



## Wine Insiders Package Insert Program

### Description:

Include your offer inside wine shipments delivered right to the home. Since 1982, Wine Insiders has delivered expert-selected, award-winning wine from the world's best wineries and regions directly to more than 1 million customers, eliminating the middlemen and passing on the savings. Customers order on average twelve bottles of Wine Insiders premium and super premium wines with each shipment.

Whether the preference is Red, White or Rosé, Wine Insiders makes it easy to get great wine.

Program is comprised primarily of non-continuity wine shipments.

### Rate:

\$65.00/M

### Circulation:

471,000 Annually

### Demographics:

58% Female/42% Male

69% Married

52% College Graduate or Above

More Than 58% Have an HHI of 75K+

54% are Ages 25 to 54 Years

36% are Ages 55 to 74 Years

### Insert Dimensions:

Maximum Size: 5.5" x 8.5"

