

# VertdeVin

MAGAZINE

## 2021 Press Kit



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## About us

Vertdevin Magazine is an english four-monthly magazine which today has 19,850 registered users and more than 1,300,000 unique visitors per year on the website. The website is available in French as well as in English.

### What is the distribution of Vertdevin Magazine?

The magazine consists of a first part interviews / articles, a second part buying guide (wines and spirits) and a last part tasting comments (reviews).

### Who are the journalists?

The Vertdevin team is composed of four journalists / tasters: Choukroun Chicheportiche Jonathan (founder), Joanie Metivier (Canadian sommelier & blogger), Erika Mantovan (Italian sommelier) and Chloé Cazaux Grandpierre (French sommelier).

### What are the partner fairs as well as the distribution?

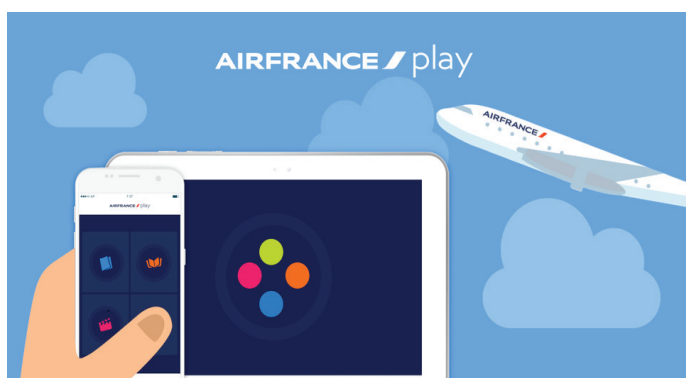
WineParis, Vinexpo Paris - Bordeaux - New York - Hong Kong, Prowein Düsseldorf, Prowein Singapor, Vinitaly, London Wine Fair, ProWine Shanghai

Verdevin magazine is also available on many mobile applications such as: PressReader, AirFrancePlay, Toutabo, PressReader, ePresse as well as at wine shops in 6 countries...

### « Wine Selection by Vertdevin »

Vertdevin Magazine also regularly organizes major professional tastings, during main trade fairs (Prowein Dusseldorf, Vinexpo Paris, Vinexpo Bordeaux). During these evenings more than 200 professionals, from all over the world, come to discover our Wines & Spirits selections

## We are also proud of our distribution partnerships !



**press reader**

— connecting people through news —



LeKiosk

**TOUTabo**  
Lisez + .com Payez -

**ePresse**.fr  
Lisez. En toute liberté.

# VertdeVin

MAGAZINE

## A few key information about the magazine :

- Between 700 and 1.000 wines present in each issue
- Annual, physical and active presence on 10 international fairs
- A rather male readership, CSP++, composed of professionals (59%), passionate consumers (41%)
- 19,850 subscribers
- Distribution/sales to selected wine merchants in Bordeaux, Beaune, Paris, London, Hong Kong, Napa, San Francisco, Porto...
- 0% magazine destruction. Everything that is printed is distributed / sent
- The PDF of the magazine is available on applications such as **AirFrancePlay, Toutabo, ePresse, Le Kiosk or PressReaders.**
- **PressReaders** is present in more than 120 countries and 100% free for customers of Qantas, Virgin Australia, Cathay Pacific, 1500 Accor Hotels, Intercontinental Bordeaux etc. In total, this represents more than 40,000 access points around the world. **Toutabo & ePresse** reaches more than 500,000 customers through the Orange kiosk and their BtoB partnerships with CEs such as: Cofinoga, France Loisirs, Amex, Orange, Allianz, Fnac etc. For ePresse alone there are more than 150.000 active customers!
- **Le Kiosk** is also an online bookstore reaching more than 20 million customers through their partners: SFR, Bouygues Telecom, Samsung, Canal+ Cdiscount, American Express, HEC, Visa...
- **AirFrancePlay** reaches all AirFrance & Hop passengers every day! The PDF download is free of charge from 24 hours before the trip until 24 hours after the flight.

## A few key information about the website and social media :

- A bilingual site (French and English)
- +1.9 million unique visitors in 2020, on the website for 3.4 millions of pages read
- Each of the magazines (print + digital edition) reach tens of thousands of unique readers.
- 2.64 web pages (on average) consulted per visitor
- In July 2020 we had more than 15,100 comments tasting sessions on the site, all available in both languages.
- The site is regularly visited by readers from 34 countries. The majority come from France, United States, Canada, United Kingdom, Germany, Denmark, Italy, Russia, Hong Kong, Japan...
- 3 major communication campaigns, per year, with professionals (wine merchants, wine merchants, restaurateurs, sommeliers...)
- Presence on 6 social networks
- Profiles on social networks are followed by +18.800 people
- A bilingual newsletter is sent daily to more than 25.200 contacts



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## A few key information about the company :

- Created 8 years ago
- The Summer 2020 edition was the 15th issue
- Proposes medals displaying the scores obtained in order to enhance the value of the products (only for export!).

## A few key information about "Wine Selection by Vertdevin" :

- Organization of two professional tastings per year (Selection by Vertdevin) during the fairs of Prowein Düsseldorf and Vinexpo Bordeaux.
- Tastings are open to professionals only!
- Proposals of participation only to the selected winemakers.
- During the last tastings, between 200 and 250 professionals were present.
- They take place on the 2nd days of Prowein and Vinexpo, after the fairs are closed, during only 2h30.

## The Vertdevin commitments :



### EDITOR CONTACT :

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### ADVERTISING CONTACT :