



## Magazine Overview

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*Spotlight's Wine Country Guide* is the definitive visitor's guide to the heart of the California Wine Country since 1989. Intelligent distribution reaching around two million touring wine consumers annually assures contact with visitors while they are planning as well as engaged in Wine Country travel. No other publication provides the efficient targeting, geographic reach, advertising exposure, or positive results of *Spotlight's Wine Country Guide*.

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### Description:

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- Published and distributed monthly
- Tightly targeted to an audience traveling to and within the Wine Country
- Indispensable to Wine Country visitors
- Excellent maps and relevant directories
- Itineraries that drive visitors directly to advertisers
- Compact, comprehensive, timely, and easy to use
- Covers Napa, Sonoma, Mendocino, and Lake counties
- Web edition available at [www.winecountryguide.com](http://www.winecountryguide.com)

### Distribution:

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- Intelligent monthly distribution at hundreds of points visited by wine consumers traveling, and planning to travel, through the Northern California Wine Country
  - Airports, hotels, and rental car agencies
  - Travel agencies including AAA offices
  - Wineries, restaurants, and wine retailers
  - Major entertainment complexes
  - Strong distribution at the better hotels in the San Francisco Bay Area

### Advantages:

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- User-friendly guidebook format
- Maximum advertiser exposure through multiple message approaches
- Attractive front and back covers available to advertisers
- Glossy, full-color pages showcase display and content advertising
- Service personalized to the needs of each customer

### Cost:

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- Best value for advertising targeted to touring wine consumers
- Head-to-head comparisons with other advertising opportunities encouraged