



Contact Us:
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sales@winecountryguide.com

Reasons to Advertise In *Spotlight's Wine Country Guide*

- **Effective Targeting**
 - Targets wine consumers traveling to and within the Wine Country
 - Focuses on Northern California, where 60% of Wine Country travel originates
 - Emphasis on San Francisco Bay Area, the main Wine Country gateway
- **Intelligent Distribution**
 - Over 720,000 copies per year reach more than 2,000,000 wine consumers
 - More than 650 distribution points:
 - Hotels and other lodging (San Francisco, Greater Bay Area, Sacramento, Wine Country)
 - Wineries (Napa, Sonoma, Mendocino, and Lake counties)
 - Travel planners (e.g., American Automobile Association)
 - Airports, attractions, and other wine tourism hubs
- **Proven Results**
 - Advertisers value Spotlight's advertising performance
 - Distributors value the magazine's usefulness to their clientele
- **Preferred Publication**
 - Content aids excursion planning by local and visiting wine enthusiasts
 - Guidebook dimensions (5.5 x 8.5 inches) favored by readers and distributors
 - Monthly publication cycle keeps content fresh while maximizing advertiser exposure
- **Editorial Support**
 - Events publicity
 - Press release pickup
 - Other editorial mention
- **Local Team**
 - Founded, owned, and operated locally
 - Local team increases responsiveness to the needs of local businesses



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Frequently Asked Questions

Q. Why advertise with Spotlight's Wine Country Guide if we already advertise in other Wine Country publications?

A. Spotlight's Wine Country Guide is the only publication designed to assist travelers as they plan and tour the area. We can best be described as a travel guide. Our competitors are more similar to weekly newspapers or lifestyle magazines.

Q. What are the benefits to your customers of being part of a travel guide approach?

A. There are many benefits of being part of a travel guide approach including:

1. Our distribution and promotion is set up to attract travelers and vacationers. People who are vacationing have a higher propensity to purchase and represent untapped opportunities for our customers to pursue.
2. Our content is targeted at travelers and includes editorial features, like itineraries, designed to navigate visitors to our advertisers.
3. Our publishing strategy utilizes a convenient footprint that is preferred by travelers and travel advisors like concierges. Our monthly publishing schedule enables us to offer current information without rushing our advertisers out of key editorial positions.

Q. Describe your promotion and distribution approach?

A. We attempt to reach customers before, during, and after their travel to the Wine Country.

1. **Before:** The internet has become a vital component for planning travel. We have developed a comprehensive website that goes far beyond being an online edition of the magazine. We provide directories, reservations, and planning articles to visitors researching the area. We have extended our network to include affiliated websites on the east coast, in Oregon, and in Hawaii. We are also included in the annual AAA Tour Book, are members of the San Francisco Convention & Visitors Bureau, and mail magazines to select travel agents
2. **During:** Our magazine distribution goes beyond delivering magazines to wineries. We have an extensive relationship with concierges throughout the Bay Area and we are distributed in AAA offices, rental car agencies, hotels and motels, airports, private jet centers, limousine companies, and select retail outlets. We welcome opportunities to take our customers to the Bay Area to experience our distribution network first-hand.
3. **After:** Many visitors to the Wine Country become interested in return trips. We maintain mailing lists and provide updates to interested travelers. We also provide and mail copies of our magazine to special events, wedding parties, and individuals prior to their next travel.

Q. What are some other advantages of advertising with Spotlight's Wine Country Guide?

A. In addition to those items mentioned above, we offer the following advantages:

1. We are committed to serving the Northern California Wine Country region exclusively. Our advertisers are not supporting the promotion of wine regions in other parts of the state.
2. We provide one-stop shopping for magazine and web-based advertising.
3. We are locally owned by professionals who are involved in the business day-to-day, and we make ourselves readily available to our clients.