



Wine Travel Awards **GUIDE**

2021 -
2022

WINE TRAVEL AWARDS



Concept & Offer | WTA Guide

The Wine Travel Awards (WTA) Guide is a special advertising edition in English that is published by Communication Media Group Drinks+ one time a year in print and digital versions, and read by over 150,000 members of wine community globally.

Wine enthusiast and professionals read the WTA Guide for keeping abreast on trends, **established and growing producers and regions, brands, as well as wine tourism offers around the world.**

This year, the WTA Guide **will be issued in April 2022** and will be distributed till the end of the year at the world's leading wine exhibitions and the WTA events – projected for **8 established wine destinations**: Spain, France, Italy, Germany, UK, Georgia, Moldova & India.

We invite innovative companies to be part of 2022 Edition as a participant or sponsor in order to promote your business initiatives, brands, products, services and regions.



Spread | **WTA Guide**

Offline Activations and Events

The first edition of the WTA Guide within own WTA stand will be distributed at such prestigious exhibitions as:

- **ProWein Dusseldorf**, Germany May, 15-17
- **London Wine Fair**, Great Britain, June, 7-9
- **Vinexpo Bordeaux** Wine Week, June, 16-26
- **Vinexpo India**, August, 10-12,
- And many more, further details will be notified by WTA team.

All Markets – Online

The digital version will be placed on the WTA platform and partners' digital media platforms. Moreover, it will be distributed through electronic means (e-mailing) through the wide international base including 150 thousand professionals in the wine and tourism industries and 650 wine and food bloggers from Central, Northern and Eastern Europe, USA, Australia, South and North America, China, Singapore, India, etc.



The WTA Guide is a strong promotional tool in the frame of **the WTA advertising and information hybrid campaign**.

Being included to the WTA Guide your business will **gain not only the visibility at international wine events and trade shows, winning the audience** that coincides with the portraits of participants and visitors coincides with them.

Moreover, each participant automatically is **being included in the Global advertising WTA campaign**, its ecosystem and community. Please see more details on the official site: www.winetravelawards.com. All partners and participants of the WTA Guide will be supported in the Drinks+ and **WTA social media platforms** (Facebook, LinkedIn and Instagram) to connect with your audience to build your brand, increase sales, and drive website traffic.

The WTA campaign globally creates awareness of over 625 000 professionals in the wine and tourism industries with outreach to **650 wine and food bloggers from over the world**.



Sponsorships | WTA Guide

The sponsorship of the WTA Guide give rise to enhance your visibility within the wine world.

The WTA Guide offers **a restricted number of potential sponsorships** for businesses and initiatives of importance in wine industry.

If you are interested in learning about the opportunities to participate as an WTA Guide 's sponsor, please check the following packages below. We provide our sponsors with newsworthy opportunities and support throughout the year.

At the end of this presentation you will also find **possibilities for a participant.**



Sponsorships | WTA Guide

The General Sponsor of the WTA Guide package (*Gold*)

- Placement of the sponsor's image ad on the forth cover (the last page)
- Placement of the sponsor's logo on the “brand wall” page
- Placement on two internal pages (an article and/or an ad model)
- Placement an article on the website in the WTADiscovery section

The package price is 4500 EUR

The Country Sponsor of the WTA Guide package (*Platinum*)

- Placement of the sponsor's image ad on the first page of the internal section dedicated to the sponsor’s country
- Placement of the sponsor's logo on the “brand wall” page
- Placement on two internal pages (an article and/or an ad model)
- Placement an article on the website in the WTADiscovery section

The package price is 4500 EUR

Sponsorships | WTA Guide

The Title Sponsor of the WTA Guide package (*Silver*)

- Placement of the sponsor's logo on the first cover
- Placement of the sponsor's logo indicating the status on the “brand wall” page
- Placement an article and an ad model on four internal pages
- Placement an article on www.winetravelawards.com in the WTA Discovery section

The package price is 4000 EUR

The Sponsor of the WTA Guide package (*Bronze*)

- Placement of the sponsor's image ad on the second or third cover
- Placement of the sponsor's logo on the “brand wall” page
- Placement an article and/or an ad model on two internal pages
- Placement an article on www.winetravelawards.com in the WTA Discovery section

The package price is 3000 EUR

Sponsorships | WTA Guide

The Exclusive Destination Sponsor of the WTA Guide package (*Premier Platinum*)

- Full page advertisement model in the first cover
- Placement of the sponsor's logo on the “brand wall” page
- Placement an article and/or an ad model on two internal pages
- Placement an article on www.winetravelawards.com in the WTA Discovery section

The package price is 8000 EUR

** Only for projects promoting destinations and regions as a whole. For other types of businesses – logo in the cover.*

OTHER SPONSORSHIP OPPORTUNITIES:

Cover pages for sections with WTA nominees, that includes one advertising model:

1. Title of Nomination - 2500 EUR

2. Title of Category - 1500 EUR

The Premium Participant package

- Placement on two internal pages (an article and/or advertising (ad) model)
- Placement an article on www.winetravelawards.com in the WTA Discovery section

The package price is 1200 EUR

The Standard Participant package

- Placement on one internal page (an article or an ad model)
- Placement an article on www.winetravelawards.com in the WTA Discovery section

The package price is 800 EUR

The Basic Participant package

- Placement on an 1/2 internal page (an ad model)

The price is 450 EUR

2022

Product details | WTA Guide

- Publisher : **Communication Media Group Drinks+**
- Output: April, 2022
- Language : English
- Paperback / Digital: 250 pages
- Format: A4

Join us!

The official website:

www.winetravelawards.com

Social media pages:

@WineTravelAwards

Contacts:

contact@winetravelawards.com

Partnerships:

partnership@winetravelawards.com

