



Wine Travel Awards GUIDE

2022 - 2023

WINE TRAVEL AWARDS



Concept & Offer | **WTA Guide**

The Wine Travel Awards (WTA) Guide is a special advertising edition that is published by **Drinks+ Communication Media Group** in English in the 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.**

The WTA Guide **will be issued** in **October 2023** in the format of a final catalog of the **WTA 2022-2023** community members.

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

Please check out the WTA Guide 2021-2022 [here](#).



Spread | **WTA Guide**

Offline Activities and Events

The WTA Guide will be distributed at the prestigious exhibitions at the WTA stand.

WTA final catalog will issued in October 2023:

- **Enoexpo Krakow 2023**, Poland, November 8-10
- **Prowein 2024**, Germany, March 10-12
- **London Wine Fair 2024**, Great Britain, May
- **Vinitaly 2024**, Verona, Italy, April 14-17

- And many more, further details will be provided by the WTA team.

All Markets – Online

The digital version will be placed on the WTA platform and partners' digital media platforms such as Prowein website, drinks.ua and others. Moreover, it will be distributed through electronic newsletters through the wide international base including **150 thousand professionals** in the wine and tourism industries and **750 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 promotion tool in the frame of **the WTA advertising and information hybrid campaign**.

Being included in the WTA Guide, your business will **gain not only the visibility at international wine events and trade shows, but win the target audience** that coincides with the portraits of events' participants and visitors.

Moreover, each participant is automatically **included in the Global advertising WTA campaign**, its ecosystem and community. Please see more details on the official website: winetravelawards.com.

All partners and participants of the WTA Guide will be supported on the Drinks+ and **WTA social media platforms** (Facebook, LinkedIn and Instagram). We help connect you with the audience and build your brand awareness, increase sales, and drive website traffic.



Sponsorship | WTA Guide

Sponsorship of the WTA Guide helps enhance your visibility within the wine world.

The WTA Guide offers **a restricted number of potential sponsorship packages** for businesses and initiatives operating in the wine industry.

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

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



Sponsorship | WTA Guide

General Sponsor of the WTA Guide (Gold)

- Placement of the sponsor's ad image 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 of an article on the website in the WTA Discovery section

The package price is 5000 EUR

Exclusive Destination Sponsor of the WTA Guide (Platinum)

- Full-page-advertisement model in the first cover
- Placement of the sponsor's logo on the “brand wall” page
- Placement of an article on four internal pages
- Placement of 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.*

Sponsorship | WTA Guide

Sponsor of the WTA Guide (Silver)

- Placement of the sponsor's ad image 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 of an article on www.winetravelawards.com in the WTA Discovery section

The package price is 3000 EUR

OTHER SPONSORSHIP OPPORTUNITIES:

Cover pages for sections with WTA nominees that include one advertising model plus an article on one page:

- 1. Title of the Nomination - 2500 EUR**
- 2. Title of the Category - 1500 EUR**

Participant Packages | WTA Guide

2022-2023

Premium Participant package

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

The package price is 1300 EUR

Standard Participant package

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

The package price is 900 EUR

Basic Participant package

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

The price is 500 EUR

2022-2023

The Wine Travel Awards

Guide

2021-2022



Small country
GREAT WINES

www.winetravelawards.com



The Visiting Card of the Country • Ambassador • Education in Enotourism
• Enogastronomic Events • Wine & Food Influencer • Wine Guide •

Product details | WTA Guide

- Publisher: **Drinks+ Communication Media Group**
- Outputs:
 - October 2023
- Language: English
- Paperback / Digital: 150-250 pages
- Format: A4

Official website:

www.winetravelawards.com

Social media pages:

@WineTravelAwards

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