



**Contact Us:**  
707.723.4535  
1083 Vine Street #355  
Healdsburg, California 95448  
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**
  - Hundreds of thousands of copies per year reach around 2,000,000 wine consumers through hundreds of carefully selected distribution points:
    - Hotels and other lodging (San Francisco and Bay Area, Wine Country)
    - Wineries (Napa, Sonoma, Mendocino, and Lake counties)
    - Travel planners (e.g., American Automobile Association)
    - Airports, attractions, and other wine tourism hubs
  - The Winecountryguide.com website reaches tens of thousands more wine consumers—before, during and after their wine touring excursions
- **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