

Media-Documentation 2023

International issues

Club Les Domaines

Awards & Contests

Weinguides

Corporate Publishing

Books

Digital

Magazines

Vinum Kosmos

Vinum Readership

Region	Readership (BES)	Readership (CRR)
Germany	760 000	230 000
Switzerland	231 000	70 000

www.vinum.eu

«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.



2570
printed pages*
25 publications
3 country editions

*Basis: Year 2022.



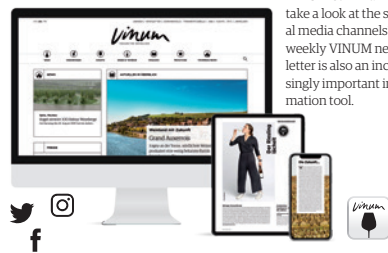
Wineguides

14 300
tasted wines/year*
4190 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.

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.

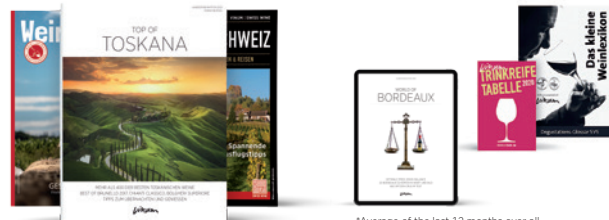
1740
daily webpage visitors (unique visitors)
77 800 Community members*
62 585 Tasting notes online

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.

Special publications

1496
additional content pages*
29 Language or national editions



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

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.

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!

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

32
events
6890 guests
7765 wine bottles

For VINUM, bringing wine to life means first and foremost bringing winemakers 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 2022)

Books

11 600
exclusive wine recommendations
1485 portrayed wineries
4 publications



The perfect complement to the magazine: the VINUM books present regions and countries in an even more well-founded, comprehensive and sustainable way: «The 150 best wineries in Switzerland», «VINUM Wineguide Germany», «Best of Bordeaux».

Awards

8590
total wines submitted
352 jury members
12 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 cursor-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)



Publication Dates and Key Topics 2023

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	30.01.2023	21.12.2022	Youngster Pinot- Generation Switzerland	Blaifränkisch Symposium	Gewürztraminer DACH I Interview: M.J. Keenan I Wine Weekend: Brixen	Brunello di Montalcino I Vega Sicilia I Market: Chenin Blanc Loire	Best of Portugal
3 March	27.02.2023	26.01.2023	International journalists and sommeliers view on Switzerland – with wine tips	Silvaner 2.0	Alsace I Wine Dogs: Friends of the Winemakers I Wine Weekend: Cape Town	Tannat-wines worldwide I Wermut I Market: Best of supermarket	Unique Wineries Germany Drinking maturity overview 2023
4 April	27.03.2023	23.02.2023	Wine-hotspots lake Constance	Hotspots am Bodensee	25 Wine VIPs you have to know I Young vs. mature wines I Interview: Josko Gravner I Wine Weekend: Haro	White Burgundy Cuvées DACH I Rioja, Vinedos Singulares I Market: Reds Chile and Argentina	Unique Wineries Italy
5 May	24.04.2023	23.03.2023	International white wines: PIWI vs. conventional	Wine miracle Saarland	Austria I Loire I Wine Weekend: Maribor, Slovenia	Alvarinho & Albarino I Corsica I Market: Moscato d'Asti	Unique Wineries Austria
6 June	22.05.2023	27.04.2023	Chasselas	Upside down – wineries in change	World of Rosé 2023 I Focus: Sicily I Wine Weekend: Pfalz	Barolo 2019 I Ölsardinen I Market: low alcohol-wines France – Muscadet + Aligoté	World of Bordeaux
7/8 July/ August	26.06.2023	25.05.2023	Best wine lists Switzerland	Riesling Champion: The Winners	Sauvignon Blanc Mondial I Gérard Bertrand I Wine Weekend: Geneva	Galicja white I Gin I Market: Bordeaux-low-price	Unique Wineries Switzerland
9 September	28.08.2023	20.07.2023	Rhône cycle routes: Switzerland to France	German Wine List Award Germany's most successful Riesling makers	Bordeaux Saint-Émilion I Sting: Wine and Pizza I Wine Weekend: Dijon	Riesling Champion I Tee I Market: Morellino die Scansano	
10 October	25.09.2023	24.08.2023	Rtop-winemaker from Valais	Deutscher Rotweinpreis – The Winners	Ribeira Sacra I Stories and Labels I Wine Weekend: Alsace	Rhône Crus South I Cidre I Market: Chianti Classico	
11 November	30.10.2023	28.09.2023	Grand Prix du Vin Suisse:The Winners	Weinguide 2024 I Müller-Thurgau	Wine & Bread I Interview: Peter Vinding I Wine Weekend: Graz	Southern Italy -Lava I Deutscher Rotweinpreis I Market: Portwine	Top of Toskana
12 December	27.11.2023	26.10.2023	Christmas menu with winemakers		The 100 best wines of the year I Wine Weekend: Bologna	Sparkling International I Sekt-Award Germany I Tokaj I Market: Amarone	Unique Wineries Italy Word of Champagner

Advertising Rates/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.01.2023

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	15100 copies	10 issues/year
VINUM issue Germany/Austria	24500 copies	10 issues/year
VINUM issue French-speaking Switzerland	3850 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

Rehetobelstrasse 60, CH-9016 St. Gallen

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

General Terms and Conditions

The current terms and conditions can be found at www.vinum.eu/agb

Contact advertising marketing: see page 11

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)



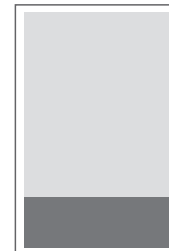
1/3 Page
59 x 260
(FA: 71 x 297)



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



1/4 Page
92 x 127



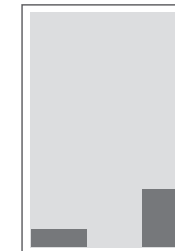
1/4 Page
190 x 60
(FA: 220 x 78)



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 01.01.2023

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	30.01.2023	04.12.2022	14.12.2022
3 March	27.02.2023	09.01.2023	19.01.2023
4 April	27.03.2023	06.02.2023	16.02.2023
5 May	24.04.2023	06.03.2023	16.03.2023
6 June	22.05.2023	11.04.2023	20.04.2023
7/8 July/August	26.06.2023	08.05.2023	19.05.2023
9 September	28.08.2023	03.07.2023	13.07.2023
10 October	25.09.2023	07.08.2023	17.08.2023
11 November	30.10.2023	11.09.2023	21.09.2023
12 December	27.11.2023	09.10.2023	19.10.2023

Formats and advertising rates

All prices in Euro plus VAT, valid as of 01.01.2023

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.-	6850.-	9805.-
2/1 pages	6970.-	7670.-	3750.-	13 170.-	10 270.-	14 710.-

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 (600 x 400 Pixel)
- Title up to 23 characters:
max. 230 characters text
- Title up to 46 characters:
max. 185 characters text
- Landingpage with Sitelink
(incl. external linking)

Prices

Edition Germany	€ 1750.-
Issue Switzerland (German)	CHF 1850.-
Issue Switzerland (French)	CHF 780.-

Newsletter Slot Banner NLB

1300 x 450 Pixel
File ready delivered by customer,
incl. URL address for linking
Placement max. 3 banners per newsletter

Prices

Issue Germany	€ 1660.-
Issue Switzerland (German)	CHF 1760.-
Issue Switzerland (French)	CHF 740.-

Standalone-Newsletter

Monothematic Newsletter for extraordinary promotions or cooperation activities

Consisting of

- Image (1300 x 760 Pixel)
- Title (50 characters)
- Text (1250 characters) and
- Landingpage/Microsite (incl. linking)

Prices

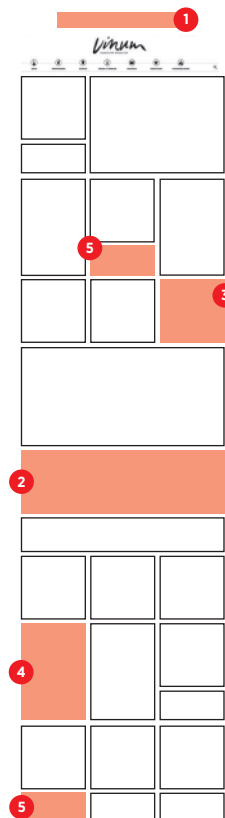
Issue Germany	€ 3290.-
Issue Switzerland (German)	CHF 3530.-
Issue Switzerland (French)	CHF 1590.-

(All prices excl. VAT)

Publication dates

	Switzerland (german) Germany		Switzerland (g+f) Germany	
Jan.	05.01.23	26.01.23	12.01.23	19.01.23
Feb.	02.02.23	16.02.23	09.02.23	23.02.23
Mar.	02.03.23	16.03.23	09.03.23	23.03.23
	30.03.23			
Apr.	06.04.23	27.04.23	13.04.23	20.04.23
May	04.05.23	17.05.23	11.05.23	25.05.23
June	01.06.23	15.06.23	07.06.23	22.06.23
	29.06.23			
July	06.07.23	27.07.23	13.07.23	20.07.23
Aug.	03.08.23	17.08.23	10.08.23	24.08.23
	31.08.23			
Sept.	07.09.23	28.09.23	14.09.23	21.09.23
Oct.	05.10.23	26.10.23	12.10.23	19.10.23
Nov.	02.11.23	16.11.23	09.11.23	23.11.23
	30.11.23			
Dec.	07.12.23	28.12.23	14.12.23	21.12.23

VINUM-Webpage www.vinum.eu



Facts and Figures:

(Average per month, report oct. 2022)

	vinum.de	vinum.ch (german)	vinum.ch (french)	vinum.eu (total)
Unique visitors	40 500	18 400	2 970	61 870
Visits	46 600	22 400	3 180	72 180
Page impressions	144 000	64 900	10 600	219 500

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	1520.-	1490.-	450.-
Billboard 2	1140 x 360 Home	1520.-	1490.-	450.-
Rectangle S 3	360 x 360 Home	1050.-	1270.-	390.-
Rectangle M 4	360 x 555 Home	1430.-	1410.-	430.-
Rectangle XS 5	360 x 165 Home	665.-	825.-	280.-
Special formats	Special formats and special requests on request			
File size	At least 70 kB each			
File formats	png, jpeg			
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

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Fax +41 (0)44 268 52 05
www.vinum.info, (owner of the trademark
and title rights)

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Carsten Henn, Harald Scholl

Chief Editor Switzerland/International

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