

decanter.com

the route to all good wine

'For news, go to decanter.com'

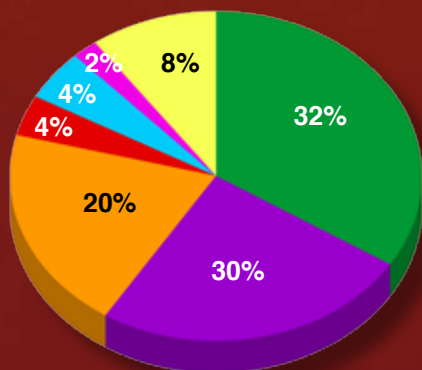
Jancis Robinson MW
www.jancisrobinson.com

www.decanter.com was launched in 2000 as the web arm of the world's leading wine magazine, Decanter. It rapidly gained a worldwide following and has become indispensable for wine lovers and wine trade alike looking for up-to-the minute wine news and recommendations. Daily email news alerts and consumer and trade monthly newsletters are also sent out to a large number of registered recipients. All content is free to air.

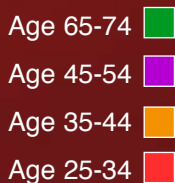
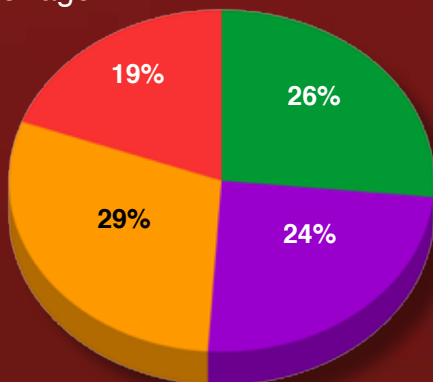
Monthly impressions: ca. 500,000
Monthly unique visitors: ca. 120,000

Daily news alerts: 13,500 registered recipients
Monthly newsletter: 25,600 registered recipients
Monthly trade newsletter: 5,500 registered recipients
Monthly 'top news stories': 25,600 registered recipients

Geographical visitor split*



Visitor age*



Average age: 46 years

Visitor profile*

Average household income is £75,000
80% are male, 20% are female
39% work in the wine trade
*NOP April 2007

54% of respondents visit decanter.com for wine recommendations
57% buy wine on the internet
70% buy their wine from independent wine merchants
*Decanter survey Sept 2007



"Wine is a serious obsession for many and lovers of the vine will find decanter.com a brilliant web accompaniment to the odd glass or two. This British site has news, recommendations and is not above taking pains to teach newcomers about its subject. There is also a useful investment section and a pleasingly opinionated blog"

Richard Ehrlich.
The Times,
Friday 8 June 2007



ADVERTISING OPPORTUNITIES

Banner (run of site)

£30 per 1,000 page impressions

Skyscraper (Vertical banner) (run of site)

£35 per 1,000 page impressions

Mini Advertorial box on homepage (Box with text & picture)

£450 per week

£1,750 per month

Button (run of site)

£30 per 1,000 page impressions or

£350 per week

£1,200 per month

MPU on homepage (Fully animated advertisement box):

£1,250 per week

Scrolling text & link:

£350 per week on Homepage

£250 per week on News page

Shopping Directory Listings

£400 per 6 months

£600 per 12 months.

SPONSORSHIP OPPORTUNITIES

Sponsor the Online Poll

£1,000 per month

Competitions: Designed to order. Contact us at websales@decanter.com or 020 3148 4502 for more information.

Consumer and Recommendations based Email Newsletters & News Alerts

Banner (not solus): £350 per bulk mailing

Solus Sponsorship Banner & Mini Advertorial box:

£850 per bulk mailing

Trade Email Newsletter

Banner: £350 per bulk mailing

Advertorial box: £250 per bulk mailing

New Release box: £250 per bulk mailing

Product Seeking Representation box: £350 per bulk mailing

For more information and examples, please call us on +44 (0)20 3148 4500 or email websales@decanter.com.

To see full media packs for www.decanter.com and for Decanter Magazine, go to: <http://www.decanter.com/mediapack>

