

# Decanter

the world's best wine magazine

First published in 1975, Decanter is a monthly magazine read by people all over the world who consider wine as life's greatest pleasure. The readers spend their nights dreaming of châteaux and vineyards, escape from their families by hiding in their cellars and consider no holiday worthwhile without a visit to a vineyard. Next to wine, their greatest passion is food and they have extensive knowledge of the world's greatest restaurants and even greater knowledge of their wine lists. Knowing that Decanter is read by the world's top sommeliers and producers gives them the reassurance that every month they have their finger on the pulse of the international wine world.

**Over 80% of our readers say that a recommendation in Decanter influences their wine purchase. NOP 2007**

## KEY FACTS

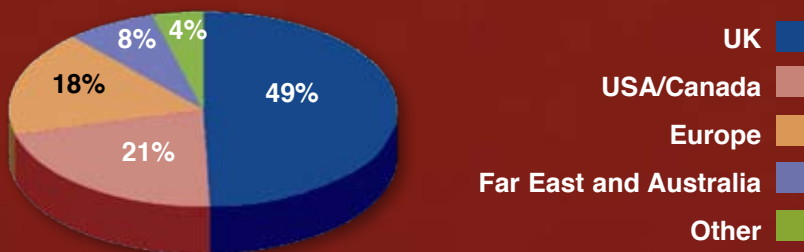
Circulation: 49,000 copies a month\*\*

Subscriptions: 10,500 UK, 8,000 Overseas

Newstrade distribution: 10,000 UK, 10,000 Overseas

Wine shops: 2,000 UK, 1,000 Overseas

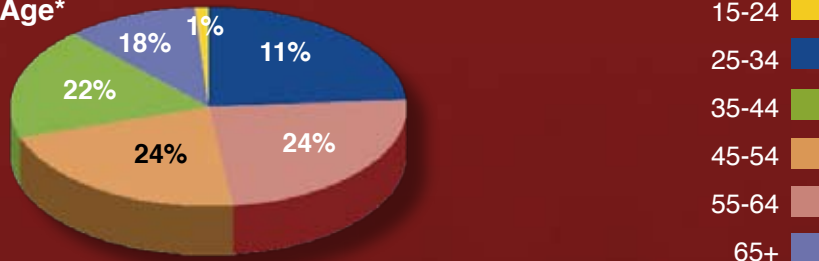
## Worldwide distribution\*



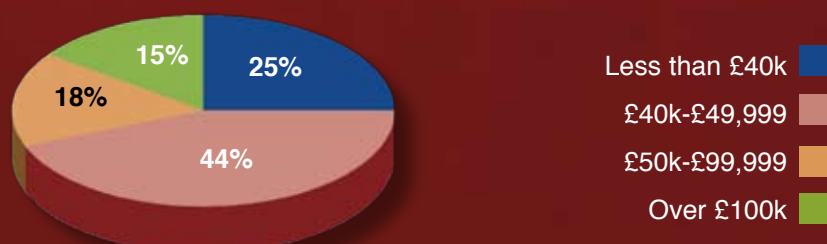
## Readership\*

80% consumer readership; 20% trade readership  
90% Male, 10% female

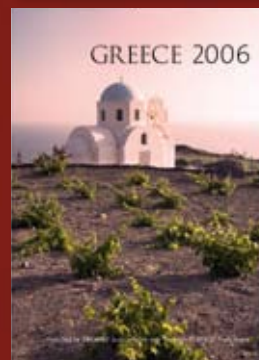
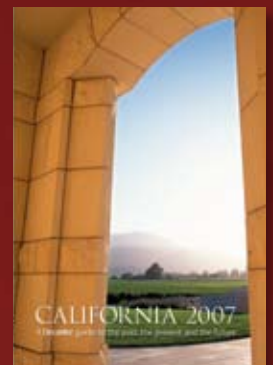
## Age\*



## Income\*



\* NOP 2007. All figures correct from April 2007.  
\*\* Publishers statement



## ADVERTISING RATES 2010

Size	4 Colour	Black & White
Outside back cover	£6,185	N/A
Inside front cover	£5,490	N/A
Inside back cover	£4,615	N/A
Double page spread	£6,940	N/A
Full page + special position	£3,820	£1859
Full page	£3,410	£1690
Half page + special position	£2,045	£1045
Half page	£1,880	£950
Quarter page	£1,065	£510

Series discounts apply for all bookings:

Three bookings (-6%)   six bookings (-12%)   nine bookings (-18%)   twelve bookings (-24%)

## SPONSORSHIP OPPORTUNITIES

### Sponsored Supplements & Guides

Published with the magazine and distributed in a wallet with the monthly edition.

From £23,650 GBP for 16 pages + 4 covers.

### 'Focus On' – Special section within the magazine.

A mini-supplement bound within the magazine with an internal cover.

Can be reprinted as a separate brochure.

From £12,875 GBP for 8 pages.

### 'Decanter Promotion' – Advertorials

Ideal for presenting a single company or particular concept

Full colour page:     £3,725

Double colour page: £7,005

## www.decanter.com

www.decanter.com is currently recording over 500,000 page impressions and 120,000 international unique users on a monthly basis. To find out more about opportunities to reach these consumer and trade visitors through advertising and sponsorship, call +44 (0)203 148 4500 or e-mail [charlie\\_dupont@decanter.com](mailto:charlie_dupont@decanter.com).

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*"The best wine magazine. You have reached a new level of writing, research, layout, production: it's worth the price of several books."* **Hugh Johnson**

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