

# Vinum

EUROPE'S WINE MAGAZINE



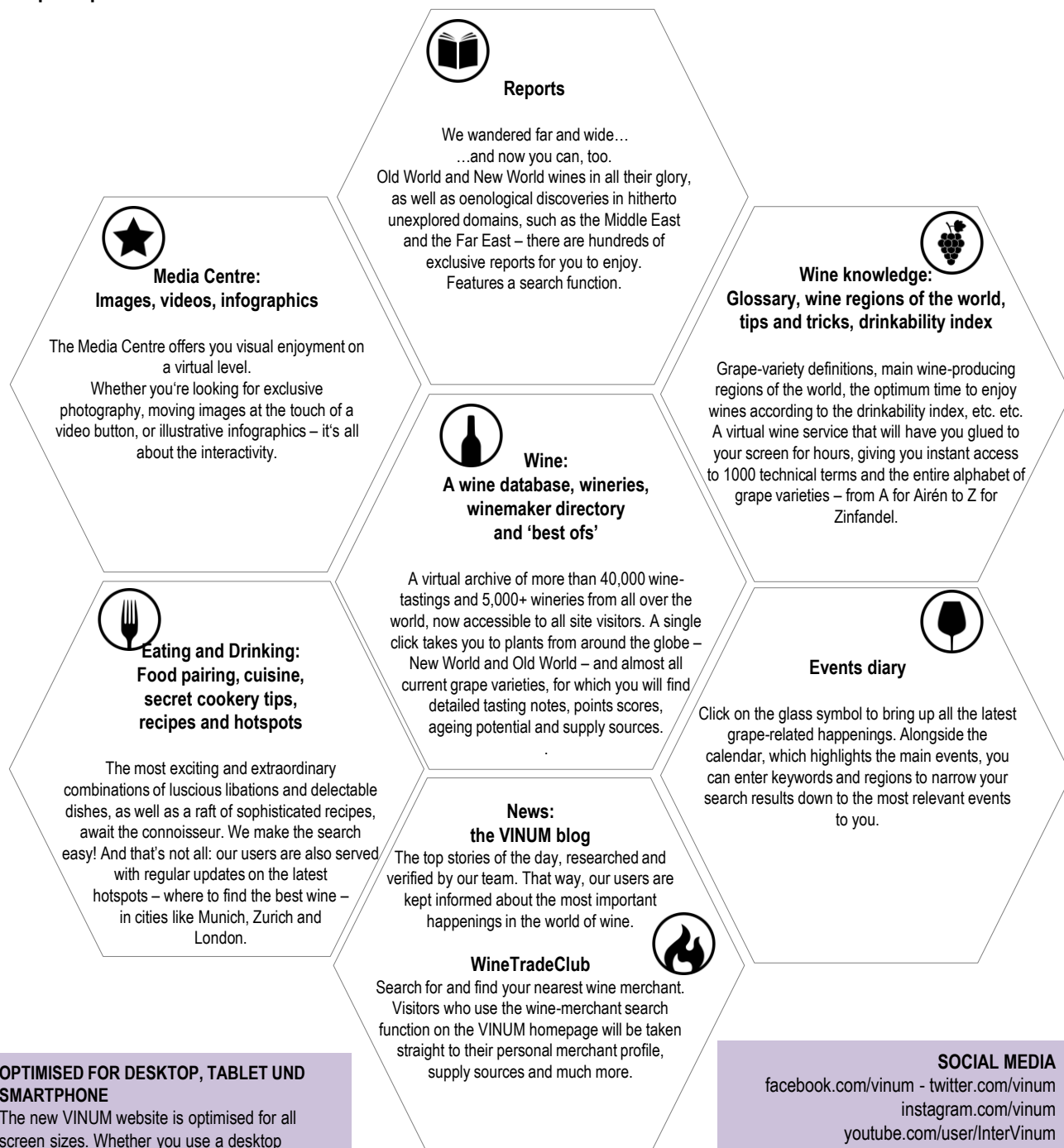
THE NEW  
ONLINE PLATFORM  
FROM VINUM

## VINUM Digital World – The brand-new portal

### Our ethos

VINUM is about free time, relaxation, taking it easy, immersing yourself in a favourite subject and getting to know more about it. With information comes enjoyment, with entertainment comes value.

### The principal elements of the brand new VINUM website



### OPTIMISED FOR DESKTOP, TABLET UND SMARTPHONE

The new VINUM website is optimised for all screen sizes. Whether you use a desktop computer, smartphone, or tablet device, all content will display in full.

### SOCIAL MEDIA

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



## Display Advertising



Those who follow VINUM have a taste for the finer things in life. Site users earn above the average net income and enjoy a high standard of living, making them the perfect audience for a targeted brand campaign.

Format	Size in pixels (W x H)	Presence	Display period	Price in Swiss francs	Price in euros
<b>Leaderboard</b> <div>1</div>	728 x 90 Home	<div>nationally on vinum.ch or vinum.de</div> Desktop/Tablet and Mobile	4 weeks	1950.00	1810.00
<b>Billboard</b> <div>2</div>	1140 x 360 Home		4 weeks	1950.00	1810.00
<b>Small rectangle</b> <div>3</div>	360 x 360 Home		4 weeks	1350.00	1250.00
<b>Med. rectangle</b> <div>4</div>	360 x 555 Home		4 weeks	1450.00	1350.00
<b>Large rectangle</b> <div>5</div>	750 x 555 Home		4 weeks	1650.00	1550.00
<b>Custom formats</b>	Special formats and requests on request.				
<b>vinum.ch/french</b>	For the website "French" the CHF prices are applied with a reduction/discount of -25%				
File size	70 kB				
File format	png, jpeg, swf, html5, third party tag				

Upgrade D-A-CH Partnership price			Display period	Price in Swiss francs	Price in euros
Leaderboard	728 x 90 Home	Simultaneous international presence on vinum.ch and vinum.de Desktop/Tablet and Mobile	4 weeks	3120.00	2896.00
Billboard	1140 x 360 Home		4 weeks	3120.00	2896.00
Small rectangle	360 x 360 Home		4 weeks	2160.00	2000.00
Med. rectangle	360 555 Home		4 weeks	2320.00	2160.00
Large rectangle	750 x 555 Home		4 weeks	2640.00	2480.00

**Spend-happy. Brand-aware. Affluent. Career-oriented. Cosmopolitan. Quality-minded. Culture vultures. Connoisseurs of all things cool – that's the VINUM readership.**

IMPORTANT: Advertising material in html5 or third party tag formats must be sent via https.  
Advertising space is allocated systematically. Ad placement is generally run-of-site.

## Display Advertising – Unique Presence Cooperation (UPC)



As a **UPC partner** you will stand out strongly from your competitors, as **only your ad will** appear as the **exclusive** theme partner on the relevant themed page. This will enable you to develop your **USP** and highlight why your product is different from everyone else's, thus giving you a **competitive advantage**.

Thanks to active promotion (via the likes of newsletters, social-media push notifications, etc.) themed pages receive higher-than-average traffic and are loved by both users and wine fans. Themed pages weighting:

### Lead categories

(very high visit rate)

- Images/photos/pictures
- Sommelier advice
- Winemaker directory
- Cuisine
- Storing wine

### Standard categories

(standard visit rate)

- Winebars and Hotspots
- Tasting tutorials
- Wine & fine food
- Tips & tricks
- Recipes
- Wine-Know how

By signing up, you will enjoy the following exclusive benefits:

### UPC

Solus banner on the selected category landing page

### UPC 2

Fixed banner on all sub-pages (articles) related to that category



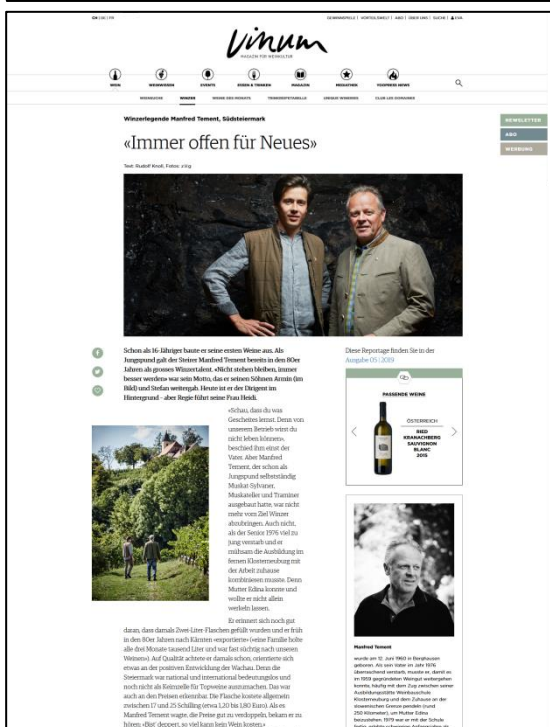
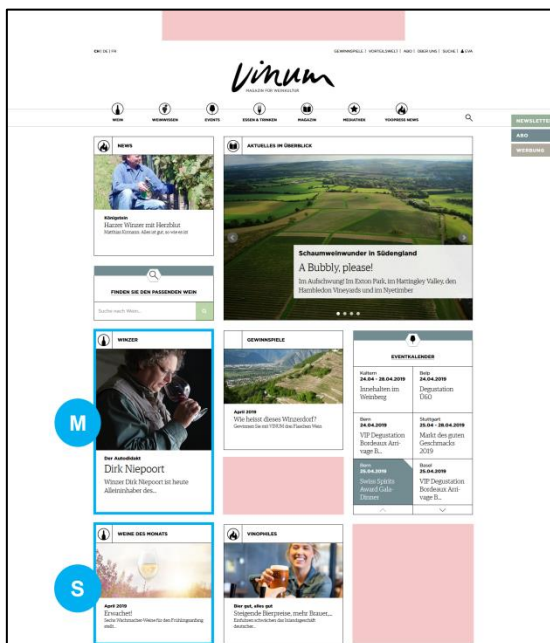
Format	Size in pixels (W x H)	Presence	Display period	Price in Swiss francs ***	Price in euros	File size	File format
<b>UPC Partner Lead category</b>	UPC 360 x 555 UPC 2 360 x 360	national on vinum.ch <u>or</u> vinum.de Desktop/Tablet and Mobile	12 weeks	2970.00	2690.00	70 kB	png, jpeg, swf, html5, third party tag
<b>UPC Partner Standard category</b>	UPC 360 x 555 UPC 2 360 x 360	national on vinum.ch <u>or</u> vinum.de Desktop/Tablet and Mobile	12 weeks	1930.00	1760.00	70 kB	png, jpeg, swf, html5, third party tag

\*\*\* For the website "French" the CHF prices are applied with a reduction/discount of -25%

UPC Partner Lead category	<b>Upgrade/Premium</b> D-A-CH Partnership, presence on vinum.ch <u>and</u> vinum.de	12 weeks	+ 1485.00	+ 1345.00
UPC Partner Standard category	<b>Upgrade/Premium</b> D-A-CH Partnership, presence on vinum.ch <u>and</u> vinum.de	12 weeks	+ 965.00	+ 880.00



# Advertorial – Native Content Marketing



Your own advertorial (inc. image gallery) in the VINUM webpage style. Present your products and services in an engaging and informative way. The benefits are a visual feast for the reader and professional graphic-design support for you. Draw attention to yourself!

Advantages at a glance:

- Editorial contributions displayed.
- With advertorials, the reader is more receptive to your brand or product message, because it is set firmly within the trusted surroundings of the editorial environment.
- Oversight by professional (wine) journalists.
- All in one: you supply the words and pictures, VINUM does the rest (graphics/layout, editing, proofreading, production).
- Present for 4 weeks on the homepage, retrievable from relevant sections of the site thereafter.
- Option to include interactive elements (video, audio) in the advertorial.

Format	Size in pixels (W x H)	Presence	Display period	Price in Swiss francs	Price in euros
<b>Advertorial (Content Ad)</b>		nationally on vinum.ch or vinum.de Desktop/ Tablet and Mobile		1655.00	1535.00
Teaser on the homepage	Rectangle S 1056 x 330		4 weeks		
Landing page microsite	URL link		unlimited		

\*\*\* For the website "French" the CHF prices are applied with a reduction/discount of -25%


Upgrades / Premiums					
<b>Larger teaser on homepage</b>	Rectangle M 1056 x 710	M	4 weeks	+ 495.00	+ 465.00
<b>Text supplied by VINUM</b>	Text created from scratch, using keywords and according to client brief (desktop writing)			+ 500.00	+ 460.00
<b>Photos supplied by VINUM</b>	Photography by VINUM photographers (inc. unlimited picture usage, your own DVD)			+ 500.00	+ 460.00
<b>Mention in the regular VINUM newsletter</b>	Newsletter slot Switzerland (German-speaking part)			+ 1320.00	
	Newsletter slot Switzerland (French-speaking part)			+ 595.00	
	Newsletter slot Germany				+1230.00
	Newsletter slot Switzerland (German-speaking part) and Germany			+ 2220.00	+ 2010.00
<b>Promotion via social media</b>	Teaser on the VINUM Facebook page and Twitter account			+ 495.00	+ 465.00

## Details:


Title	90 characters (inc. spaces)
Teaser	120 characters (inc. spaces)
Image	300 dpi, 1940 x 1200 pixels
Text	Suggested max. 2000 characters (inc. spaces)
Video	Option to embed YouTube player using <iframe>

## Newsletter – Direct Content Marketing

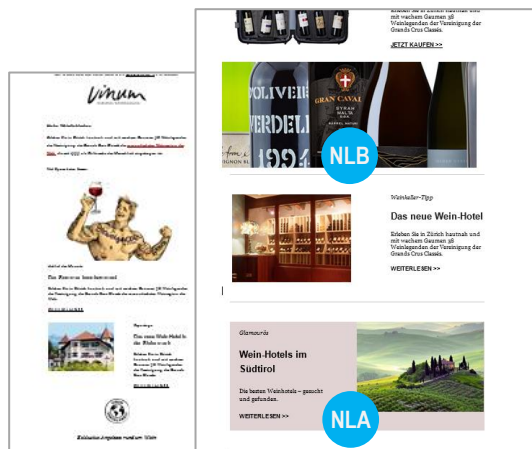
Go straight to the personal inboxes of our wine and pleasure-loving readership with the VINUM newsletter.

Format	Details	Presence	Price in Swiss francs	Price in euros
<b>Newsletter slot – advertorial</b> 	Comprising: - Image (300 x 222 pixels) - Title (50 characters) - Text (108 characters) - Landing page with link (inc. external linking)	Switzerland (German)	2 625.00	2 430.00
		Germany		
		French-speaking Switzerland/France	1 520.00	

Upgrades / Premiums				
<b>Text supplied by VINUM</b>	Text created from scratch, using keywords and according to client brief (desktop writing)		+ 500.00	+ 460.00
<b>Photos supplied by VINUM</b>	Photography by VINUM photographers (inc. unlimited picture usage, your own DVD)		+ 500.00	+ 460.00
<b>Additional distribution</b>	Newsletter Switzerland plus Germany Newsletter Germany plus Switzerland Plus Newsletter Switzerland (French-speaking part)		+1185.00	+1097.00 + 975.00
			+1052.00	
<b>Teaser on the homepage</b>	Switzerland (German-speaking part) Germany Switzerland (French-speaking part)		+ 495.00	+ 465.00
			+ 495.00	+ 465.00
			+ 245.00	+ 225.00
<b>Promotion via social media</b>	Teaser on the VINUM Facebook page and Twitter account		+ 495.00	+ 465.00

Format	Details	Presence	Price in Swiss francs	Price in euros
<b>Newsletter slot – banner</b> 	600 px x 250 px, Client to supply ready-to-use file, inc. link to the URL Max. 1 banner per newsletter	Switzerland (German)	2 365.00	2 190.00
		Germany		
		French-speaking Switzerland/France	1 370.0	

Format	Details	Presence	Price in Swiss francs	Price in euros
<b>Standalone newsletter</b>	Comprising: - Image (600 px x 350 px) - Title (50 characters) - Text (1250 characters) - Landing page/microsite (inc. link)	Switzerland (German)	3 750.00	3 470.00
Single-theme newsletter for special promotional or cooperative activities.		Germany		
		French-speaking Switzerland/France	2 130.00	

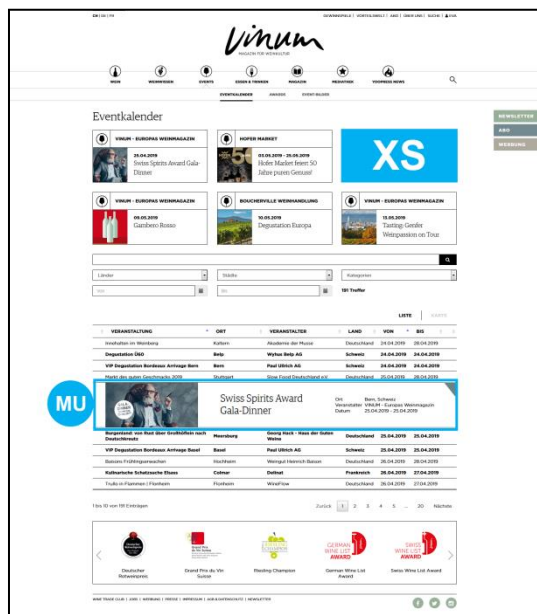


VINUM readers live life to the full and have exceptionally good taste – which makes them your ideal target audience.



## Event promotion – Special Presence

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



Format	Details	Presence	Price in Swiss francs	Price in euros
<b>Events diary Premium upgrade</b>	Available in addition to basic entry and visual highlighting:  XS tile with a teaser (Image: 216 x 216 pixels)  for the event on the Events homepage. Max. 3 placements per month and per webpage  Inc. all the features of a mini upgrade	<b>XS</b>  4 weeks (or 30 days) before the event date  <b>nationally</b> on vinum.ch or vinum.de Desktop/Tablet and Mobile	337.00	312.00
<b>Events diary Mini upgrade</b>	Basic entry and visual highlighting of the list entry (Image: 580 x 280 pixels)  - Icon on the diary overview - Pop-up with additional information (image, title, etc.)	<b>MU</b>  Max. 8 weeks (or 60 days) before the event date  <b>nationally</b> on vinum.ch or vinum.de Desktop/Tablet and Mobile	39.00	39.00

Innenhofen im Weinberg	Katzen	Akademie der Flusse	Deutschland	24.04.2019	28.04.2019
Degustation OBO	Belp	Wythos Belp AG	Schweiz	24.04.2019	24.04.2019
VIP Degustation Bordeaux Arrivage Bern	Bern	Paul Ulrich AG	Schweiz	24.04.2019	24.04.2019
Markt des guten Geschmacks 2019	Kruttstatt	Slow Food Deutschland e.V.	Deutschland	25.04.2019	28.04.2019
Burgentland: von Rust über Großhöflein nach Deutschneudorf	Meersburg	Georg Hack - Haus der Guten Weine	Deutschland	25.04.2019	25.04.2019
VIP Degustation Bordeaux Arrivage Basel	Basel	Paul Ulrich AG	Schweiz	25.04.2019	25.04.2019

The users:

VINUM readers enjoy a good standard of living, go out a lot and like to travel around Europe's wine regions. Culture and art, hospitality and, above all, an enjoyment of wine are all important to them. They are innovators and trendsetters with a wide range of interests. More than two thirds of our readers hold executive positions, are self-employed, or freelance. Consequently, their earnings are above average.

(Source: AWA, Wemf/MACH)

## Publishing / Your contacts

### Issuer/publisher

Intervinum AG, Thurgauerstrasse 66,  
CH-8050 Zürich  
(Trademark and copyright holder)  
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  
Laura Schlatter, Reader marketing manager  
Eva Pensel, Online marketing  
Raffaella Köhler, Support Online marketing

### Editorial

Editor-in-chief Switzerland and International  
Thomas Vaterlaus,  
thomas.vaterlaus@vinum.ch

Editor-in-chief Germany  
Carsten Henn

### Advertising sales and administration

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

Switzerland (French-speaking part):  
Evelin Rupp, promotion@vinum.ch  
RomanDuVin.ch, Signal 19, 1018 Lausanne  
Tel. +41 (0)79 869 88 75

### VINUM Germany and Austria

Markus Lutz, publisher representative,  
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

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

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