



MEDIA KIT

TARGETED GLOBAL
BRAND EXPOSURE
OPPORTUNITIES

WWW.VINEX.MARKET

EXPOSE YOUR BRAND TO **8,500** GLOBAL WINE INDUSTRY

- EXECUTIVES
- BUSINESS OWNERS
- WINEMAKERS
- MARKETERS
- PURCHASING & FREIGHT/LOGISTICS MANAGERS



ALIGN YOUR BRAND WITH AN INDUSTRY BEST PRACTICE GLOBAL WINE TRADING PLATFORM

- GLOBAL BRAND EXPOSURE
- ADVERTORIAL SPONSORSHIPS
- TARGETED MULTI-LINGUAL BRANDING
- FLEXIBLE EXPOSURE AND TIMING PACKAGES

MEMBERS FROM 47 COUNTRIES
LISTED WINES FROM 22 COUNTRIES



- SUPPORTED BY IN-MARKET REGIONAL MANAGERS
- VINEX IS INDEPENDENT, BASED IN LONDON

VINEX EXCHANGE ANALYTICS

AS AT DEC 2018

Users

5,698



New Users

5,489



Pageviews

114,066



Pages / Session

5.06



Sessions

22,553



Number of Sessions per User

3.96



Avg. Session Duration

00:07:19



Bounce Rate

35.36%



 VINEXsecure

THE TRUSTED, INDEPENDENT, DIGITAL WINE PLATFORM

3 MONTHS EXPOSURE



Industry eNews Editorial Exposure

- > Receive 4 x banners and 2 x eNews advertorials across 12 weeks

Home & Exchange Login Page Exposure

- > Maximum exposure on Home & Login pages on rotation

Listing Details & Web-Page Exposure

- > Exposure across every bulk and/or bottle listing details page and throughout a minimum of 8 key web pages

Preferred Industry Supplier

- > A dedicated brand web page, product information and link to your website

Suppliers' Directory

- > Inclusion in VINEX Suppliers' Directory (in 7 languages if required)*

* Directory listing may remain for 12 months

The VINEX Exchange is a **professional web-based trading platform for bottled and bulk wines, plus grapes**, allowing buyers and sellers to connect globally in real time within the business to business wine trading sector.

VINEX provides **current market intelligence** to keep you informed, enabling buyers and sellers to connect and **trade without boundaries** ensuring the facilitation of business-critical inventory and sourcing decisions.

The VINEX team is supported by experts across a wide range of industry areas; winemakers, experienced independent wine tasters, including Masters of Wine to assist in making your trading process seamless.

About Us

Why VINEX
The Exchange
Market
Our Team
NEW Bottled Wine Exchange
Boutique Region InFocus
Premium Region InFocus

Market IQ

Latest Wine News
Latest Wine Pricing
Wine Producing Countries
Member InFocus
Region InFocus

Contact Us

Contact Us
Management
Feedback & Ideas
Investor Relations

Advertise on VINEX

ADVERTISE
HERE

Side tall banner
250 X 400 px

- ✓ Promote to wine industry buyers, cost effectively
- ✓ Expose your brand here
- ✓ Email for details: enquiry@vinex.market

ADVERTISING RATES

BRANDS CAN BE PROMOTED THROUGH BRAND AD SPACE, ADVERTORIALS AND SPONSORSHIPS ACROSS A NUMBER RANGE OF VEHICLES; including **exchange login screens, weekly eNews, analytical reports, high frequency pages and more.**

- 1 month exposure package £340 +VAT
- 3 months exposure package £875 +VAT
- 6 months exposure package £1,500 +VAT

Conditions:

- > Customer is to supply jpeg artwork files to specifications.
- > Payment due and payable prior to commencement of exposure.
- > VINEX reserves the right to approve all material.



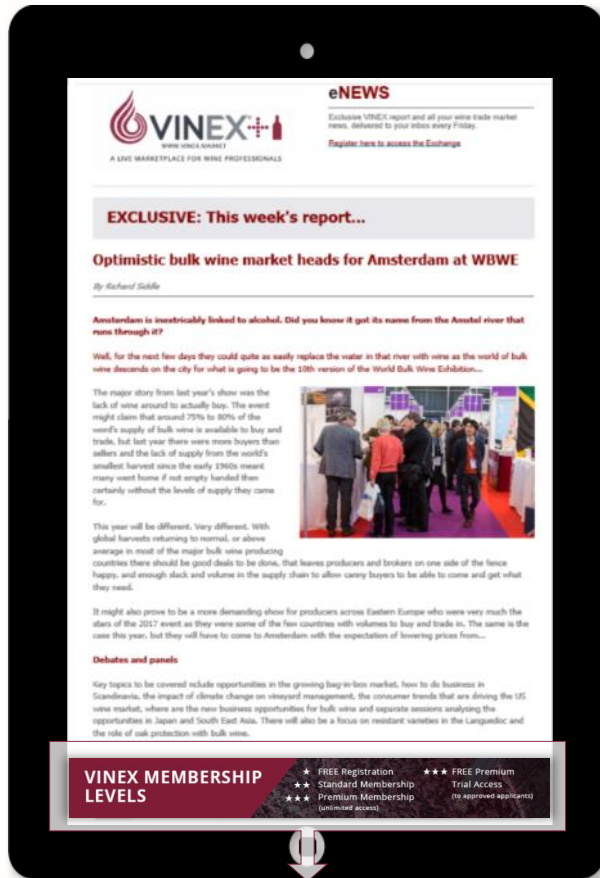
- NEW SERVICE -
**REQUEST
A QUOTE**

Footer banner
728 X 90 px

Express Freight & Logistics

AD SIZES / DIMENSIONS

WEEKLY eNEWS



VINEX
eNEWS
Exclusive VINEX report and all your wine trade market news, delivered to your inbox every Friday.
Register here to access the Exchange

EXCLUSIVE: This week's report...

Optimistic bulk wine market heads for Amsterdam at WBWE
By Richard Sidle

Amsterdam is inextricably linked to alcohol. Did you know it got its name from the Amstel river that runs through it?

Well, for the next few days they could quite as easily replace the water in that river with wine as the world of bulk wine descends on the city for what is going to be the 10th version of the World Bulk Wine Exhibition...

The major story from last year's show was the lack of wine around to actually buy. The event might claim that around 75% to 80% of the world's supply of bulk wine is available to buy and trade, but last year there were more buyers than sellers and the lack of supply from the world's smallest harvest since the early 1960s meant many went home if not empty handed then certainly without the levels of supply they came for.

This year will be different. Very different. With global harvests returning to normal, or above average in most of the major bulk wine producing countries there should be good deals to be done, that leaves producers and brokers on one side of the fence happy, and enough slack and volume in the supply chain to allow carry buyers to be able to come and get what they need.

It might also prove to be a more demanding show for producers across Eastern Europe who were very much the stars of the 2017 event as they were some of the few countries with volumes to buy and trade in. The same is the case this year, but they will have to come to Amsterdam with the expectation of lowering prices from...

Debates and panels

Key topics to be covered include opportunities in the growing high-in-low market, how to do business in Scandinavia, the impact of climate change on vineyard management, the consumer trends that are driving the US wine market, where are the new business opportunities for bulk wine and separate sessions analysing the opportunities in Japan and South East Asia. There will also be a focus on resistant varieties in the Langguedoc and the role of oak protection with bulk wine.

VINEX MEMBERSHIP LEVELS

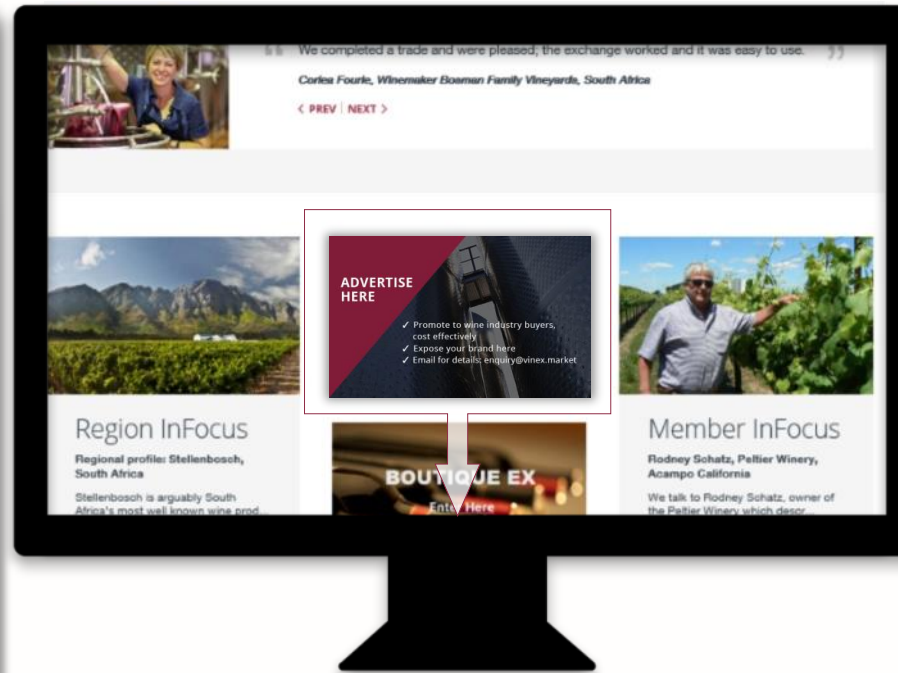
- ★ FREE Registration
- ★★ Standard Membership
- ★★★ Premium Membership (unlimited access)
- ★★★ FREE Premium Trial Access (to approved applicants)

VINEX MEMBERSHIP LEVELS

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- ★★★ Premium Membership (unlimited access)

FOOTER
250 (W) X 400 (H)

HOME & EXCHANGE LOGIN PAGE



We completed a trade and were pleased, the exchange worked and it was easy to use.

Cornel Fourie, Winemaker Eosman Family Vineyards, South Africa

< PREV | NEXT >

ADVERTISE HERE

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Region InFocus
Regional profile: Stellenbosch, South Africa
Stellenbosch is arguably South Africa's most well known wine prod...

Member InFocus
Rodney Schatz, Pellier Winery, Acampo California
We talk to Rodney Schatz, owner of the Pellier Winery which depar...

ADVERTISE HERE

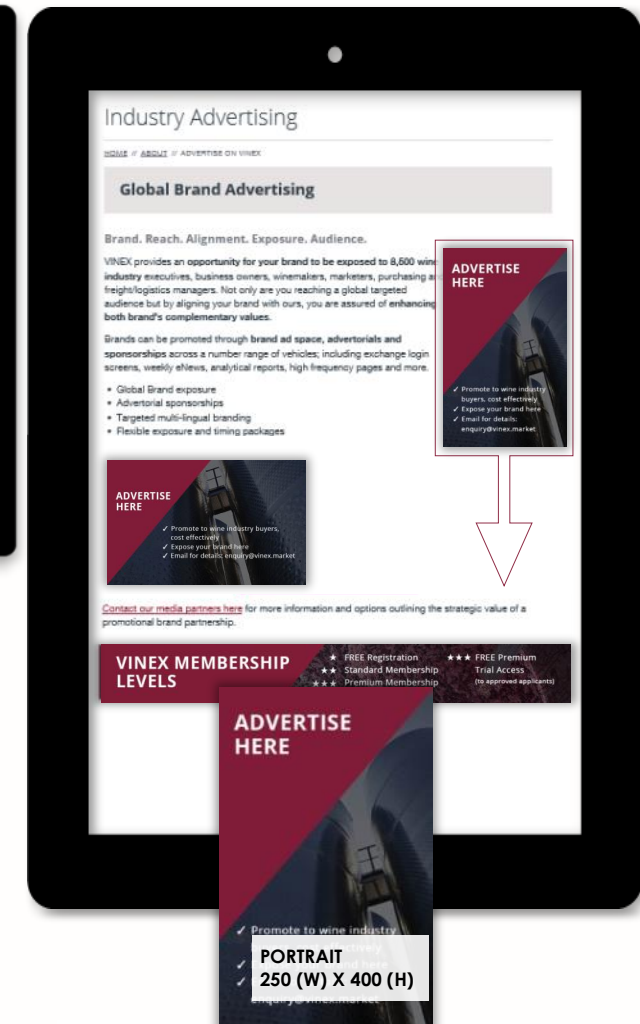
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LANDSCAPE
523 (W) X 323 (H)

BANNER SIZES (in pixels)



Industry Advertising

WELCOME / ABOUT / ADVERTISE ON VINEX

Global Brand Advertising

Brand. Reach. Alignment. Exposure. Audience.

VINEX provides an opportunity for your brand to be exposed to 8,600 wine industry executives, business owners, winemakers, marketers, purchasing & freight/logistics managers. Not only are you reaching a global targeted audience but by aligning your brand with ours, you are assured of enhancing both brand's complementary values.

Brands can be promoted through brand ad space, advertorials and sponsorships across a number range of vehicles: including exchange login screens, weekly eNews, analytical reports, high frequency pages and more.

- Global Brand exposure
- Advertorial sponsorships
- Targeted multi-lingual branding
- Flexible exposure and timing packages

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Contact our media partners here for more information and options outlining the strategic value of a promotional brand partnership.

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PORTRAIT
250 (W) X 400 (H)

VINEX

DELIVERING A WORLD OF WINE WITH ADVANCED TECHNOLOGY



A LIVE MARKETPLACE FOR WINE PROFESSIONALS

VIN-EXCHANGE LTD

(COMPANY # 9908 869 REGISTERED IN ENGLAND AND WALES)

LEVEL 2, 1-5 CLERKENWELL ROAD EC1M 5PA LONDON UK
TELEPHONE +44 (0) 207 692 083 | EMAIL ENQUIRY@VINEX.MARKET

VINEX IS A REGISTERED TRADEMARK.

