



MEDIA DATA DIGITAL PLATFORMS

2021

(All prices valid from 01/12/2020, excl. VAT)



VINUM Digital World – the comprehensive portal

VINUM means after hours, relaxation, winding down, exploring favourite topics and discovering new ones. Information meets enjoyment, entertainment meets utility.

The VINUM website's key modules



OPTIMISED FOR DESKTOP, TABLET AND SMARTPHONE

The new VINUM web page, optimised for all screen sizes. Whether desktop, smartphone or tablet, all content is presented in full.

SOCIAL NETWORKS

facebook.com/vinum - twitter.com/vinum - instagram.com/vinum youtube.com/user/InterVinum









30,020

47,570



Display advertising



Facts and figures – monthly visitor numbers (Average per month as at Oct. 2020)					
	vinum.ch (German)	vinum.ch (French)	vinum.de	vinum.eu (total)	
Page impressions Unique visitors	81,400 13,100	15,700 2,400	89,300 24,900	186,400 40,400	

2,680

14,910

Visits

	(W x H)	duration (in CW) and placement	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
Leaderboard 1	728 x 90 Home		1,450.00	450.00	1,250.00
Billboard 2	1140 x 360 Home		1,450.00	450.00	1,250.00
Rectangle S	360 x 360 Home	4 CW (1 month) in rotation on homepage	1,230.00	390.00	910.00
Rectangle M	360 x 555 Home		1,380.00	430.00	1,180.00
Rectangle XS 5	360 x 165 Home		805.00	280.00	635.00
Special formats	Special formats and requirements upon request.				
File size File format	Min. 70 kB per file png, jpeg, swf				

Upgrade vinum. Price D-A-CH par			Duration	Price CH (D/F)+DE in CHF	Price CH (D/F) and DE in EUR
Leaderboard	728 x 90 Home	inum.ch	4 weeks	2,520.00	2,290.00
Billboard	1140 x 360 Home	presence on vinum.ch m.de and mobile	4 weeks	2,520.00	2,290.00
Rectangle S	360 x 360 Home	national nd vinui o/tablet	4 weeks	2,025.00	1,840.00
Rectangle M	360 x 555 Home		4 weeks	2,390.00	2,175.00
Rectangle XS	360 x 165 Home	Simultane	4 weeks	1,375.00	1,250.00

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

IMPORTANT:

All advertising spaces are systematically positioned. Advertising materials are generally run over site.

8,500

1,900

DE dispatch

1,190.00



Newsletter - direct content marketing

VINUM readers enjoy life, are distinguished connoisseurs and

a welcome target audience.

Directly reach the personal mailboxes of our wine and pleasure-oriented readership with the VINUM newsletter.

Facts and figures:



NL subscribers DE Germany 8,100 Advertisement type CH (French) Details CH (German) dispatch in CHF dispatch in CHF Newsletter slot Consisting of: 1,565.00 720.00 advertorial - Image (300 x 222 pixels) - Title (50 characters) NLA - Text (200 characters) - Landing page with site

(Average as at Oct. 2020, account-registered NL subscribers with login)

NL subscribers CH German-speaking Switzerland

NL subscribers CH French-speaking Switzerland



Upgrades/surcha	arges	Prices in CHF	in euros
Texts by VINUM	Draft new texts from keywords and based on a customer briefing (desktop writing)	400.00	350.00
Photos by VINUM	Photographs by the VINUM photographer (incl. unlimited use of images, own DVD)	450.00	400.00
Upgrade to additional distributors	Newsletter slot <u>DCH + DE</u> Newsletter slot <u>DCH + FCH</u> Newsletter slot <u>DCH + DE + FCH</u>	2,350.00 1,940.00 2,950.00	2,140.00 1,765.00 2,680.00
easer box on omepage lectangle S 60 x 360	German-speaking Switzerland Germany French-speaking Switzerland	665.00 280.00	580.00
Promotion on social media	Facebook Instagram Twitter	620.00 700.00 205.00	575.00 655.00 190.00

Advertisement type	Details	CH (German) dispatch in CHF	CH (French) dispatch in CHF	DE dispatch in euros
Newsletter slot banner	600 px x 250 px, finished file supplied by the customer, incl. URL address for link	1,490.00	685.00	1,130.00

Advertisement type	Details	CH (German) dispatch in CHF	CH (French) dispatch in CHF	DE dispatch in euros
Stand-alone newsletter Single-topic newsletter for special promotions or cooperation activities. With publisher's permission only.	Consisting of - Image (600 px x 350 px) - Title (50 characters) - Text (1250 characters) and - Landing page/microsite (incl. link)	2,990.00	1,470.00	2,240.00



Vinum	
GEWINNSPILI At Danaschell at Chitecur Feeza	
Liebe VINUM-Leserinnen und Leser	
Fühlen Sie sich einen Tag und eine Nacht wie ein Bordelaiser Winzer!	
Für zwei glückliche VINUM-Leser hält Stephen Carrier, gastfreundlicher Verwalter von Château Fieuzal, ein oanz besonderes Erlebnis bereit. Er lädt Sie ein, einen Tag lang den	
Emtealitag auf dem Cru Classé in Pessac-Léognan mitzuerleben. Inklusive Mittagessen.	
Besichtigung des Cru Classé mit Verkostung und einer Übernachtung!	
Das envartet die Gewinner:	THE RESERVE TO SERVE THE RESERVE TO SERVE THE RESERVE TO SERVE THE RESERVE THE
Einen Tag auf Château Fieuzal während der Weinernte 2020	KI USIV!
Übernachtung	VI SINEWSI
Mittagessen	N L U U U
Besichtigung des Cru Classé mit Verkostung	The second secon
Gültig für zwei Personen. Das genaue Datum der Weinernte steht noch nic	
informieren den Gewinner über die Zeitspanne: Der Besuch kann daraufhin direkt mit dem	
Gutsleiter abgesprochen werden.	
Her effahren Sie mehr über Chäleau de Fleuzal in Pessoc-Léognas. Und über den sympathischen Gutsverkrallen und Kolzenbetool Esphen Colmer. ZUR REFORMORE »	
JETZT MITMACHEN UND GEWINNEN!	
Teilnahmeschluss ist der 30. September 2020	
Wir wünschen Ihnen viel Erfolg bei der Teilnahme.	
Ihr VINUM-Team	
AND DESCRIPTION OF THE PROPERTY OF THE PROPERT	
Es gelten die gesetzlichen Delenschutzerklärungen sowie die allgemeinen Geschäftsbedingungen für VNUU-	



Social media channels - we tell stories

Become part of VINUM's social media world and take advantage of lots of wine-oriented users.



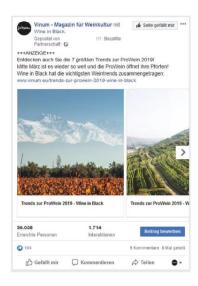
Facts and figures: (as at Oct. 2020, registered users) Facebook 16,600 followers Instagram 19,500 followers Twitter 3,600 followers

Advertisement type	Details	Format	in CHF	in euros
Facebook	Facebook post	Ad post	620.00	575.00
	Facebook story	Ad videos/photos	650.00	605.00
	Combination	Story + post	950.00	880.00

Advertisement type	Details	Format	in CHF	in euros
Instagram	Instagram post Instagram story Combination	Ad videos/photos Story + post	620.00 735.00 1,075.00	655.00 690.00 1,005.00

Advertisement type	Details	Format	in CHF	in euros
Social media premium package Instagram + Facebook	Post fb + insta Story fb + insta Combination	Ad post Ad videos/photos Story + post	1,190.00 1,250.00 1,950.00	1,110.00 1,160.00 1,820.00

Special packages: VINUM social - branded content



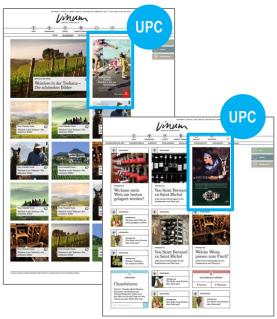
Advertisement type	Details	Format	CH (German) dispatch in CHF	DE dispatch in euros
Social branded c	ontent			
Premium package Instagram + Facebook	Post fb + insta Story fb + insta Combination	Story + post	2,500.00	2,350.00
Landing page on vinum.eu	unlimited	DCH and DE		
Banner M on DCH homepage		DCH and DE		

Social branded content

With the branded content tool we can promote business partners and gain mutual benefit.



Display advertising – unique presence cooperation (UPC)





As a **UPC partner** you set yourself significantly apart from your competitors, because you appear **exclusively and solely** as the theme partner for the defined theme page. This gives you a **point of difference**, differentiating your product from others and helping you gain a **competitive advantage**. Theme pages enjoy above-average visitor numbers thanks to active promotional activities (newsletter marketing, social media push campaigns) and are very popular with users and wine lovers. Theme pages and weighting:

Top category	Standard category
(High frequency)	(Regular frequency)
. Wine	. Wine storage
. Wine knowledge	. Information graphic
. Food & drink	. Tips & tricks
. Winemakers	. Wine scene hotspots
. Event images & photo gallerie	s . Cuisine
(Special format Rectangle S, 360x360)	. Wine & delicacies
	. Recipes
	Wines of the month

Includes the following exclusive presence:

UPC Exclusive **banner presence** on the category landing page you define.

UPC 2 Fixed banner presence on <u>five subpages linked to the</u> <u>category (article)</u> for the duration of your presence period

(Important: UPC 2 banners will be positioned as a teaser box. This means that Google Analytics reporting is not available.)

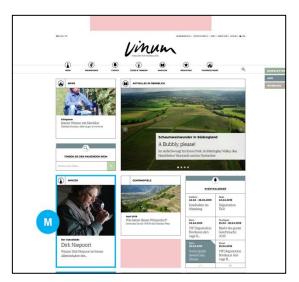
Advertisement type	Pixels (W x H)	Appearing on	Duration	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
UPC partner Top category	UPC, 360 x 555 UPC 2, 360 x 360	national Desktop/tablet and mobile	6 months	3,390.00	1,290.00	3,540.00
UPC partner Standard category	UPC, 360 x 555 UPC 2, 360 x 360	national Desktop/tablet and mobile	6 months	2,370.00	900.00	2,480.00

File size 70 kB File format png, jpeg, swf

UPC partner upgrade Top category on vinum.eu	Upgrade page CH German + French Upgrade page CH German + DE	6 months 6 months	CHF CHF Euros	3,510.00 5,190.00 4,720.0
	Upgrade page CH German + French and DE (all VINUM pages)	6 months	CHF Euros	5,340.00 4,855.00



Advertorial – native content marketing



Your own advertising editorial (incl. image gallery) in the look and feel of the VINUM web page. Present your products and services in an appealing, informative way. With your advertorial, you will not only catch readers' eyes, but also benefit from professional graphical support. Attract attention!

The benefits for you at a glance:

- Presentation of an editorial piece.
- An advertorial makes readers very receptive to the presentation of your brand or product, as they are not leaving the familiar editorial environment.
- Professional (wine) journalistic support.
- All in one: you supply the images and texts, VINUM does the rest (graphics/layout, editing, proofreading, production).
- Four-week presence on the homepage, then accessible in the relevant section.
- Interactive elements (video, audio) can be incorporated into the advertorial.



Technical production details:

Title 50 characters (incl. spaces)
Teaser 120 characters (incl. spaces)

Image teaser 1,056 x 710 pixels

Image 300 dpi, 2086 x 1000 pixels
Text max. 2000 characters (incl. spaces

Text max. 2000 characters (incl. spaces)
Video Can be embedded as iframe via YouTube

Advertisement type	Pixels (W x H)	Duration	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
Advertorial (Content ad)	M		1,460.00	700.00	1,310.00
Teaser box on homepage plus	Teaser M 1056 x 710 pixels	4 weeks			
landing page / microsite	URL link	unlimited			
(Incomplete to Destande M./homeses) will be used to a factor by This accordant					

(Important: Rectangle M (homepage) will be positioned as a teaser box. This means that Google Analytics reporting is not available.)

Upgrades/surcha	Prices in CHF	in euros	
Texts by VINUM	Draft new texts from keywords and based on a customer briefing (desktop writing)	400.00	350.00
Photos by VINUM	Photographs by VINUM photographer (incl. unlimited use of images, own DVD)	450.00	400.00
Entry in VINUM newsletter	Slot German-sp. Switzerland DCH Slot French-sp. Switzerland FCH Slot Germany DE Slot DCH + DE Slot DCH + FCH Slot DCH + DE + FCH	1,565.00 720.00 2,350.00 1,940.00 2,950.00	1,190.00 2,140.00 1,765.00 2,680.00
Post Social media	Facebook (image 1200 x 630 pixels) Instagram (image 1080 x 1080 pixels) Twitter (image 1200 x 630 pixels)	620.00 700.00 205.00	575.00 655.00 190.00

7



Event promotion – special presence

"VINUM is not just a special magazine, it's a whole universe." Roland Köhler, VINUM publisher



Advertisement type	Details	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
Event calendar Premium upgrade	In addition to the basic service and visual highlighting, you get a	360.00	150.00	300.00
Presence: 4 weeks (or 30 days) before event date.	XS tile with teaser (Image: 216 x 216 pixels) for the event on the Events home page. Incl. all services from the mini upgrade			
Event calendar Mini upgrade MU Max. 8 weeks (or 60 days) before event date	Basic service plus visual highlighting of list entry via (Image: 580 x 280 pixels) - Icon in general overview - Pop-up function with additional information (Image, title etc.)	50.00	50.00	50.00

(Important: XS tiles will be positioned as a teaser box. This means that Google Analytics reporting is not available.)



Users:

VINUM readers have sophisticated lifestyles, enjoy going out, and travel the wine regions of Europe. They set great store by culture and art, hospitality, and last but not least the celebrated enjoyment of wine. They are innovators and trendsetters and have a wide range of interests. Over two thirds of readers work as executive staff, are self-employed or are independent professionals. As a result, their income level is above average.

(Source: AWA, Wemf/MACH)



Publisher / Your contacts

Publisher

Intervinum AG, Thurgauerstrasse 66, CH-8050 Zürich (holder of trademark rights and title copyrights) Tel. +41 (0)44 268 52 40 Fax +41 (0)44 268 52 05 info@vinum.ch

Publisher Roland Köhler roland.koehler@vinum.ch

Publishing director Nicola Montemarano nicola.montemarano@vinum.ch

Marketing
Eva Pensel, online marketing
Raffaela Köhler, reader marketing & subscriptions

Editorial staff

Editor in Chief for Switzerland/International Thomas Vaterlaus

Editor in Chief for Germany Carsten Henn Harald Scholl

Display handling & order processing

Manuela Deganello, manuela.deganello@vinum.ch Intervinum AG, Rehetobelstrasse 60, 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

French-speaking Switzerland: Alexandre Truffer, alexandre.truffer@vinum.ch Rue de l'Eglise Catholique 11, 1820 Montreux Tel. +41 78 896 94 14

VINUM Germany and Austria

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

VINUM France

Barbara Schroeder Barbara.schroeder@vinmedia.fr VINUM France, vinmedia eurl, Aux Parc, F-33430 Cudos Tel. +33 (0)540 12 88 41 Mobile +33 (0)638 93 85 04

VINUM Italy

Alberto Giraudo, wellcom@vinum.info WELLCOM, Via Rio Misureto 8, I-12051 Alba (CN) Tel. +39 0173 36 29 58 Fax +39 0173 36 29 40

VINUM Portugal / 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



T&Cs

- An 'advertising order' as described in these general terms and conditions is a contract for publication of one or more advertisements by an advertiser or other submitting party in a printed publication for circulation purposes.
- 2. In the event of doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the scope of an order, the right has been granted to call off advertisements one by one, then the first advertisement shall be published within the deadline stated in section 1. The other advertisements must be called up within a year of the first advertisement being published.
- 3. The client may, by agreement, commission further advertisements within the period agreed and specified in para. 2 above, over and above the quantity specified in the order.
 4. If an order is not carried out due to circumstances beyond the control of the publisher, the client will reimburse the publisher for the difference between the discounted price and the price applicable to the actual insertions, without prejudice to any other legal rights. There will be no reimbursement if the publisher's non-performance was caused by force majeure within the publisher's sphere of responsibility.
- 5. Advertisements and foreign supplements in specific numbers, specific issues or specific places of the print are accepted if the client has explained that the advertisement or foreign supplement shall appear in specific numbers, specific issues or specific places of the print and this was explicitly confirmed by the publisher. Categorised advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.
- 6. Text section advertisements are any advertisements bordered by editorial text on at least three sides and not by other advertisements. Advertisements that are not recognizable as advertisements due to their editorial layout shall be clearly labelled as such by the publication using the word 'advertisement'.
- 7. The publisher reserves the right to reject advertising orders including individual calloffs based on blanket orders or supplement orders based on their content, origin or technical format if the publisher in the exercise of reasonable business judgement determines that they violate legal provisions, administrative regulations or moral standards, or that the publication would be unacceptable to the publisher. Orders for supplements will not be processed if the supplements would give readers the impression of being a component of the magazine as a result of their composition or if they contain outside advertisements. The publisher may also reject supplements for technical or marketing reasons up until submission of a supplement sample and its approval. This shall also apply to orders placed with branches, agencies or representatives. The client shall be immediately informed of any rejection.
- 8. The client is responsible for ensuring the prompt delivery of the advertisement copy as well as faultless copy materials (digital data transfer as per technical data sheet) or supplements. The publisher shall demand the immediate replacement of print documents that are obviously unsuitable or damaged. The publisher guarantees the usual standard of print quality for the selected title within the technical scope of the printing material submitted.
- 9. If the advertisement as printed is completely or partially illegible or false or if it has been incompletely printed, the client will have the right to demand a price reduction or a corrected substitute advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher does not comply with a reasonable deadline set for this purpose or if the substitute advertisement is again incorrect, the client will have the right to withdraw from the contract. The publisher shall not be liable for negligence. This exclusion of liability shall not apply in absence of warranted characteristics. The publishers are liable to non-traders for foreseeable damages in the event of delay or impossibility even in the case of simple negligence, but only for the amount of the advertisement price concerned. Furthermore, the publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in all other cases, compensation to traders for foreseeable damage is limited to reimbursement of the advertisement price. Except in the event of defects that are not evident, claims must be raised within four weeks of receiving the invoice and receipt.
- 10. Test prints will only be provided where this is expressly requested. It is the responsibility of the client to ensure the correctness of the returned proofs. The publisher shall take account of all corrections reported within the final deadline set for return when proofs are sent to the client.
- 11. Unless the client has paid in advance, an invoice will be sent immediately, but in any event no later than 14 days after the advertisement was published. The invoice is payable by the deadline set down in the price list, calculated from the date of receipt of the invoice unless another deadline for payment or prepayment has been agreed upon. Discounts for earlier payment shall be granted in accordance with the price list.

- 12. In the event of delayed payment or failure to pay, interest and collection charges will be applied. In the event of payment default, the publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements. If there is reasonable doubt regarding the client's ability to pay, the publisher is entitled, even during the term of the transaction, to make the publication of further advertisements contingent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.
- 13. On request, the publisher will submit a specimen copy together with the bill. Depending on the nature and size of the advertising order, this may be a cutting, advertising page or complete issue. If a specimen can no longer be obtained, the publisher shall instead provide a legally binding certification of the publication and distribution of the advertisement.
- 14. Costs for the production of ordered films, printed materials or drawings are to be borne by the client, as are costs for significant changes to the originally agreed versions requested by the client or for which the client is responsible.
- 15. The place of performance is the publisher's registered office. The place of jurisdiction, unless the law stipulates otherwise, is the publisher's registered office.

Additional terms and conditions of the publisher

- a) The general terms and conditions, our additional terms and conditions, the order confirmation and the relevant valid price list shall be decisive for each order. The advertising order issued shall only be deemed to be legally binding after written confirmation from the publisher.
- b) The publisher accepts no liability for errors in the case of adverts placed by telephone or chances or cancellations requested by telephone.
- c) Placement instructions will only be taken into account if this is expressly confirmed by the publisher.
- d) Unless some other agreement has been expressly reached, in the event of price adjustments, new tariffs are also applicable immediately for current orders.
- e) In the event of force majeure, labour disputes, seizure or breakdowns, the publisher is entitled to demand full payment for the published advertisements provided that 80% of the guaranteed circulation has been distributed. Should this percentage fail to be reached, the invoiced amount shall be reduced in accordance with the disparity existing between actual sales and the guaranteed circulation that was initially quoted. Any other claims for performance or damages are expressly excluded.
- f) If any additional costs are incurred, the client shall be invoiced for said costs. If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to assert any claims for inadequate printing. If the deadlines for sending printed materials set out in the schedule are exceeded, error-free print reproduction cannot be guaranteed. The obligation to retain printed materials expires three months after publication of the advertisement, unless otherwise expressly agreed. Missing or incorrectly printed control data shall not create an entitlement to claim on the part of the client.
- g) Group discounts shall only be granted if written proof is provided demonstrating a share ownership of more than 50%.
- h) Advertising agencies and brokers are required to comply with the price list in their quotations, contracts and charges. Agency commission granted by the publisher may not be passed on, either in full or in part.
- i) For clients or advertising agencies that are entering into a business relationship with the publisher for the first time, prepayment by the copy deadline may be required.
- j) The client shall bear sole responsibility for the content and legal permissibility of the display text and image motif. The client shall be responsible for exempting the publisher from the claims of third parties that arise against it from carrying out the order, even if it should be cancelled. The publisher shall not be obliged to check orders and advertisements with reference to whether they impair the rights of third parties. The publisher is entitled to make the publication of advertising regarding pharmaceutical and medical products contingent on written confirmation from the responsible party of its legal admissibility, and/or have its legal admissibility verified by an expert body at the client's expense.
- k) Cancellations or changes to size, format or colours are only permissible up to six working days before the copy deadline. The publisher shall not be liable for the accurate rendition of advertisements or corrections placed or communicated over the phone. Similarly, the publisher shall not be liable where defects in the submission only become apparent upon reproduction or printing. The advertiser is then unable to assert any claim for an unsatisfactory print.

Any possible costs that arise must be passed on. Advertisements may be rejected for reasons of business policy.