

MEININGER'S

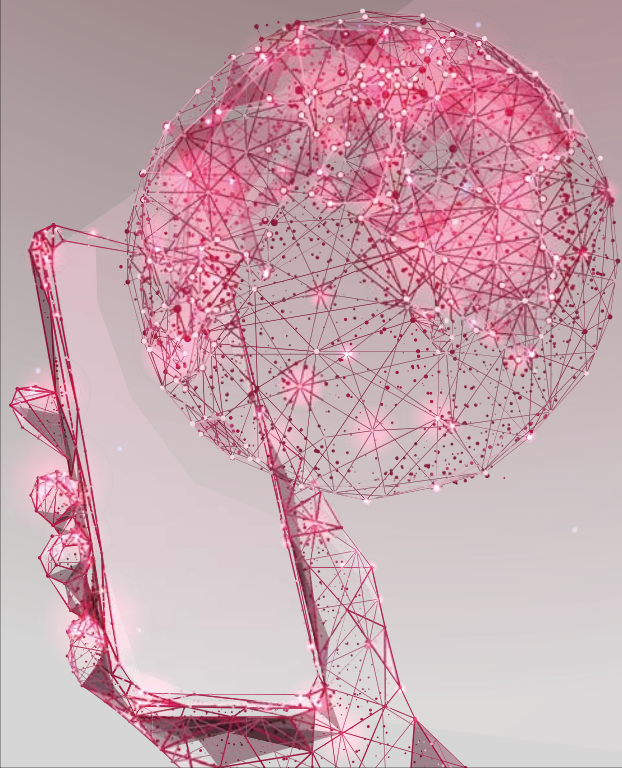
ESSENTIAL READING FOR THE WINE AND DRINKS INDUSTRY

INTERNATIONAL

RATE CARD 2024 / PRINT & DIGITAL
PRICES → VALID FROM 01.10.2023



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ESSENTIAL READING FOR THE WINE AND DRINKS INDUSTRY

Seen and read by key decision makers

Meininger's International is the global trade's 'must read' drinks industry site. Read by subscribers in more than 30 countries, it offers decision makers an overview of the international marketplace, backed up with the most relevant facts and figures, analyses and news and opinion, all in an accessible format.

At a glance

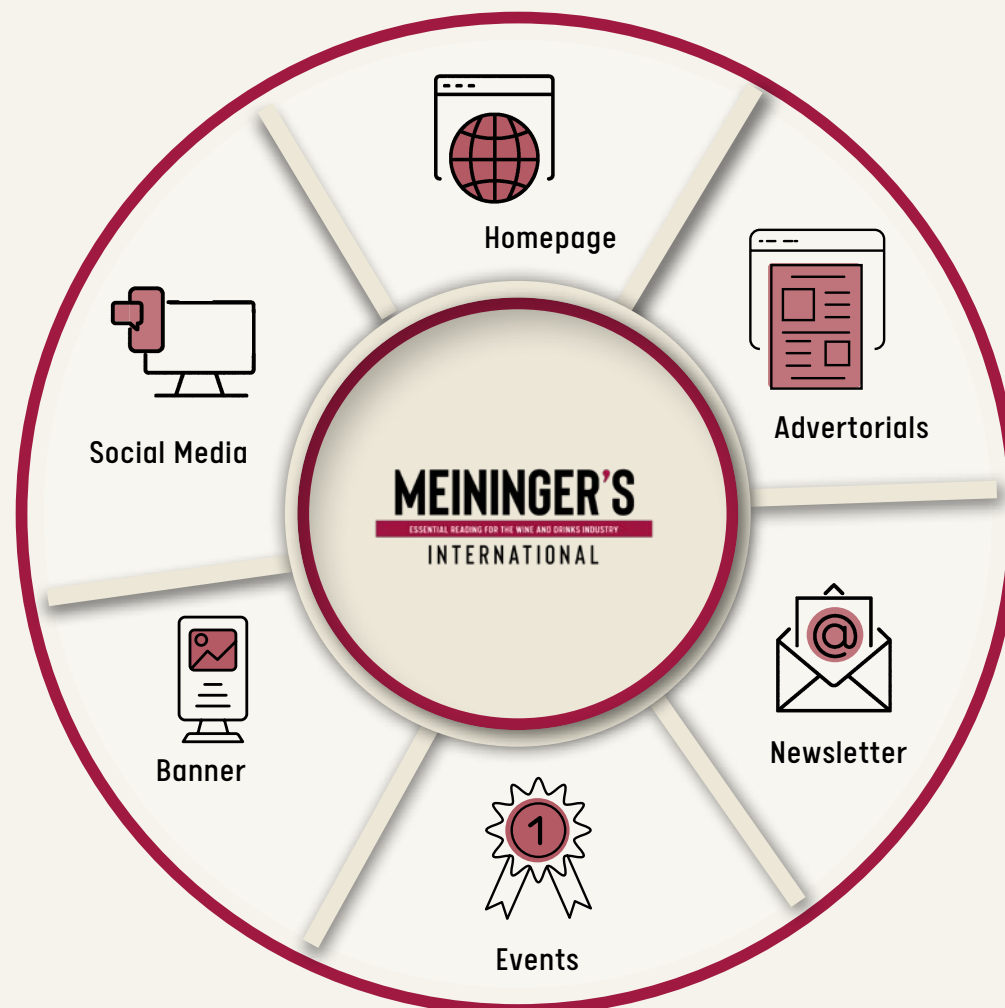
The website and newsletter cover both new and emerging markets, including areas as diverse as China, Australia, the United Kingdom, the United States, Scandinavia and Russia, as well as emerging markets such as Vietnam, Poland and Brazil. Our journalists write about market trends, export fluctuations, opportunities and case studies, giving readers a comprehensive view of what's new in the world of wine.

Our readers

Meininger's International's subscriber base includes buyers, importers and distributors in major markets. There is no other platform that allows you to speak to so many influential people at once. Your presence will be seen in multiple markets at the same time, by the people who matter.

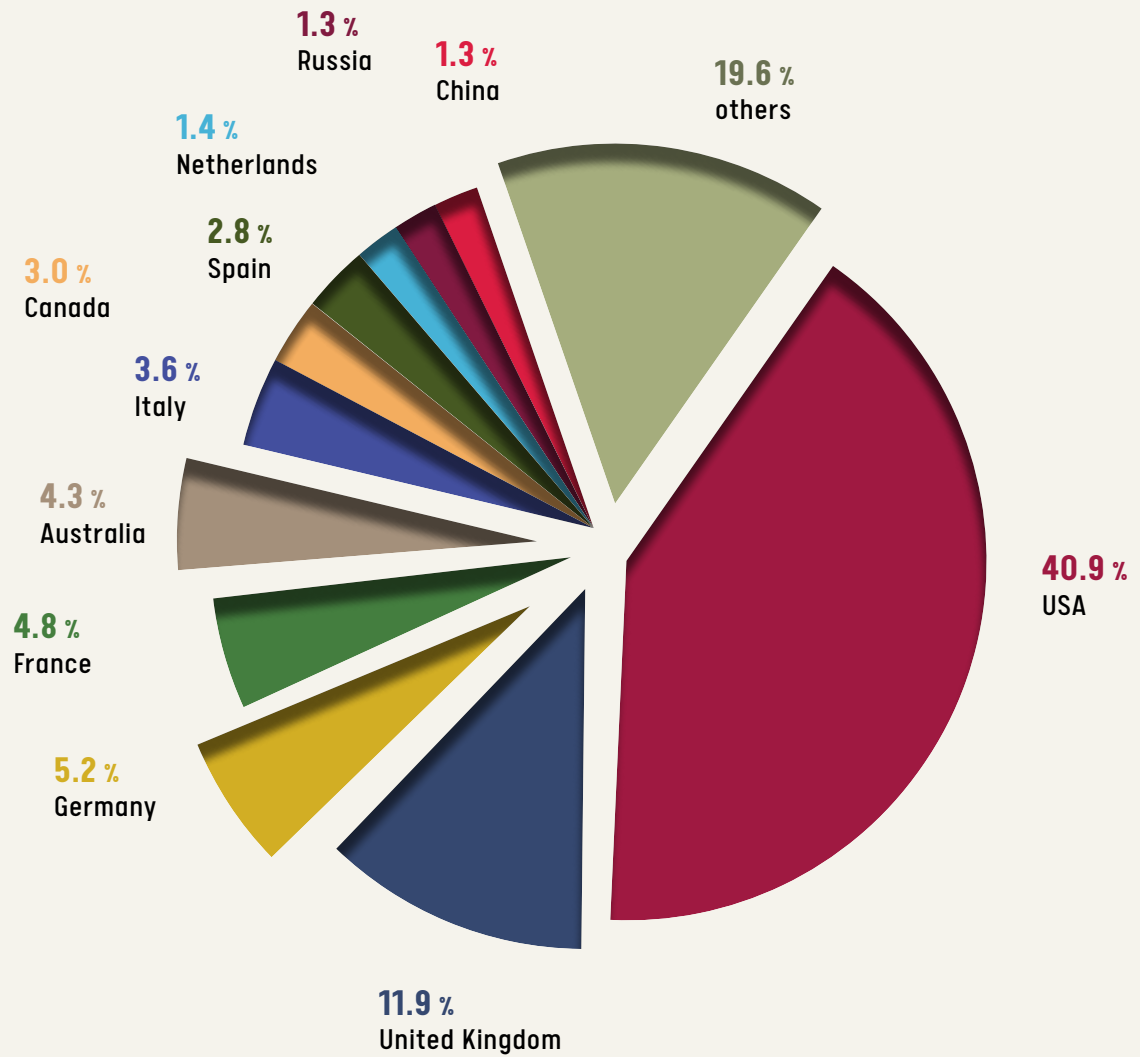
www.meiningers-international.com

FIRST HAND INFORMATION





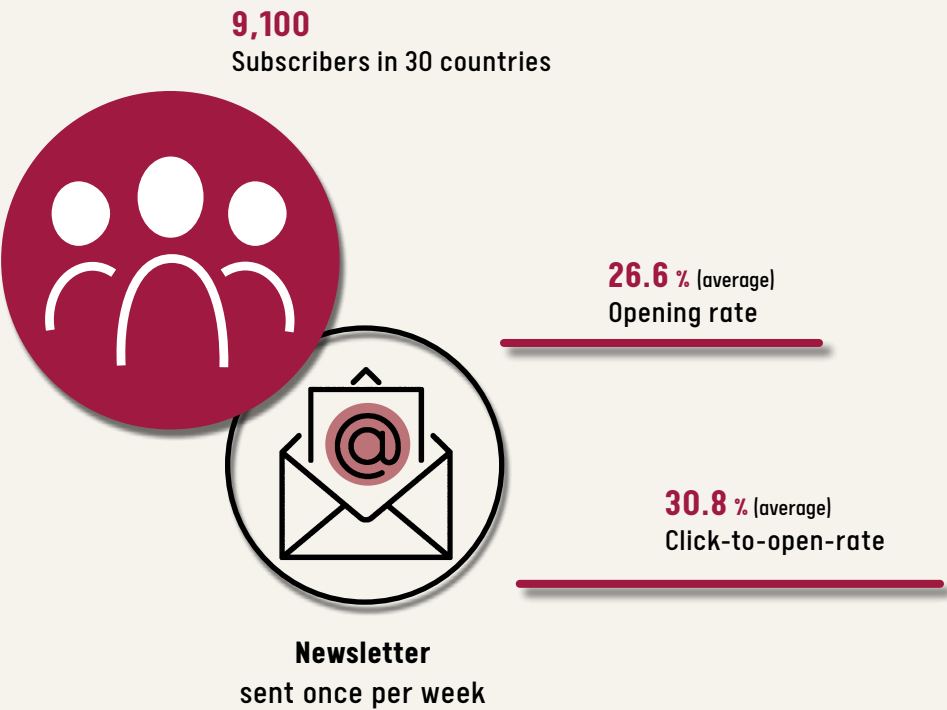
COUNTRIES OF ORIGIN



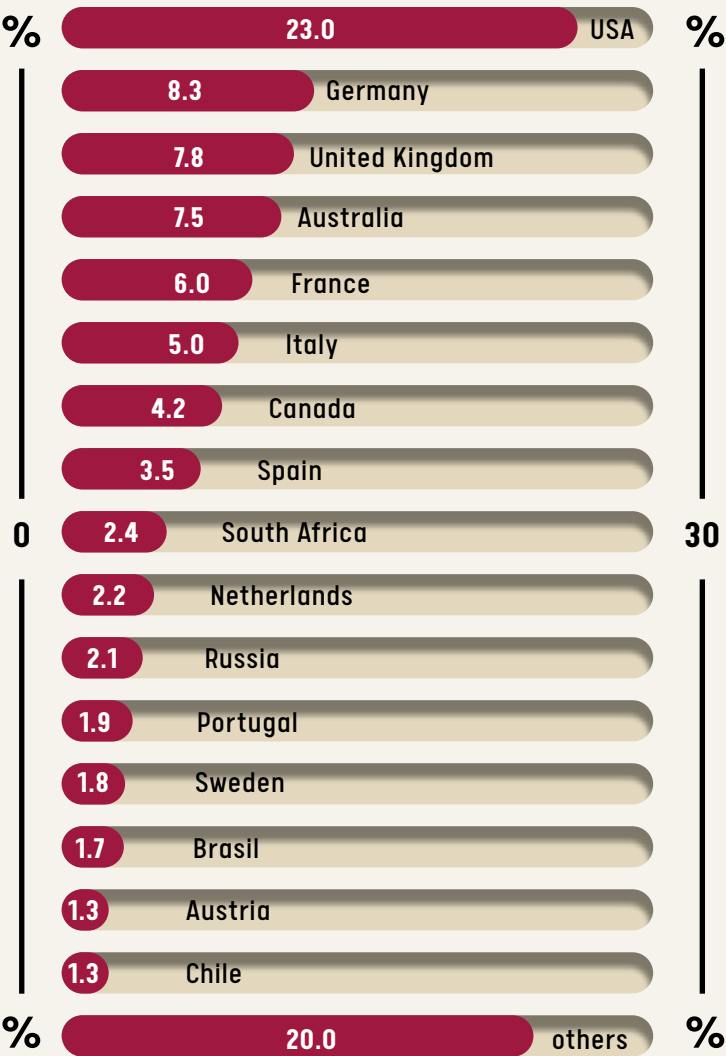
HOMEPAGE

- ▷ Unique visitors per month (average) → 24,000
- ▷ Clicks per month (average) → 38,500

NEWSLETTER



COUNTRIES OF ORIGIN



| MONTH | TOPIC | FAIR / EVENT |
|---------------|---|--|
| OCTOBER 2023 | China Spanish wines in the US Brasil Poland | <u>ProWine São Paulo, São Paulo</u> 03.10. - 05.10.2023 |
| NOVEMBER 2023 | Italy / Sicily Northern Spain and Portugal India Denmark | <u>Wine Future, Coimbra</u> 07.11. - 09.11.2023 <u>ProWine Shanghai, Shanghai</u> 08.11. - 10.11.2023 <u>WBWE, Amsterdam</u> 20.11. - 21.11.2023 |
| DECEMBER 2023 | South Africa Italy / Pinot Grigio Rhône | |

| MONTH | TOPIC | FAIR / EVENT |
|---------------|--|---|
| JANUARY 2024 | France / Burgundy Dubai Modern Marketing: Influencers Wine Paris Preview | |
| FEBRUARY 2024 | Greece Nigeria Sparkling Barcelona Wine Week Canada | <u>Barcelona Wine Week, Barcelona</u> 05.02. - 07.02.2024 <u>Wine Paris, Paris</u> 12.02. - 14.02.2024 |
| MARCH 2024 | ProWein Argentina / Mendoza Italy / Puglia Japan | <u>Meininger's International Wine Conference, Düsseldorf</u> 09.03.2024 <u>ProWein, Düsseldorf</u> 10.03. - 12.03.2024 |
| APRIL 2024 | Netherlands Spain / Rioja Italy / Prosecco DOC Vinitaly Guide Singapore Marketplace: Amazon | <u>ProWine Tokyo, Tokyo</u> 10.04. - 12.04.2024 <u>Vinitaly, Verona</u> 14.04. - 17.04.2024 <u>ProWine Singapore, Singapore</u> 23.04. - 26.04.2024 |
| MAY 2024 | Ruanda, Bordeaux Austria Italy / Prosecco DOCG | <u>VieVinum, Vienna</u> 25.05. - 27.05.2024 |
| JUNE 2024 | New Zealand | |
| JULY 2024 | Turkey | |

BE SEEN @
MEININGERS-INTERNATIONAL.COM

HIGH VISIBILITY

LARGE LEADERBOARD TOP POSITION

970 x 90px DESKTOP*

duration 2 weeks 1,200 €

HALF PAGE AD

300 x 600px DESKTOP*

duration 2 weeks 1,200 €

MEDIUM RECTANGLE

300 x 250px MOBILE

duration 2 weeks 950 €

LARGE LEADERBOARD BOTTOM POSITION

970 x 90px DESKTOP*

duration 2 weeks 950 €

Data delivery at least one week before the start date (JPG or GIF)

Banner ads run for minimum two weeks, beginning on Mondays.

* For mobile delivery, please send also a medium rectangle banner (300x250px)

Prices in Euros, not including VAT.

Large Leaderboard 970x90px

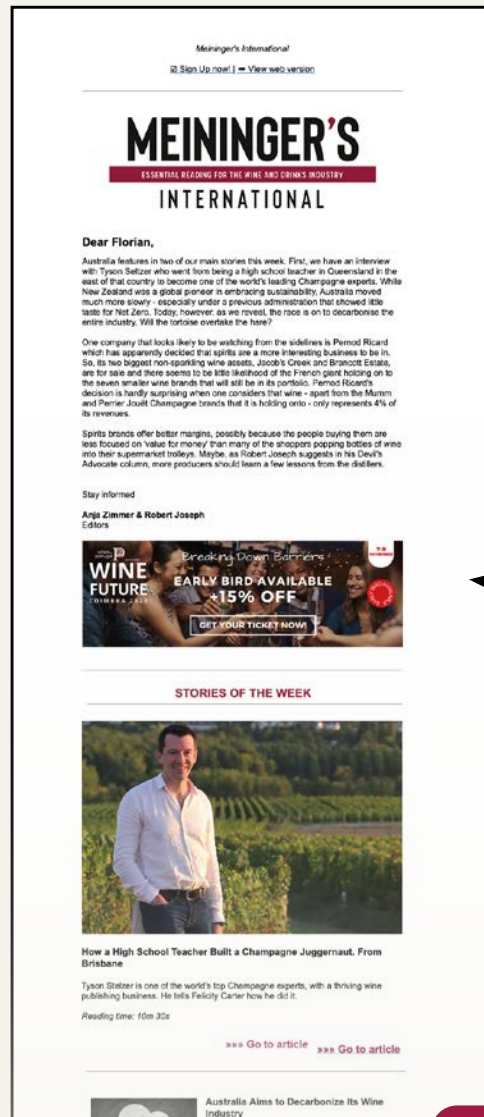
Half Page Ad 300x600px

Medium Rectangle 300x250px

Large Leaderboard 970x90px

THE PERFECT
MATCH!

NEWSLETTER

DIRECT LINE TO THE
DRINKS INDUSTRY

Use our newsletter options to integrate your message directly into the daily lives of highly targeted customers. Build brand awareness and understanding and seamlessly grow traffic and conversion. Reach the right decision makers. In the right way, at the right time and in the right place.

CONTENT AD

600 x 250 px 1,200 €
duration 2 weeks

PUBLICATION FREQUENCY: WEEKLY

YOUR
GLOBAL
GATEWAY!

TALK TO YOUR TARGET AUDIENCE DIRECTLY

An online advertorial is the ideal way to convey precisely the message you want to share - in a relevant and appropriate editorial environment.

FULL SERVICE ADVERTORIAL

You supply raw texts and images, text/image processing editing and graphics are done for you. Coordination and approval takes place after consultation.

3,895 €

SELF SERVICE ADVERTORIAL

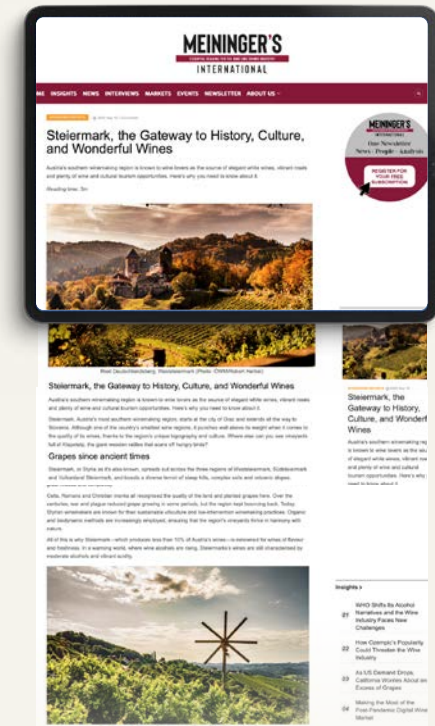
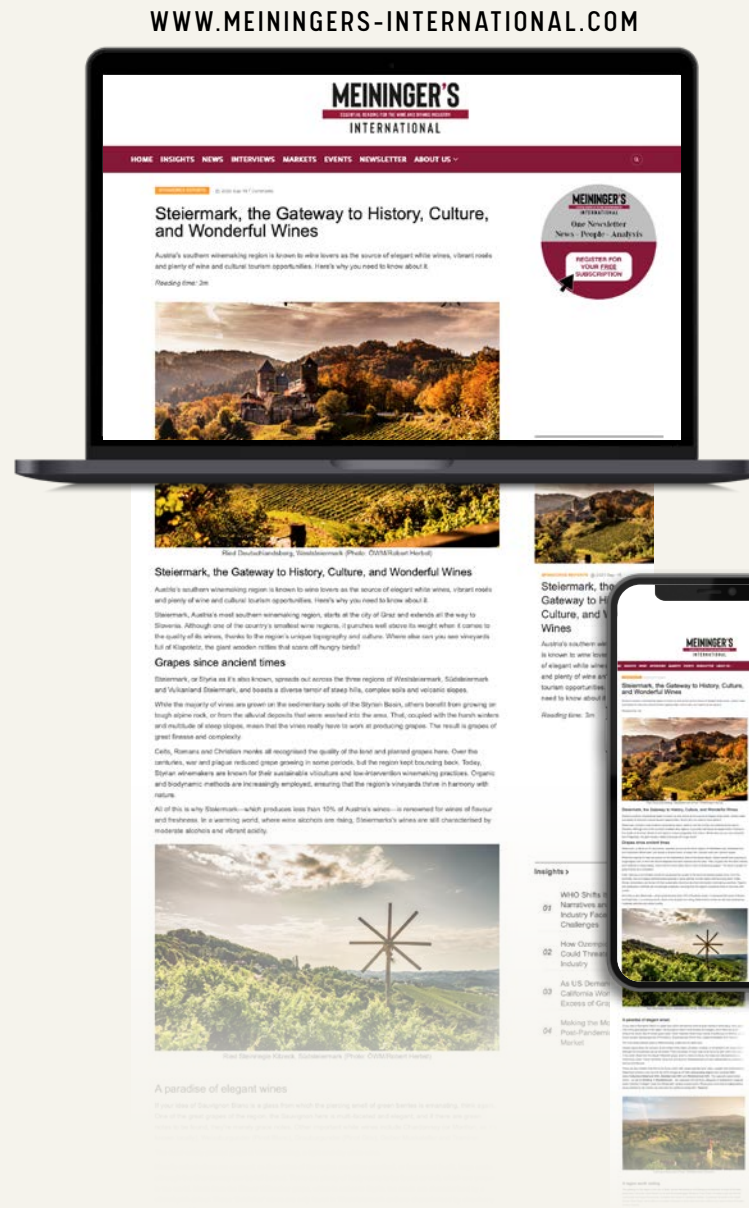
You supply the complete content in text and images. Publication is carried out by the editorial office.

3,350 €

CONTENT ONLINE ADVERTORIAL

- 2,500-characters / 500-word text editorial text
- Up to 4 high-resolution images
- Link to appropriate page

The General Terms and Conditions shown below shall apply in addition.



A paradise of elegant wines

For those who love elegant wines, the Steiermark region is a paradise. It is not only a wine region, but also a region of history, culture, and nature. The region is known for its high-quality wines, which are produced in a sustainable and eco-friendly way. The region is also known for its beautiful landscapes, which are perfect for hiking and cycling. The region is a true paradise for anyone who loves wine and nature.

The most famous wine produced in the Steiermark region is the 'Steiermarker Weissburgunder'. This wine is known for its light and elegant character, which is perfect for pairing with a variety of dishes. The region is also known for its 'Steiermarker Blaufränkisch', which is a red wine with a rich and full-bodied character.

Steiermark is a region of many firsts. It was the first region in Austria to produce wine, and it was also the first region to produce sparkling wine. The region is a true pioneer in the world of wine, and its wines are a testament to its long and rich history.

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PARTNER WITH MEININGER'S

To succeed professionally in the wine industry today, you have to know what is happening commercially, culturally, technologically and legally across the world.

Fundamental changes are taking place. Old habits and distributions habits are being disrupted. Producers and distributors have to be ready to adapt.

Insight and informed analysis into consumer and business trends is more essential than ever. Nothing is as certain as change - especially in the context of pandemics, tariff wars, conflict and artificial intelligence.

Meininger's International Wine Conference brings together an international team of experts and a top-level, information-hungry audience from every sector of the industry in the run-up to ProWein.

See, hear and feel what will drive the wine industry of the future.

MEININGER'S

INTERNATIONAL WINE CONFERENCE



INTERNATIONAL GET-TOGETHER BEFORE PROWEIN

Awards for deserving personalities and families in the wine and spirits industry

Traditionally, the MEININGER AWARD ceremony on the eve of ProWein and the gala awards party, are the dazzling prelude to the fair and a unique networking opportunity.

The annual MEININGER AWARD are presented to outstanding international and German personalities and businesses of the wine world.

Their recipients are ideal ambassadors, each of whom embodies in their own personal and individual way the multifaceted, colorful wine world of today and tomorrow. It is a great honor for us to welcome around 500 invited guests from Germany and abroad to the Hotel KÖ59, Düsseldorf.

EXCELLENCE IN WINE & SPIRIT MEININGER AWARD



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Terms and Conditions:
The General Terms and Conditions
shown below shall apply in addition.

360° MAGAZINES FOR THE WINE AND DRINKS INDUSTRY



1. Scope of application:

These General Terms and Conditions of Business ("T&Cs") apply to all advertising orders, advertorials and other advertising material (also online) of Meininger Verlag GmbH, Maximilianstrasse 7-15, 67433 Neustadt/Weinstrasse (hereinafter referred to as "Publisher") targeted at customers (hereinafter referred to as "Customer").

Any conflicting General Terms and Conditions of Business of the Customer will not be acknowledged, unless the Publisher explicitly consents to their inclusion.

2. Conclusion of the agreement

An "advertising order", within the meaning of these General Terms and Conditions of Business, is an agreement on the publication of one or more advertisements or advertorials, or any other advertising material (also online) (such as supplements) of an advertiser or any other buyer of advertising space in a publication or on a website for the purpose of dissemination.

Unless anything else to the contrary has been agreed, an advertising order shall materialize through the advertisement being printed or through a written confirmation of the Publisher. Upon placing the advertising order, the respective Customer acknowledges the application of these General Terms and Conditions of Business and the respective applicable price list, as well as the media data applicable to the respective year of publication.

A "deal" is an agreement on the publication of multiple advertisements, in regard to which the publications are made by the Customer on a "call-off" basis. The same shall also apply analogously to any deal concluded by a group of companies ("Consolidated Deals"). Should the right to call off individual advertisements be granted within the scope of such a deal, unless anything to the contrary has been agreed in the individual case the publication date of the most recent advertisement should fall within the period of one year of the first advertisement being published.

Should the advertising order be placed by an agency, the respective contract shall materialize, subject to any other arrangements, with the agency.

Any amendments and additions to an advertising order, as well as any deviations from these General Terms and Conditions of Business, shall require to be laid down in writing. That also applies to the revocation of this clause requiring the written form.

3. Placing advertisements

The Publisher shall be entitled to undertake the placing of the advertisements and/or online advertising material at its sole discretion. Fixed advertisements and special forms of advertising can be booked individually. Subject to any other, individualized, agreement, the Customer shall otherwise have no claim to the advertisement being placed in a particular position in the respective advertising area, or to a certain access time in the respective advertising space being complied with. It is possible to relocate the advertising space within the agreed setting if said relocation does not materially affect the appeal of the advertisement. The bookable forms of advertising and placements in the online area do not include a warranty in regard to being displayed in a directly visible area (on a "first screen"). The Customer

shall, upon request, after conducting an online campaign, be given information on the standard values achieved.

Advertisements and other forms of advertising which, due to their design, are not immediately recognisable as advertisements, are clearly marked by the Publisher with the word "Advertisement".

4. Advertorials

Advertorials are content produced by a third party that needs to differ, in form and design, from the editorial parts of the respective magazine. They contain texts and advertising of third parties. They shall essentially be endorsed with a separate legal notice. The advertorial may be marked, by the Publisher, with the word "Advertisement", or an alternative word to a similar effect. Advertorials are usually produced by the Publisher in consultation with the Customer, and published. An advertorial is to be made available to the Publisher, for inspection and approval, at least ten working days prior to the print copy deadline. The Customer has a one-off right to require corrections. Any further sets of corrections are to be remunerated in addition. Acceptance may only be refused for technical reasons. The Customer shall be obliged to deliver the necessary visual material, as well as any other information individually agreed, in good time. The Customer shall be responsible for providing the necessary rights for this. Should the Customer infringe the obligations to co-operate incumbent upon it, and delays be caused as a result, the Customer shall be held liable for it. Should an advertorial not be published, because the Customer has not fulfilled the obligations to co-operate incumbent upon it in good time, the Publisher shall be entitled to nonetheless require the gross remuneration agreed in full.

5. Printing materials

The Customer shall be responsible for delivering flawless printing materials or print templates of any other advertising material by the print copy deadline. In the case of digital printing documents, the customer is obliged to deliver templates for advertisements in accordance with the contract, in particular in line with the format or the technical specifications of the Publisher, in good time prior to the respective start of publication. The Publisher's costs for any amendments to the print templates desired or caused by the respective Customer are to be borne by the Customer. The obligation to store printing materials shall end three months after the advertisement has been published for the first time.

Any liability for colour accuracy and correct reproduction of the colouring will only be accepted by the Publisher if the Customer has transmitted a proof that makes the colouring and size binding, for colour matching in good time.

6. Deficiencies

Should the publication of the advertisement not be in line with the quality or service contractually due, the Customer shall have a claim to reduce the payment or be given a flawless replacement advertisement. Should the Customer make use of its right to reduce the price, the amount of the reduction shall be aligned to the degree of deficiency shown by the advertisement. As an alternative,

the Customer may require the publication of a replacement advertisement to the extent to which the purpose of the advertisement has been compromised by the deficiency. Minor deviations in tonal value or colour are substantiated in the tolerance range of the offset printing process, and do not constitute a deficiency.

The Customer is required to complain to the Publisher about any obvious deficiencies in an advertisement in writing within a week, counting from the day of publication. Any hidden deficiencies are to be complained about in writing within six months, counting from the day of publication of the advertisement.

The Publisher has the right to refuse to publish a replacement advertisement if, in good faith, it seems inappropriate to it, taking into account the content of the advertising order, in particular if a disproportionate amount of costs is incurred. Should the Publisher make use of this right, the Customer shall be entitled to withdraw from the contract, as long as it is not only insignificant deficiencies that exist. A reduction in price based on reduced circulation may only be asserted if the reduction in circulation is at least 20%, in the event of a certain circulation having been assured.

7. Liability on the part of the Publisher

The Publisher shall only be liable for wilful intent and gross negligence. Vis-à-vis traders, the liability for gross negligence is limited to the damage to be expected up to the amount of the remuneration agreed for the advertisement.

For slight negligence, the Publisher shall only be liable, if there is no case of injury to life, the body or the health, unless cardinal obligations of the advertising order have been infringed. The Publisher's liability shall, in any case, be limited to compensating the foreseeable damage, limited by the fee to be paid for the advertisement.

8. Specimen copy

The publisher shall, upon request, deliver a specimen ad-vertisement. Depending upon the nature and scope of the advertising order, clippings, specimen pages or full samples will be delivered.

9. Prices, invoices

The fixed or special prices agreed as at the date of the order being placed shall apply, and otherwise the published price list. The Publisher reserves the right to amend the charges. This does not apply to consumers. For any orders confirmed by the Publisher, price changes shall, however, only be valid if they were notified by the Publisher at least one month prior to the advertisement/the advertising material being published. In the event of a price increase, the customer shall be entitled to assert a right to withdraw from the contract. The right to withdraw from the contract must be exercised within 14 days of receipt of the notification on the price increase.

Any reductions shall be established in line with the respective applicable price list or the individual arrangements made. Should the Customer not have implemented the advertising volume forming the basis for the reduction in full within the agreed period of time, the Publisher shall have the right to charge the amount of the reduction given. Advertising agencies and any other advertising

intermediaries shall be obliged to adhere to the Publisher's price lists in their offers, contracts and invoices sent to the advertiser. Discount credits and subsequent discount adjustment charges will essentially only be made at the end of the advertising year.

Invoices of the Publisher are to be paid within the payment deadline, counting from receipt of the invoice, which can be seen from the price list, unless any other payment deadline or advance payment has been agreed in the individual case. In the event of arrears of payment, interest will be charged in accordance with the statutory provisions.

Should there be justified doubt about the Customer's ability to pay, the Publisher shall be entitled to make the publication of one or more advertisements dependent upon advance payment of the amount as at the final deadline for advertisements, as well as upon any outstanding amounts invoiced being settled.

10. Turning down orders

The Publisher reserves the right to turn down advertisements - including individual call-offs within the scope of a deal - and orders for supplements, if

- the content of them violates any laws or official provisions; or
- the content of them has been objected to by the German Advertising Council in opposition proceedings; or
- the publication of them is unacceptable to the Publisher because of the content, design, origin or technical form;
- advertisements contain advertising of third parties or on behalf of third parties. Orders for any other advertising material shall only be binding upon the Publisher after a sample has been submitted and approved. Any advertisements containing advertising by third parties or on behalf of third parties [joint advertising] shall, in each individual case, require the prior written declaration of acceptance of the Publisher. This will entitle the Publisher to levy a joint advertising surcharge. Any supplements which, due to their format or presentation, arouse the impression, with the reader, of being a component of the newspaper or magazine or contain third-party advertisements may be turned down by the Publisher on these grounds. The Customer will be informed about the rejection of an advertisement or any other advertising material without delay.

11. Cancellation of orders

Essentially, it is possible to cancel orders. The cancellation needs to be received by the Publisher in writing or by e-mail. In the case of cancellation up to five working days prior to the closing date for advertisements [10 days in the case of advertisements placed on the website and fixed placements], no costs will be incurred to the advertising customer. By way of derogation herefrom, any cancellation of special forms of advertising (including title pages booked, events, tastings) and advertorials, is only possible for up to two weeks after placing an order. Should a cancellation be made after the deadlines regulated in Sentence 1, the flat-rate amount of compensation for expenditure shall amount to 100% of the gross order volume cancelled.

12. Intellectual Property rights

The Customer shall grant the Publisher any rights of use,

ancillary copyrights and other rights necessary for the use of the print templates provided. Included in the latter is, in particular, the right of duplication, publication, dissemination, making the materials publicly available, and also the editing and design rights in the scope necessary for implementing the order.

The Customer guarantees to the Publisher that it has all rights necessary for publication and dissemination of the advertisement. The Publisher shall not be obliged to check any impairments of rights of third parties. The Customer shall be solely responsible for the content and design of the advertisement. The Customer hereby frees and relieves the Publisher from all claims by third parties which the latter may assert against the Publisher in connection with the publication of the advertisement.

13. Acts of God

In the event of Acts of God, the Publisher shall be entitled to postpone the publication of an advertisement until such time as the event has ended. The term "Acts of God" is understood to mean any circumstances that are not the Publisher's fault, and which make the publication impossible or unacceptable, in particular strikes, legitimate lock-outs, war, acts of terror, civil unrest, natural disasters, pandemics and a general shortage of raw materials or energy.

14. Data Protection

The Publisher gathers, processes and stores personal data of the Customer in accordance with the applicable data protection provisions. Further information on the processing of personal data can be found in our Data Privacy Policy.

15. Final provisions

This contractual relationship, as well as these General Terms and Conditions of Business, are subject to the Law of the Federal Republic of Germany, subject to exclusion of the UN Convention on the International Sale of Goods [CISG]. The place of fulfilment shall be the Publisher's registered office. In business transactions with traders, legal persons governed by public law or special funds governed by public law, the Publisher's registered office is agreed upon as the exclusive place of jurisdiction. In the case of non-traders, the place of jurisdiction shall be determined by their domicile.

The Publisher does not take part in dispute resolution procedures before consumer arbitration boards.

Any amendments and additions to these General Terms and Conditions of Business, as well as any subsidiary agreements, shall require to be laid down in writing. That also applies to the revocation of the written form.

Should any of the foregoing provisions be or become invalid, the validity of the remaining provisions shall not be affected thereby. In lieu of the invalid provision, the parties shall agree upon a valid provision which comes as close as possible, in its entirety, to what is laid down in the General Terms and Conditions of Business, as well as the contractual arrangements from a factual, legal and economic perspective. The same procedure shall apply if the General Terms and Conditions of Business should contain a loophole.

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MEININGER'S
ESSENTIAL READING FOR THE WINE AND DRINKS INDUSTRY
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