

VertdeVin

MAGAZINE

2022 Press Kit



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About us

Vertdevin Magazine is an english four-monthly magazine which today has 19,875 registered users and more than **1,980,000 unique visitors per year** on the website (**+6.05 million pages** were read). 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 five journalists / tasters: Choukroun Chicheportiche Jonathan (founder), Joanie Metivier (Canadian sommelier & blogger), Erika Mantovan (Italian sommelier), Yukiko Kumata (journalist and writer) 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, ProWine Shanghai

Verdevin magazine is also available on many mobile applications such as: PressReader, AirFrancePlay, Toutabo, PressReader, ePresse, Zinio, Readly 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 !**



LeKiosk



Readly

ZINIO

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%), consumers (41%)
- 19,875 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, Readly** 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.

Zinio has more than 15 million customers around the world (34 countries). They provide their kiosk services to many major companies such as: **Qantas, Delta Airline, American Airline, Air Canada, Amazon**, thousands of hotels, libraries ...

Readly (website + applications) is one of the world leaders in digital press. Present in +50 countries, it has +450,000 regular customers and subscribers.

A few key information about the website and social media :

- A bilingual site (French and English)
- +1.9 million unique visitors in 2022, 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 February 2022 we had 19.000 reviews, 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



VertdeVin

M A G A Z I N E

A few key information about the company :

- Created 10 years ago
- The Winter 21-22 edition was the 19th 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.
- 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 :



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