

VINE

Wine Magazine **VINE** is the only wine magazine in Estonian since 2009. **VINE** has a mission to develop the Estonian wine culture and to educate those who dare to expand from the traditional drinks of Estonia. A high professional level is achieved by the editorial board consisting of the top Estonian wine experts and journalists. **VINE** is an invaluable source of information for a wide audience, from wine novices to HoReCa professionals. This magazine also serves as a multifunctional tool for importers and wholesale merchants. This magazine also serves as a multifunctional tool for importers and wholesale merchants.

Publisher: OÜ Kirjastus VINE

Executive Editor: Tanel Eigi

Audience: all wine lovers from novices to experts and sommeliers



ADS' DIMENSIONS & PRICES ¹

| | | |
|----------------------------------|-----------------------------------|--------|
| 2/1 lk (First double page) | 440 x 285 + 5mm | 2000 € |
| 2/1 pp (Double page) | 440 x 285 + 5mm | 1400 € |
| 1/1 p (Back cover) | 220 x 285 + 5 mm | 1400 € |
| 1/1 p (Inside of first cover) | 220 x 285 + 5 mm | 1200 € |
| 1/1 p (Full page) | 220 x 285 + 5 mm | 1000 € |
| 1/2 p (Half vertical/horizontal) | 95 x 265 + 5 mm, 195 x 130 + 5 mm | 600 € |

Advertisements that require design will incur an additional fee of 10% of the total price of the ad.

- Artwork should be submitted in PDF format. To ensure good reproduction of your artwork, please supply a PDF to PDF/X-1a standard and preflight the file;

- PDFs should not use any passwords or security options;
- The name of the file should consist of the client's (or product's) name and dimensions of the ad;
- Full page advertisements must have a bleed of 5 mm. No page information, color bars, nor registration marks in the file;
- No important information, texts and design elements closer than 8 mm to the page margin (15 mm on the binding side);
- Images should be no less than 300dpi;
- Images must be CMYK (no SPOT, Lab, RGB nor other). Four-colour solids should not exceed an overall ink density (*Total Ink Limit* or *Total Area Coverage*) of 300%;
- Advertisement should be made by using ICC-profile ISO Coated v2 300 (ECI);
- All used fonts should be embedded or converted to outlines or curves.

BANNERS' DIMENSIONS & PRICES

- File formats: .jpg, .png or .gif;
- Images in your ads may not include more than 20% text in the image.

¹VAT 20% will be added.

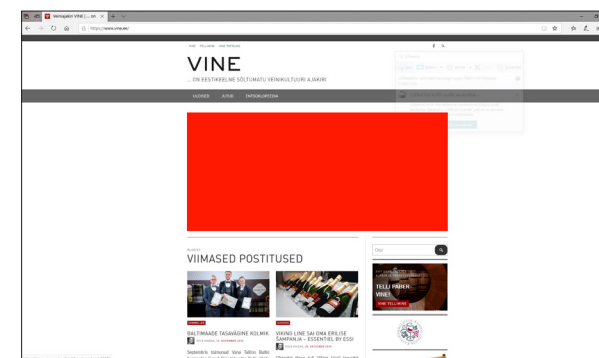
Vertical tower 260 x 390 px, max 100 KB

| | |
|----------------|------------------|
| 1 week | 100 € |
| 2 weeks | 150 € |
| 1 month | 200 € |
| long-term plan | negotiated price |



Header banner 1140 x 500 px, max 200 KB

| | |
|----------------|------------------|
| 1 week | 150 € |
| 2 weeks | 250 € |
| 1 month | 400 € |
| long-term plan | negotiated price |



Button 260 x 130 px, max 75 KB

| | |
|----------------|------------------|
| 1 week | 50 € |
| 2 weeks | 75 € |
| 1 month | 100 € |
| long-term plan | negotiated price |

