

Vinum

EUROPE'S WINE MAGAZINE



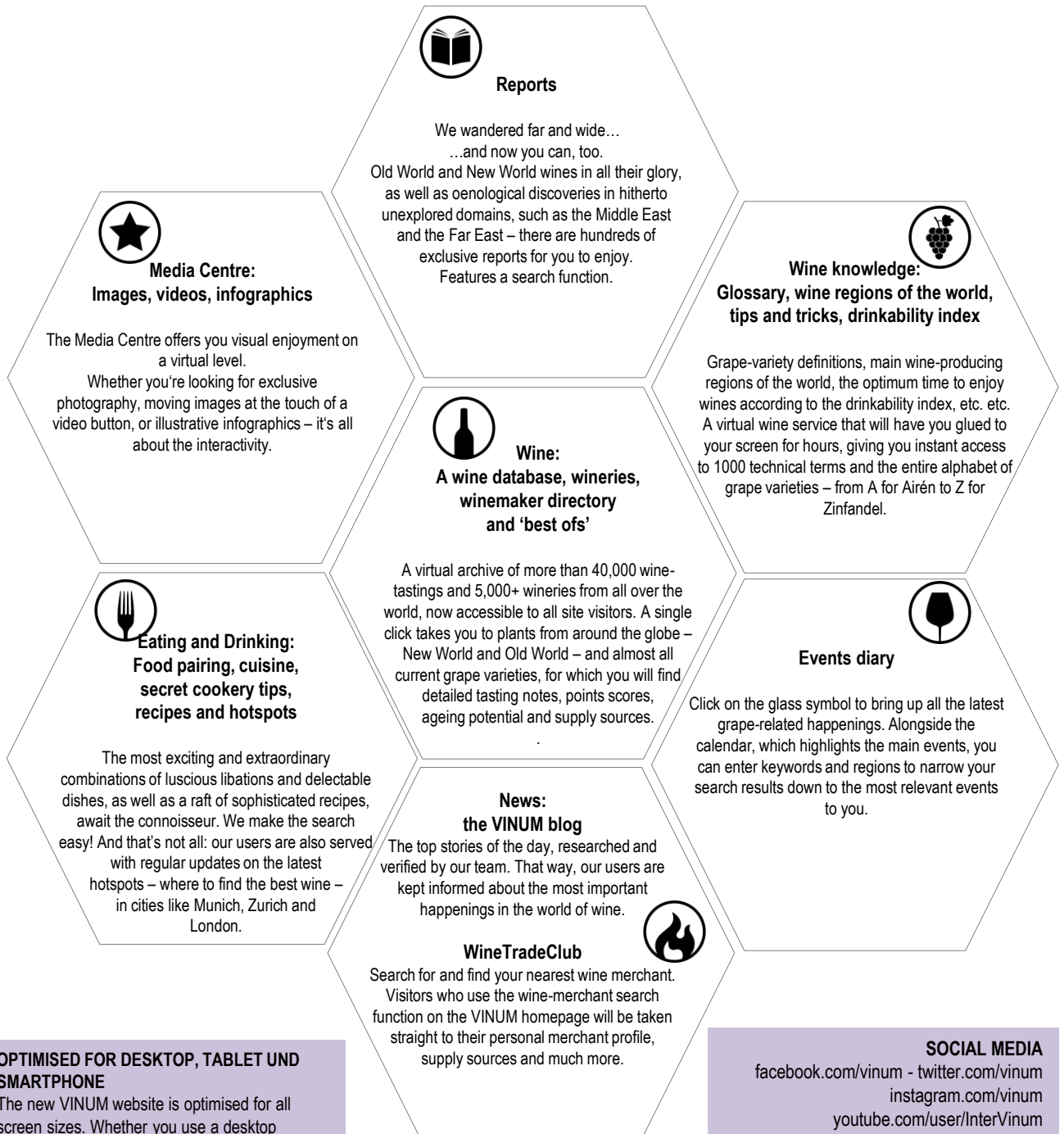
THE NEW
ONLINE PLATFORM
FROM VINUM

VINUM Digital World – The brand-new portal

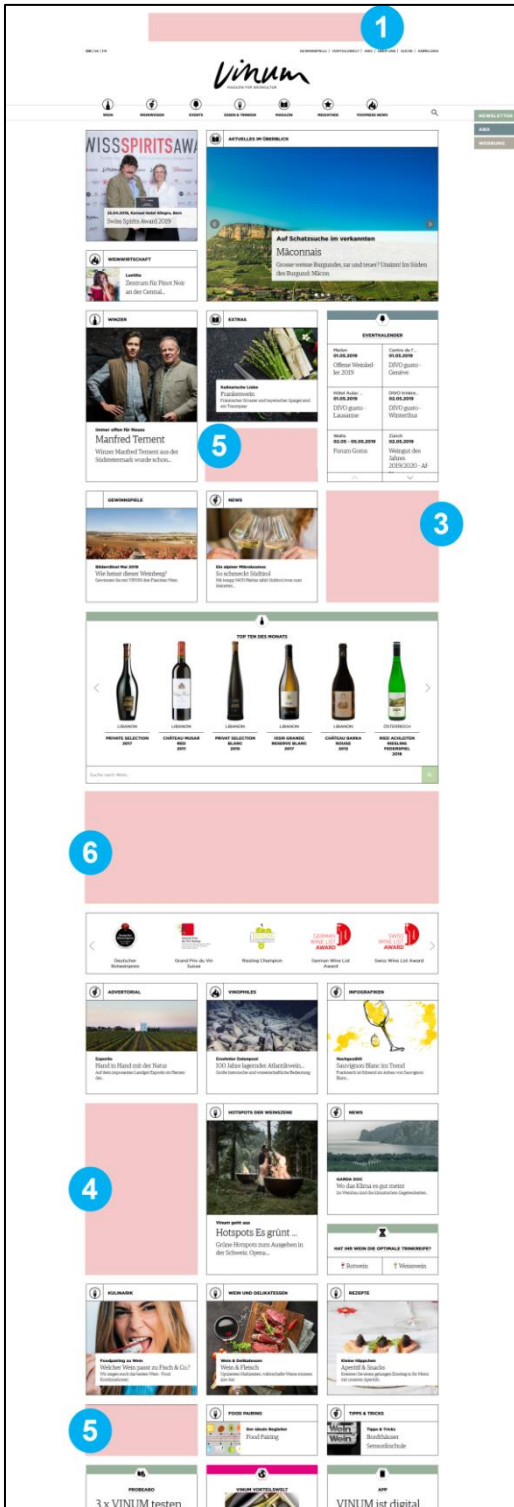
Our ethos

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



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
1 Leaderboard	728 x 90 Home	nationally on vinum.ch or vinum.de Desktop/ Tablet and Mobile	4 weeks	1950.00	1810.00
2 Billboard	1140 x 360 Home		4 weeks	1950.00	1810.00
3 Small rectangle	360 x 360 Home		4 weeks	1350.00	1250.00
4 Med. rectangle	360 x 555 Home		4 weeks	1450.00	1350.00
5 Large rectangle	750 x 555 Home		4 weeks	1650.00	1550.00
Custom formats	Special formats and requests on request.				
vinum.ch/french	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
Simultaneous international presence on vinum.ch and vinum.de Desktop/ Tablet and Mobile	1 Leaderboard	728 x 90 Home	4 weeks	3120.00	2896.00
	2 Billboard	1140 x 360 Home	4 weeks	3120.00	2896.00
	3 Small rectangle	360 x 360 Home	4 weeks	2160.00	2000.00
	4 Med. rectangle	360 555 Home	4 weeks	2320.00	2160.00
	5 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

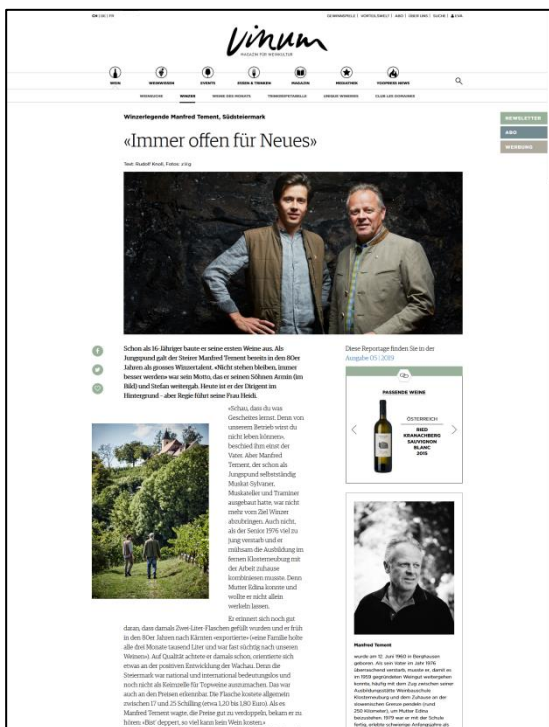
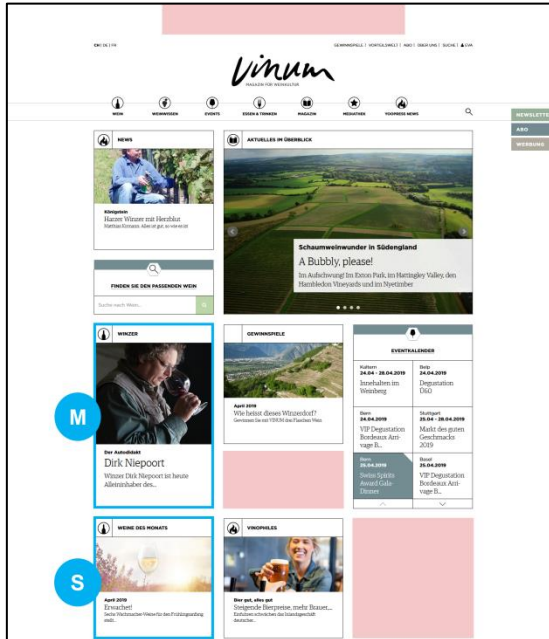


Format	Size in pixels (W x H)	Presence	Display period	Price in Swiss francs ***	Price in euros	File size	File format
UPC Partner Lead category	UPC 360 x 555 UPC 2 360 x 360	national on vinum.ch or vinum.de Desktop/Tablet and Mobile	12 weeks	2970.00	2690.00	70 kB	png, jpeg, swf, html5, third party tag
UPC Partner Standard category	UPC 360 x 555 UPC 2 360 x 360	national on vinum.ch or 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	Upgrade/Premium D-A-CH Partnership, presence on vinum.ch and vinum.de	12 weeks	+ 1485.00	+ 1345.00
UPC Partner Standard category	Upgrade/Premium D-A-CH Partnership, presence on vinum.ch and vinum.de	12 weeks	+ 965.00	+ 880.00

Advertorial – Native Content Marketing



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>

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.

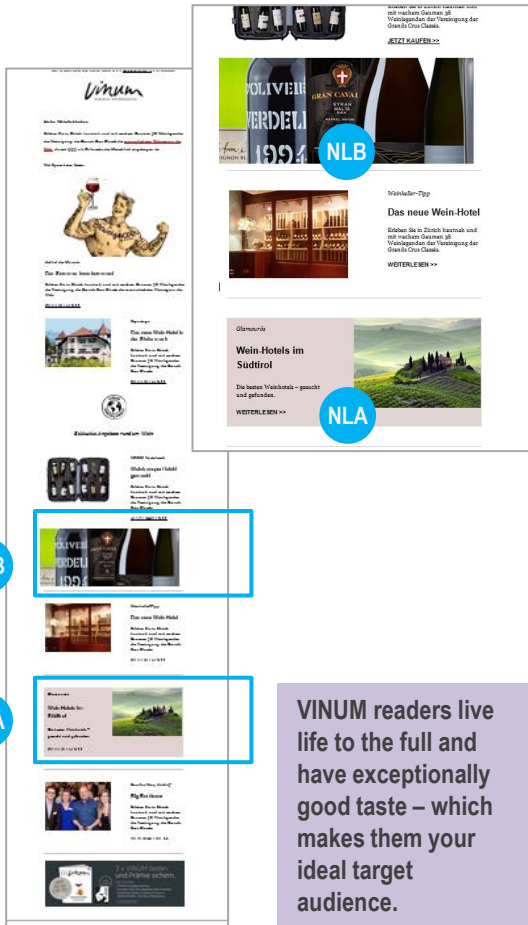
Format	Size in pixels (W x H)	Presence	Display period	Price in Swiss francs	Price in euros
Advertorial (Content Ad)		nationally on vinum.ch or vinum.de Desktop/Tablet and Mobile		1655.00	1535.00
Teaser on the homepage	Rectangle S 1056 x 330		4 weeks		
Landing page microsite	URL link		unlimited		

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

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

Newsletter – Direct Content Marketing

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



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



Format	Details	Presence	Price in Swiss francs	Price in euros
Newsletter slot – advertorial NLB	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	1 520.00	
		French-speaking Switzerland/ France		

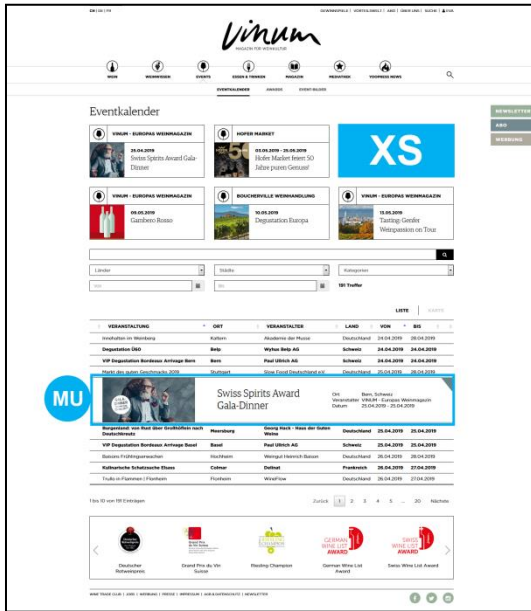
Upgrades / Premiums				
Text supplied by VINUM	Text created from scratch, using keywords and according to client brief (desktop writing)		+ 500.00	+ 460.00
Photos supplied by VINUM	Photography by VINUM photographers (inc. unlimited picture usage, your own DVD)		+ 500.00	+ 460.00
Additional distribution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

Format	Details	Presence	Price in Swiss francs	Price in euros
Newsletter slot – banner NLB	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	1 370.00	
		French-speaking Switzerland/ France		

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

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
Events diary Premium upgrade	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	XS 4 weeks (or 30 days) before the event date nationally on vinum.ch or vinum.de Desktop/Tablet and Mobile	337.00	312.00
Events diary Mini upgrade	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.)	MU Max. 8 weeks (or 60 days) before the event date nationally on vinum.ch or vinum.de Desktop/Tablet and Mobile	39.00	39.00



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 / Spain

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