

VertdeVin

MAGAZINE

2022 Press Kit



**32 Airline companies and
+15.000 hotels around the world**

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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), Chloé Cazaux Grandpierre (French sommelier) and Valeria Tenison (journalist & best Sommelier of Russia 2018).

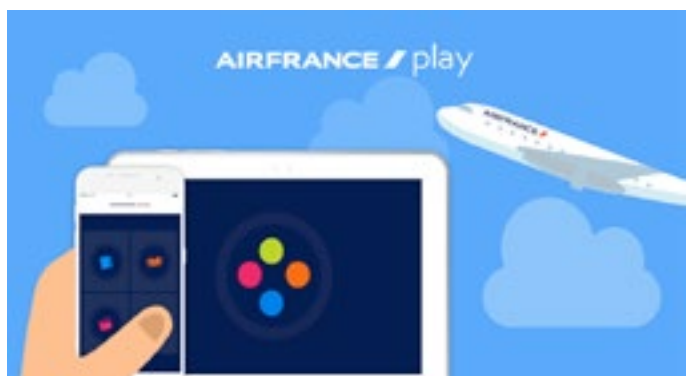
What are the partner fairs as well as the distribution?

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

« 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 !**



VertdeVin

MAGAZINE

A few key information about the magazine :

- Between 1.000 and 2.000 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, Media Carrier** 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. Eresse have more than 150.000 active customers!

Le Kiosk is also an online bookstore reaching +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 +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.

Media Carrier: German digital content provider to over 25 airlines (**Lufthansa, Singapore Airlines, Virgin Atlantic, Austrian, American Airlines, Swiss, Finnair, Volotea, Gulf Air, SunExpress, AirCalin, Uganda Airlines...**etc), 12,500 hotels (**Park Hyatt, Sofiel, Le Meridien, Hilton, Grand Hyatt, Mandarin Oriental, Jumeira, Leonardo, Crowne Plaza, Marriott, Hyatt Regency...**etc) worldwide, cruise lines, trains, etc.



VertdeVin

MAGAZINE

A magazine that deals with fine dining:

Since its creation, VertdeVin Magazine has offered qualitative tasting comments about wines and spirits from around the world. We can't love wines and spirits without being in love with gastronomy. Epicureanism is part of our DNA.

So, VertdeVin Magazine has decided to highlight restaurants and their wines & spirits lists. The team of journalists has been asked to give their good addresses and you can, in turn, find them and test them!

As you have understood, the pleasures offered by tasting wines and spirits cannot be fully achieved without good cuisine, a pleasant setting, quality service and a warm atmosphere. We wanted to highlight the good restaurants, especially if their wine list is remarkable! Because restaurants are also great ambassadors for the vineyards and it's what we want to showcase.

On the website you will find an interactive map where you can select the region of your choice and thus discover our addresses.

And you also discover a rating with a number of stars (**1 to 4 stars – 4 being exceptional**). It is the wine list that is noted here. Its diversity, its quality, the prices of wines and glasses and the care taken to create this menu are all considered.

A badge (macaron) affixed to the front of the restaurants will also allow you to recognize them during your getaways. Currently more than 250 restaurants are selected !



A few key information about the website and social media :

- A bilingual site (French and English)
- +1.9 million unique visitors in 2022, (6.05 millions of pages read)
- Each of the magazines (print + digital edition) reach tens of thousands of unique readers.
- In March 2022 we had +20.000 reviews
- The site is regularly visited by readers from 34 countries (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...)
- Profiles on social networks are followed by +18.800 people
- A bilingual newsletter is sent daily to more than 25.200 contacts

VertdeVin

MAGAZINE

A few important 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!).
- Presence on 6 social networks
- Presence on 32 Airline companies and more than 15.000 hotels around the world

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 :

Constancy
Qualitative
Growth
Proximity Passion
Professionalism
Innovation Serious
Fiability
Dynamism
Commitment
International



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