



About Wine Source Chile

Wine Source Chile is the most comprehensive and interactive platform about Chilean Wines, established in 2012 by [Brandabout](#), Santiago, Chile.

Wine Source Chile is dedicated to providing up-to-date and relevant information on Chilean vineyards for wine professionals and wine lovers worldwide wishing to learn more about Chilean wine and find out about Chilean wine activities and events coming up in their area.

Wine Source Chile combines an interactive website, email newsletter and social media to provide multiple interactions with wine professionals and wine interested consumers worldwide.

Wine Source Chile content includes:

- 🍷 **News & Events:** Up-to-date news on the vineyards and upcoming Chilean wine events worldwide.
- 🍷 **Live Tastings:** Monthly Consumer and Wine professional tastings focusing on varieties, valleys, vineyards.
- 🍷 **Wine Talk:** Our Blogs - here viewers can interact and find recommendations, industry news and top opinions on Chile.
 - Our weekly Editors blog
 - Our Wine Expert Guest Blog written by respected wine trade figures.
 - Wine Industry News
 - Wine Explorers (wine recommendations)
- 🍷 **Wine Cellar Videos:** Video tours of wineries, interviews with winemakers or top wine experts all about Chile.
- 🍷 **Vineyards:** Find all the information you want about a particular Chilean vineyard. Includes vineyard of the month.
- 🍷 **Newsletter:** Bi-monthly newsletter with all the most recent news on Chilean wines, and updates on what's new on WineSourceChile.com. Segmented between trade and consumer.
- 🍷 **Learn about Wine:** Increase your knowledge about Chile's wine regions and varieties.
- 🍷 **Career in Wine:** Jobs and educational opportunities in the Chilean Wine World.

Audience

- 🍷 International network of wine experts, importers, buyers, retailers and sommeliers.
- 🍷 Audience of wine lovers, subscribed through Twitter, Facebook and Youtube.com
- 🍷 Linked with important international wine news websites, blogs and forums.

Demographic (focus)

- 🍷 Male/Female: 50/50
- 🍷 Age range: 25 - 55 years
- 🍷 Education: consumers with a higher level of education with an interest for wine
- 🍷 Professionals: wine journalists, wine writers, wine professionals, sommeliers, master of wine students etc.

Advertising Samples

wine source CHILE
FOLLOW US ON Search...

[News & Events](#) | [Live Tastings](#) | [Wine Cellar Videos](#) | [Wine Talk](#) | [Vineyards](#) | [Learn about Wine](#) | [Career in Wine](#)

Rotating Lead Banner 728 x 90

Highlights: Events happening around the world

Welcome to winesource. View this video

News & Events: Upcoming Events

- London: Concha y Toro launch event – Casillero del Diablo Now Lightweight May 2011
- Graves Del Maipo, The Best Syrah From Chile
- France/Vin Expo 2011: Visit Santa Helena, Chile in stand XXX
- UK/London International Wine Fair: Visit 17 Chilean Wines!
- Germany/ ProWein 2011: Visit Vifa Erasmutz in stand XXXX
- Colchagua Valley Tasting
- Carenere Vertical Tasting
- Lima, Peru: Experience the pleasures of Concha y Toro Premium White Wines
- Ends of Year Outstanding Recognition: Casillero de Diablo

Wine Cellar: Featured Videos

- Why choose Chile?
- Interview with Marcelo Papa of Concha y Toro
- Carignan, the Re-discovered Wine of Maule
- Chilean Cabernet Sauvignon – the basic essentials...
- The Chilean wine selection in Ciel Bleu by Noël Vanrittenbergh (The Netherlands)
- The Colchagua Valley: interview with Aurelio Montes of Montes Vineyards
- Essentials of Biodynamic Vineyard Management in Chile
- Starting Your Own Cellar
- The Role of Sustainability in Wine

SUBSCRIBE TO OUR WEEKLY EMAIL UPDATES

Live Tasting

Colchagua Valley Tasting
(23 March 2011, 15:00 pm to 16:00 pm.)
 Our round panel of wine experts will try a variety of wines from Casena, Montes, Estancia, Lapostolle, and more to discover and...

Carenere Vertical Tasting
 2007 Horizontal Tasting
 Next live tasting

< Jun Agg >

Julio 2012
Pick a date to view events

L	M	M	J	V	S	D
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Advertising


Side Banner
160 x 120

Side Banner
160 x 120

Most Popular: Wine Talk

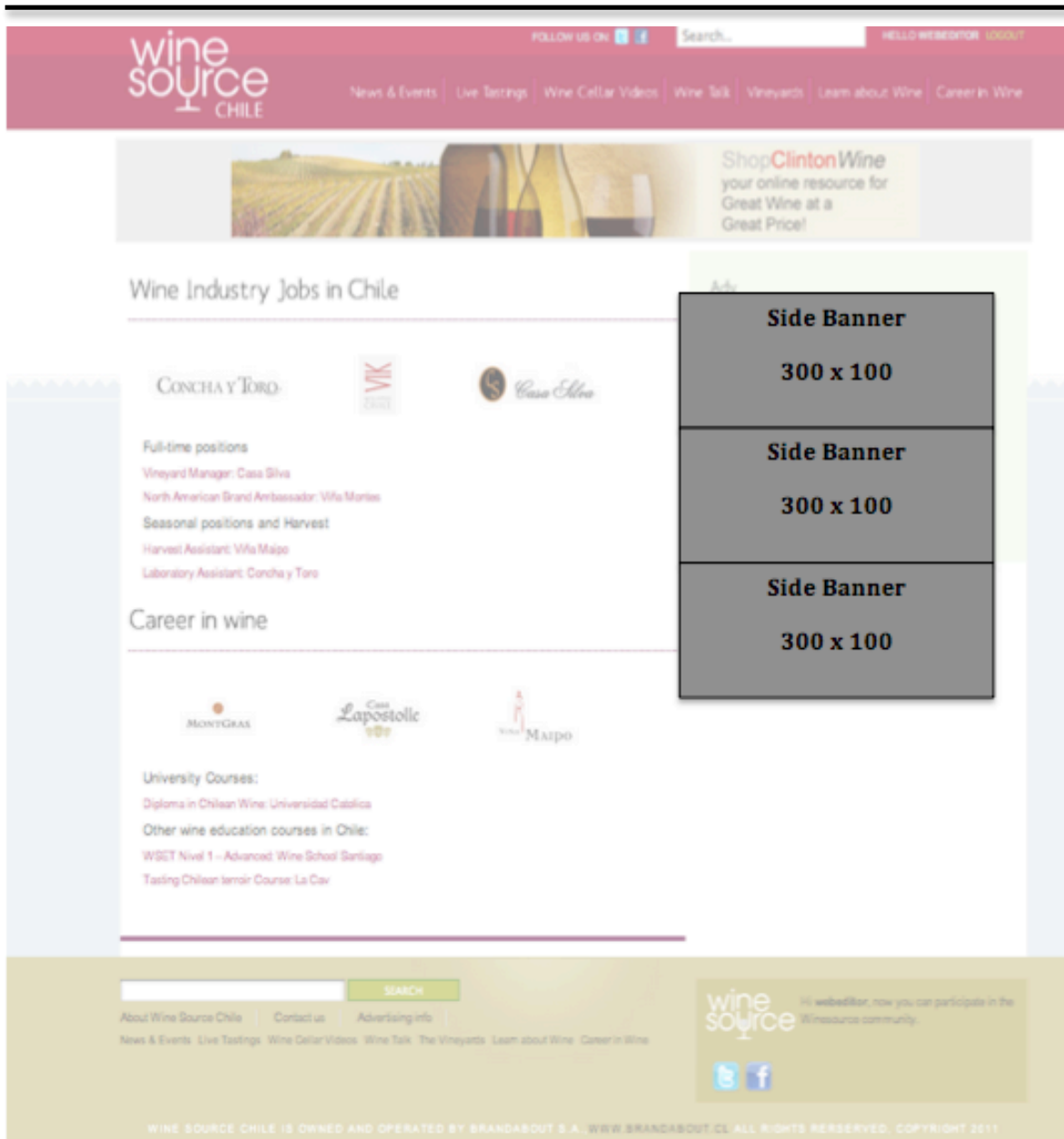
- Why choose Chile?
- Vifa Leyda Pinot Noir Single Vineyard Lot 21 2008
- Blended Wines: A new experience
- Your Top Chilean Terroir Picks
- Varying Tastes: A formal dinner for mixed guests
- Year Round Holiday Guide: Great Gifts Anytime
- Selecting the Right Dessert Wine
- Summer Wine Picks: A selection for every budget!
- Night Out: Navigating the Wine Bar
- Around the Fire: Wines for BBQ's... really!

Logos 250 x 90



www.winesourcechile.com

Advertising Samples:



The screenshot shows the Wine Source Chile website layout. At the top is a navigation bar with the logo, social media links, a search bar, and user options. Below is a banner for Clinton Wine. The main content area features a 'Wine Industry Jobs in Chile' section with logos for Concha y Toro, Vina Santa Rita, and Casa Silva. It lists various job positions such as Vineyard Manager, Brand Ambassador, Harvest Assistant, and Laboratory Assistant. Below this is a 'Career in wine' section with logos for Montgras, Casa Lapostolle, and Vina Maipo, and lists university courses and other wine education programs. Three 300x100 side banner ad placements are indicated by grey boxes on the right side of the page.

Wine Source Chile website advertising options.

		Style	size	location
A	Homepage			
B	Run of site minus careers/ vineyards	Lead banner A	728 x 90	Home Page, rotating banner Run of site except vineyards pages and career in wine, rotating banner.
C	Career in Wines	Lead banner B	728 x 90	Career in Wine, rotating banner.
		Lead Banner C	728 x 90	Career in Wine, rotating banner.
		Side banner A	160 x 120	Home- static
		Side banners A2	160 x 120	Home – static Run of site except vineyard page & career in wine
		Side banner B	160 x 120	Run of site except vineyard page & career in wine
		Side banner B2	160 x 120	Run of site except vineyard page & career in wine
		Side banner C	300 x 100	Career in Wine
		side banner C	300 x 100	Career in Wine
		Footer banner A	80 x 100	Home Run of site except vineyards pages and career in wine
		Footer banner B	80 x 100	Career in Wine
		Footer banner C	80 x 100	Career in Wine



E-mail Newsletter advertising

Features:

- 🍷 Sent twice a month
- 🍷 Geo-targeting by country
- 🍷 Trade and consumer segmentation

Content:

- 🍷 Latest News & Events
- 🍷 Featured Winery
- 🍷 Wine Cellar Video (latest releases)
- 🍷 Live Tastings update
- 🍷 Wine Talk Blogs (updates)

Sign up available:

- 🍷 On website
- 🍷 Facebook
- 🍷 Twitter

Newsletter Advert specifications

- 🍷 Width 150 x Height 120 (variable)
- 🍷 Ad type: Tile
- 🍷 Right side bar: logo & short text
- 🍷 Max size 30 k
- 🍷 JPEG, GIF

The screenshot shows a newsletter layout for Wine Source Chile. At the top is the logo and a red header bar. Below the header is the 'Wine Source Chile News & Events' section, which includes 'Top News' and 'More News' lists. To the right of the news section are social media links for Facebook, Twitter, and Email. Below the news section is a 'Featured Winery' section for Emiliana, a 'Wine Source Cellar' section with a video thumbnail, and an 'Editor Blog' section. Below these are 'Featured Wines' and 'Brandabout News' sections. At the bottom of the newsletter is a footer with social media links, copyright information, and contact details.





Contact us

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Uploading images:

Please send all images and information for the attention of:

Wine Source Chile Web Editor: webeditor@brandabout.cl