material in regard to its legitimacy at the cost of the customer.

k) Suspensions, change of size, format and colour are not possible six or less working days prior to the advertising deadline. The publisher is not liable for the accuracy of advertisements placed by telephone or corrections requested by telephone. The publisher is also not liable in the case that defects of the template only become apparent upon reproduction or printing. In this case the customer will not be entitled to claims for an unsatisfactory print. Possibly arising additional costs must be passed on.

Advertisements can be rejected for reasons of company policy.