

Oregon Wine Press History (1984–2010)

Oregon Wine Press—then named Oregon Wine Press Calendar—was launched in 1984 by Portland-area natives Richard Hopkins and Elaine Cohen. In 2006, the magazine was bought by News-Register Publishing Co., a family-owned, fourth-generation publishing company, which is located in McMinnville, Ore. From its base in Oregon's lush Yamhill Valley, OWP continues the long tradition of excellence established by its founders.

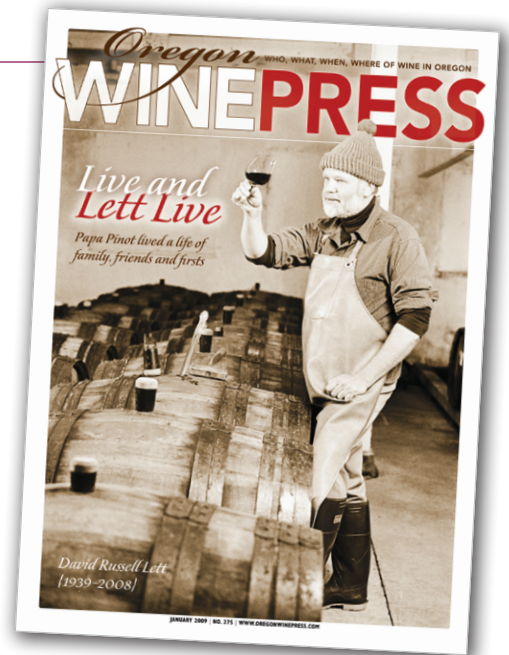
Why Choose Oregon Wine Press?

OREGON'S ONLY. Circulated throughout the Northwest and around the nation, OWP gives advertisers a trusted, proven vehicle to reach Oregon's most devoted wine enthusiasts and tourists who visit our beautiful wine country.

MONTHLY PUBLICATION. OWP is a monthly magazine, so, unlike quarterly wine magazines in the area, our news and features are fresh and up to date. Advertising on a monthly basis in OWP will provide your company the greatest exposure and will qualify you for a frequency discount.

EDITORIAL CONTENT. OWP serves the entire state of Oregon with well-balanced coverage. Although the majority of wineries are in the Willamette Valley, we aim to bring all of the state's wine regions into the spotlight.

GROWING CIRCULATION. OWP is a free publication at over 600 locations throughout Oregon and across the country, and also is available by paid subscription. Monthly distribution ranges from 22,000 to 25,000.



DISTINCTIVE GRAPHIC DESIGN. OWP strives for its own distinctive look among its competitors. Our professional team of designers will design and produce your ad without charge. We will work with you to create an instant visual connection with your customers.

DEDICATION. OWP is committed only to publishing. OWP commands our full attention so you know that our content is impeccable and your advertisement is given the attention and placement it deserves.

TESTIMONIALS. As a testament to our work, winemakers, winegrowers and avid readers stand behind our magazine. We are constantly reminded by readers how important it is to have a statewide publication devoted exclusively to Oregon wine.

MODEST PRICING. Advertising rates in OWP are refreshingly moderate for the impact generated.

Editorial Statement

As the only Oregon-focused wine magazine, OWP has been the leader in providing in-depth, comprehensive coverage of Oregon's wine industry over the past two decades.

2010 Editorial Calendar

	JANUARY Year in Review/ Wine Person of the Year		MAY Memorial Weekend		SEPTEMBER Restaurants
	FEBRUARY Romance		JUNE Destinations/ Hospitality		OCTOBER Harvest/ Home Winemaking
	MARCH Real Estate/ Luxury		JULY Entertainment		NOVEMBER Thanksgiving Weekend
	APRIL Wine Retailers/ Wine Bars		AUGUST Green/ Sustainable		DECEMBER Holidays <i>Monthly themes subject to change.</i>

2010 Editorial Content

Our editorial content is well balanced to serve our readers—Oregon wine enthusiasts—with insightful reporting on all segments of Oregon's wine industry. We strive to cover topics that take readers from behind the scenes in the winery to the wine shop shelf and all points in between. If it has to do with Oregon's wine industry, we are bound to cover it! *Our departments cover a variety of wine topics.*

OREGON WINE NEWS: Read about the latest happenings within Oregon's wine industry.

WINE 101: Gain insight on wine basics—information you can immediately put to use.

WINERY PROFILE: Learn the individual stories of successful Oregon wineries and the people behind them.

VALUE PICKS: Peruse the affordable picks that OWP's team of professional tasters has chosen for the month.

FOOD & WINE: Get cheese advice from the ever-popular "Cheese Chick," articles on the latest in food and wine in Oregon's acclaimed culinary scene and recipes from both talented local chefs and food-savvy wineries.

COMMENTARY: Hear what others are saying about hot topics, including "Wine Scribes" by Christina Kelly, "Klooster's Clusters" by OWP Associate Editor Karl Klooster, and a "Guest Column," featuring a new contributor every month.

EVENTS CALENDAR: Mark your calendar using OWP's comprehensive list of wine-related events.

THE WINE PUZZLE: Solve Portlander Ronald Grasty's crossword each month with local and worldly references.

Testimonials

ADVERTISERS

“A newspaper is a newspaper, but without good employees and customer service it is nothing. I could go anywhere for advertising, but we choose to keep it local and the wonderful customer service keeps us coming back.”

Sandi Kolb, Yamhill Valley Vineyards

“The Oregon Wine Press is an invaluable resource to the many tourists who visit our tasting room and also to our own staff. The articles have an insider’s point of view and have insights not usually seen in larger publications. It is also a great place to spread the word on our events.”

Shelby Zadow, Willamette Valley Vineyards

“We’ve really enjoyed being in your newspaper as advertisers. When people call here to make reservations, I often ask how they heard about the event, and they say “Oregon Wine Press.” Even our wine club members who receive regular e-mails and event calendars pay more attention to the ads in your magazine than they do the “spam” I send or the notices on the website. So we’re already reaping the benefits of advertising with you, and I cannot thank you enough for all you have given back. Thanks again for your professionalism, your articles, your communication, and your existence. You’re a great ally to have on the wine front.”

Laura Houston, Cana’s Feast Winery

“I was on a plane this weekend and had a chance to read the entire Oregon Wine Press. I really have to congratulate you on the quality of the publication. It looks great and is full of good information. What a change! I learned all kinds of things I did not know about some of our member wineries and saw names of wineries I have never heard before. So, it was a great way to pass the flight time. Thanks for doing a wonderful job!”

Sue Horstmann, Willamette Valley Wineries Association

“Saw the publication today. First, I want to congratulate you and the troops for putting together such a nice issue. In the past, I’ve found the Memorial Day issue to be crammed with ads, unwieldy and confusing. This time around, the layout is clean, and you’ve nicely separated the weekend from other articles. Hope you’re all getting the accolades you deserve.”

Ralph Stinton, Grape Escape Tours

READERS

“Keep up the great work! We are hoping to have more time in the future to visit your great state and enjoy many of your fine wineries. We’re sure that with the aid of your publication we will be stirred to some fine, fun favorites of the state’s wineries.”

William and Shari Howard (Fairbanks, Alaska)

“Your publication is very professionally presented. We always look forward to each issue. Being from Yamhill County, we feel a sense of pride in the quality of the coverage. Keep on!”

Jeff and Kathy Pearson (Carlton)

“You are doing a great job. Tremendous improvement over the old publication.”

Nancy Schmauder (University Place, Wash.)

DISTRIBUTORS

“I always ask visitors to the winery where they are from. I’m discovering that people from all over the U.S. and the world are now coming to Oregon to visit wineries. And they always seem to have two things with them: a wine country map and an issue of the Oregon Wine Press. They say they love it because they can get up-to-date information and articles specific to Oregon wine and they have access to the latest events schedule for their trip planning.”

—*Regina Harwood, Laurel Ridge Winery*

INDUSTRY LEADERS

“The new Oregon Wine Press deserves attention. The periodical looks good and provides in-depth coverage of the Oregon wine scene. Thanks for the refreshing changes.”

*Kevin Chambers,
Oregon Wine Board*



Free Distribution

OWP focuses on quality readership. As a free publication, OWP is distributed to places where wine enthusiasts do their shopping—tasting rooms, wine shops, fine grocers. We also distribute to many tourist stops, including chambers of commerce, hotels, as well as other fine places. Many out-of-state and in-state readers subscribe for convenience. Below is a sampling of OWP's distribution points, **more than 600 locations total.**

OREGON

ALBANY

Springhill Cellars
 Wine Depot & Deli

AMITY

Amity Vineyards
 Brooks Wines
 Coelho Winery
 Kristin Hill Winery

ARCH CAPE

Arch Cape Inn

ARLINGTON

Wheatridge in the Nook

ASHLAND

Allyson's Kitchen
 Ashland Food Co-Op
 Ashland Vineyards & Winery
 Ashland Wine Cellars
 Chateaulin Wine
 Peerless Restaurant
 Weisinger's of
 Ashland Winery
 The Winchester Inn

ASTORIA

Welcome Center
 Flying Dutchman Winery
 Fulio's Restaurant
 Godfather's Books
 Silver Salmon Cellars
 The Cellar on 10th
 Wet Dog Café

AUMSVILLE

Piluso Vineyard

AURORA

Champoege Wine Cellars

AZALEA

Heaven on Earth

BANDON

Bandon Dunes Golf Resort
 Chamber of Commerce
 Oregon Wine Tasting
 Tiffany's Drug Store

BANKS

Pihl Excavating

BEAVERTON

Bales Thriftway
 Beaverton City Library
 Cedar Hills Crossing
 Chamber of Commerce
 Cooper Mountain Vineyard
 Fred Meyer (2)
 Haggan Foods (2)
 LabelOne Connect
 McMenamins/Cedar Hills
 McMenamins/Murray

McMenamins/
 Riverwood Pub
 Ponzi Vineyards

The Stockpot
 Vintage Room at The Reserve
 Visitors Bureau of Wash. Co.

BEND

Allyson's Kitchen
 Bend Wine Cellar
 Maragas Winery
 Newport Avenue Market
 Rays Food Place
 Visitors Bureau
 Whole Foods Market
 WineStyles

BLUE RIVER

McKenzie River
 Mountain Resort

BONANZA

12 Ranch Wines

BRIDAL VEIL

Multnomah Falls Lodge

BROOKINGS

Brandy Peak Distillery

CANBY

Cutsforth's Thriftway
 St. Josef's Wine Cellars

CANNON BEACH

Laurel's Wine Shop
 Surfcrest Market
 Visitor's Association
 Wine Shack

CANYONVILLE

Seven Feathers Hotel

CARLTON

Anne Amie Vineyards
 Brookside Inn
 Cana's Feast
 Carlton Winemakers Studio
 Cuvée Restaurant
 Folin Cellars
 Hawkins Cellars
 Horse Radish Cheese
 & Wine Bar
 Laurel Ridge Winery
 Lobenhaus B&B
 Seven of Hearts
 Soléna Cellars
 Terra Vina Wines
 The Tasting Room
 Troon Vineyard
 Tyrus Evan at The Depot
 Zenas Wines

CAVE JUNCTION

Bridgeview Vineyards
 Foris Vineyards

Illinois Valley Chamber
 of Commerce

CENTRAL POINT

Daisy Creek Vineyard

CHESHIRE

RainSong Vineyards

COOS BAY

Bay Area Chamber
 of Commerce
 Black Market Gourmet
 Oregon Wine Cellars
 Oyster Cove Pub

CORBETT

Corbett Country Market

CORVALLIS

Avalon Wine
 Corvallis Brewing Supply
 First Alternative Co-op
 Garland Nursery
 Harris Bridge Vineyard
 McMenamins
 Rice's Pharmacy
 Tye Wine Cellars
 Wineopolis
 WineStyles

COTTAGE GROVE

Saginaw Vineyard

COVE

Gilstrap Brothers

DALLAS

Amalie Robert Estate
 Chamber of Commerce
 Chateau Bianca
 Illahe Vineyard & Winery
 J&J Image Source
 Namasté Vineyard
 Van Duzer Vineyards

DAYTON

DePonte Cellars
 Domaine Drouhin Oregon
 Domaine Serene
 Hauer of the Dauen
 Joel Palmer House
 Martha's Cottage
 Red Ridge Farms
 Stoller Vineyards
 Vista Hills Vineyard
 Wine Country Farm
 Winter's Hill Vineyard

DEPOE BAY

Chamber of Commerce

DUNDEE

Argyle Winery
 Black Walnut Inn
 Dobbes Family Estate/
 Wine By Joe

Duck Pond Cellars
 Dundee Manor B&B
 Erath Winery
 Inn at Red Hills
 Lange Winery
 Maresh Red Hills
 Methven Family Wines
 Ponzi Tasting Room
 Red Hills Provincial Dining
 Sokol Blosser Winery
 The Four Graces
 Tina's Restaurant
 Torii Mor Winery

EAGLE POINT

Agate Ridge Vineyard
 Hamish Wayside Park

ECHO

Echo West Vineyard

ELKTON

Anindor Vineyard
 Brandborg Vineyard
 Rivers Edge Winery

ELMIRA

LaVelle Vineyards

EUGENE

Broadway Bistro
 Campbell House
 Capella Market
 Chamber of Commerce
 Convention/Visitor's Bureau
 Cornucopia Market
 Emerald City News
 Eugene Wine Cellars
 Home Fermenter Center
 Jiffy Market Wine
 King Estate Winery
 LaVelle Wine Bar
 Long's Meat Market
 Made in Oregon
 Marché Provisions
 McMenamins
 Oakway Wine & Deli
 PC Market of Choice (4)
 Silvan Ridge/
 Hinman Vineyards
 Sundance Natural Foods
 Sweet Cheeks Winery
 Territorial Vineyards
 The Oval Door B&B
 Valley Vintner & Brew
 WineStyles

FLORENCE

Grape Leaf Wine Shop
 Incredible & Edible

FOREST GROVE

Apolloni Vineyards
 Chamber of Commerce

David Hill Winery
 McMenamins/Grand Lodge
 Montinore Vineyard
 SakéOne
 Shafer Vineyard Cellars
 The Wine Behren
 Tualatin Valley Estate
 Urban Decanter

GASTON

ADEA Wine Company
 Elk Cove Vineyards
 Gaston Market
 Kramer Vineyards
 Plum Hill Vineyards

GLENEDEN BEACH

Salishan Lodge
 Wine & Romance

GOLD BEACH

Acadia Fine Wine
 Chamber of Commerce

GOLD HILL

Del Rio Vineyards

GRANTS PASS

Academy of Wine
 Applegate Red Winery
 PC Market of Choice
 Rays Food Place
 Rosella's Family
 Schmidt Family Vineyards
 Troon Vineyard

GRESHAM

Allegrini Wine Shop
 Fred Meyer

HAPPY VALLEY

Fred Meyer
 New Seasons

HEPPNER

Country Rose

HERMISTON

Bellinger Farms

HILLSBORO

Beran Vineyards
 Fred Meyer
 Helvetia Winery
 New Seasons
 Oak Knoll Winery
 Renaissance Wines & Cigars
 The Courtyard by Marriott
 Vino 100

HOOD RIVER

Cathedral Ridge Winery
 Chamber of Commerce
 Columbia Gorge
 Winegrowers Association
 The Gorge White House
 Hood River Brewer's Supply

Hood River Vineyards
 Mt. Hood Winery
 Naked Winery
 Pheasant Valley Winery
 Phelps Creek Vineyard
 The Pines 1852
 Quenett Winery
 Seven Oaks B&B
 White Buffalo
 The Wine Sellers
 Wy'East Vineyards

IDLELD PARK

Steamboat Inn

INDEPENDENCE

Independence House B&B

JACKSONVILLE

Chamber of Commerce
 Devitt Winery
 The Jacksonville Inn
 Jacksonville Vineyards/
 Fiasco Winery
 Valley Junction Winery

JUNCTION CITY

High Pass Winery
 Lone Pine Farms
 Pfeiffer Vineyards

KEIZER

Chamber of Commerce
 Wittenberg Inn

KLAMATH FALLS

Steak and Chop House
 Tomstone Livery & Stable

LAFAYETTE

Antonio's Italian Restaurant
 Schoolhouse Antiques

LAKE OSWEGO

Albertson's
 New Seasons
 Palisades Market
 Thirst Wine Bar
 Wizer's/Lake Grove
 Wizer's/Oswego Foods

LAKEVIEW

Lakeview Chamber

LINCOLN CITY

C & J Boutique
 McMenamins
 Mo's
 Surfides Plaza Condos
 Wine 101

LORANE

Chateau Lorane

McMINNVILLE

A Tuscan Estate
 Accessory Appeal

Anthony Dell Cellars
Bayou Golf Course
BlackCap of Oregon
Chamber of Commerce
Coeur de Terre Vineyard
Cornerstone Coffee
Currents Gallery
Davison Winery Supply
Evergreen Air
& Space Museum
Fisher Implement
Fresh Palate
Frontier Packaging
Golden Valley Brewery
Haagenson's Catering
Harvest Fresh
Hidden Treasures Gallery
Honest Chocolates
La Bella Casa
La Rambla
Lawrence Gallery
Maysara Winery
McMenamins/Hotel Oregon
Downtown Association
McMinnville Public Library
News-Register
Nick's Italian Café
Noah's A Wine Bar
NW Food and Gifts
NW Wine Bar
Oregon Wine Club
Oregon Wine Services
Panther Creek Cellars
Private Reserve Wine Shop
R. Stuart & Company
Red Lion
Roth's Fresh Marlets
Safari Motor Inn
Stone Wolf Vineyards
The Eyrie Vineyards
Third Street Books
Union Block Coffee
Urbanbliss
Wednesday Wines
Willamette Valley Limousine
WineWorks Oregon
Yamhill Valley Vineyards
Youngberg Hill Inn
& Vineyard

MEDFORD
Corks Wine Bar
EdenVale Winery
Pacific Wine Club
RoxyAnn Winery
Visitor's Center

MILTON-FREEWATER
The Oasis Restaurant
Zerba Cellars

MOLALLA
Alexeli Vineyard & Winery
Chamber of Commerce

MONMOUTH
Airlie Winery
Emerson Vineyards
Viridian Wines

MONROE
Benton-Lane Winery

MYRTLE POINT
Hawk's View Winery
Old Bridge Winery

NEHALEM
Nehalem Bay Winery

NEWBERG
Adelsheim Vineyards
Aramenta Cellars
ArborBrook Vineyard
August Cellars
Bergström Wines
Bishop Creek Cellars
Chamber of Commerce
Chehalem Ridge B&B
Chehalem Winery
Dark Horse Wine Bar
Honest Chocolates
Lawton Winery
Lions Gate Inn
Newberg Ford Mercury
Newberg Gallery
Penner-Ash Wine Cellars
Rex Hill Vineyards
The Dreamgivers Inn
Vidon Vineyard
VX Vercingetorix
Yamhill's Gallery

NEWPORT
Chamber of Commerce
Champagne Patio
Elizabeth Street Inn
Lighthouse Loft
Made in Oregon
Nye Beach Gallery
Village Market & Deli

NEWSKOWIN
Neskowin Market

NORTH BEND
Coos Head Food

OAKLAND
MarshAnne Landing
Misty Oaks Vineyard
Oakland Deli & Wines
Sienna Ridge
Tolly's

OREGON CITY
Haggen Food
McMenamins
WineStock

OTTER ROCK
Flying Dutchman Winery

PENDLETON
Chamber of Commerce
Great Pacific Wine
& Coffee Co.

PHILOMATH
Cardwell Hill Cellar
Spindrift Cellars
The Wine Vault

PHOENIX
Chamber of Commerce

PORTLAND
Above the Rest
Homebrewing Supplies
Albertson's (2)
Ash Design
Bale's Thriftway
Barbur World Foods
Beaumont Market
Benson Hotel
The Berlin Inn
Bethany's Table
Bishop Creek Cellars
Burdigala Wine Shop
Café Reese
Capital Coffee & Bistro
Cedar Mill Library

Cornell Wine Company
Doubletree Inn/Lloyd Center
Embassy Suites Hotel
Every Day Wine
FH Steinbart Co.
Fred Meyer (5)
Garrison's Fine Wine
Gem Wine Cellar
Governor Hotel
Great Wine Buys
Heathman Hotel
Hip Chicks Do Wine
Hollywood Wine & Espresso
Hotel Delux
Hotel Modera
Hotel Monaco
Hotel Vintage Plaza
In Good Taste
John's Marketplace
Journey's Beer and Wine
Jubitz Truck Stop
Korkage Wine Shop
Lamb's Thriftway (3)
Le Pigeon
Liner & Elsen
Made in Oregon
Marriott Hotel
Martinotti's
McMenamins/
Barley Mill Pub
McMenamins/Greenway Pub
McMenamins/John
Barleycorns
McMenamins/Crystal
Ballroom
McMenamins/Market
Street Pub
McMenamins/Mission
Theater & Pub
McMenamins/St. John's Pub
Mt. Tabor Fine Wines
New Seasons (4)
O'Connor's West
Old Lair Hill Market
Oregon Convention Center
Oregon Wines on Broadway
Oscar Albert
Otto's Sausage Kitchen
Pacific Northwest Wine Club
Paramount Hotel
PC Market of Choice
Perry's on Fremont
Portland Chart House
Portland State University
Portland Wine Merchants
Portland Wine Storage
QFC Quality Food Center
Ringside East/Ringside West
RiverPlace Hotel
Safeway/King City
Shaffer Fine Art
Shilo Inn (2)
Sip d'vine
The Cellar Door
The Westin Hotel
The Wine Outfitters
Thirst Wine Bar
Vicinato Wine Bar
Vinideus Wine Shop
Vino Paradiso
Vinopolis
Western Culinary Institute
Woodstock Wine & Deli
Zupan's (2)

REDMOND
Rays Food Place

WineStyles

RICKREALL
Cherry Hill Winery
Eola Hills Winery
Firesteed Cellars
Left Coast Cellars

ROSEBURG
Abacela Winery
Delfino Vineyards
Dino's
Girardet Wine Cellar
HillCrest Vineyard
Melrose Vineyards
Palotai Vineyard
Reustle Prayer Rock
Vineyards
Spangler Vineyards
Umpqua Community College

SALEM
Ankeny Vineyard
Bethel Heights Vineyard
Café Noir
Chemeketa Comm. College
Cristom Vineyards
Cubanismo Vineyards
Evesham Wood
Fred Meyer
Grand Vines
Historic Deepwood Estate
Honeywood Winery
Made in Oregon
McMenamins
Mystic Wines
Orchard Heights Winery
Oregon State Capitol
Papa Di Vino
Phoenix Grand Hotel
Red Lion Hotel
Redhawk Vineyard
Residence Inn Marriott
Roth's Fresh Markets
Salem Visitors Center
Santiam Wine Co.
St. Innocent Winery
Stangeland Vineyards
Travelodge
West Side Wine Store
Wheatland Winery
Witness Tree Vineyard

SANDY
Wasson Bros Winery

SEASIDE
Downtown Development
Association
Tenth Avenue Inn
The Wine & Beer Haus

SHADY COVE
Crater Lake Cellars

SHERWOOD
Albertson's
Alloro Vineyards
Barron-Wahl Vineyard
Hunter's Ridge Grill
McMenamins
Quailhurst Vineyard

SILVERTON
Chamber of Commerce
Howard Hinsdale Cellars
Vitis Ridge

SISTERS
Cork Cellars
Rays Food Place

SUBLIMITY
Silver Falls Vineyard

SUNRIVER
Sunriver Lodge

SUTHERLIN
Chamber of Commerce
Umpqua Regency Inn
Visitor's Center

SWEET HOME
Marks Ridge Winery

TALENT
Paschal Winery
Trium

THE DALLES
Chamber of Commerce
Dry Hollow Vineyards

TILLAMOOK
Blue Heron French Cheese
Debbie D's Wine

TROUTDALE
McMenamins/Edgefield

TUALATIN
Fred Meyer
Haggen Foods
Taste of Wine
WineStyles

TURNER
Willamette Valley Vineyards

UMPUQUA
Henry Estate Winery

VENETA
Domaine Meriwether

VERNONIA
Black Bear Coffee Co.

VIDA
Eagle Rock Lodge

WALDPART
Chamber of Commerce

WELCHES
Andrea's Wine Gallery
The Resort at The Mountain

WEST LINN
Albertson's
Bales Thriftway
Wine About it

WILSONVILLE
A Bella Italian Kitchen
Chamber of Commerce
Lamb's Thriftway
Payless Drug/Rite Aid
Wine Xing

WINSTON
Wild Rose Vineyard

WOLF CREEK
Good Sam Campground
Wolf Creek Inn

WOODBURN
Woodburn Visitors Center

YACHATS
The Wine Place

YAMHILL
RD Steeves Imports
WillaKenzie Estate
Zippy's Restaurant

WASHINGTON

EVERETT
Wick-Ed Cellars

FERNDALE
Haggen Foods

GOLDENDALE
Maryhill Winery
Waving Tree Winery

HUSUM
Wind River Cellars

LONG BEACH
Long Beach Liquor Store

LYLE
Cor Cellars

NORTH BONNEVILLE
Bonneville Hot Springs Resort

REDMOND
EVT Solutions

SEATTLE
DeLaurenti Specialty
Food & Wine
Pike & Western Wine Shop
Seattle Cellars Ltd.
University Seafood & Poultry

VANCOUVER
Bader Winery
Cellar 55, Inc
McMenamins
Whole Foods Market

WALLA WALLA
Pepper Bridge Winery

WOODINVILLE
Village Wine

OUTSIDE NORTHWEST

PHOENIX, AZ
AJ's Fine Foods

TEMPE, AZ
Wanderlust Trading Co.

REDWOOD CITY, CA
Safeway

SAN DIEGO, CA
Vons

NORTHGLENN, CO
Total Beverage

NEW HAVEN, CT
Amity Wine & Spirits

TARPON SPRINGS, FL
B21 Fine Wine & Spirits

GARDEN CITY, ID
Wine Esquire

COUNTRYSIDE, IL
Main Street Deli

OMAHA, NE
Twisted Cork Bistro

GARDEN CITY, SC
Atlantic Discount Spirits

JOHNS ISLAND, SC
Newton Farms

MADISON, WI
Brennan's

Electronic Submission Guidelines

The following guidelines will assist you in preparing your electronic files for digital submission. If you need additional assistance, please contact Holly Goodman (503-687-1247).

ELECTRONIC DELIVERY

E-mail: hgoodman@oregonwinepress.com

You may e-mail files to us depending on file size. Maximum size for e-mailing is 4MB. For files over 4MB, you may upload your file to our FTP site.

FTP: ftp://transfer.newsregister.com/

Username: transferOWP • Password: transfer

Free FTP software:

Mac OS X: Cyberduck, <http://cyberduck.ch>

Windows: SmartFTP, www.smartftp.com

DISK DELIVERY

Oregon Wine Press prefers that your ad be submitted electronically via e-mail or FTP. If this is not convenient, you may submit your ad via CD or DVD.

PLATFORM STATEMENT

Our art department is Macintosh based. Although we will make every effort to accommodate PC files, we must determine their compatibility prior to production.

AD SIZE

Ads not built to exact dimensions may be distorted to fit the ad space purchased. To ensure that your ad appears as you intend, create the ad according to the specifications given to you by your ad representative.

ACCEPTABLE FORMATS

PDF (Portable Document Format) is the preferred format for ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.

PDF Requirements:

- Save as Press Quality **OR** PDF/X-1a.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts.

Illustrator/Freehand EPS Requirements:

- Embed all graphics.
- Convert fonts to Outline (Illus.) or to Paths (FH).

UNACCEPTABLE FORMATS

JPEG, BMP, GIF, and PNG formats are designed for web graphics and are **not** acceptable for print. **Word, Works, and Publisher** files are **not** acceptable for quality press output.

Quark, InDesign, and PageMaker native file formats are **not** accepted—Oregon Wine Press does not accept outside fonts. Please export your ad as a PDF with graphics and fonts embedded.

Photoshop files are raster based. This means if they need to be resized their quality will deteriorate. Photoshop EPSes are also not ideal for text unless they are saved at 600 dpi or higher, which increases file size.

GRAPHICS AND COLOR

- For best results, use resolutions of 240 dpi for black and white photos, 240 dpi for color photos, and 800 dpi for line art.
- Please use TIFFs and EPS graphics in layouts.
- Indexed Color is **not** acceptable. Indexed Color is designed for web use only and will not separate correctly.

Black and White Ads:

- Four-color black (aka: Registration) is **not** acceptable.
- Black and white (also known as Grayscale) ads must **not** contain any CMYK, RGB or spot colors.

Spot Color Ads:

- Spot colors must be selected from the Pantone Matching System (PMS) Uncoated catalog.
- When designing a spot-color ad do **not** include any CMYK or RGB elements in the ad.

Process Color Ads:

- All graphics/photos must be specified as CMYK—RGB is **not** acceptable.
- Spot colors must be converted to CMYK.
- Four-color black text (Registration or Rich Black) is **not** acceptable in any case.



**PLEASE REFER
TO THE RATE
CARD ENCLOSED
IN THIS MEDIA
KIT FOR AD
DIMENSIONS
AND DEADLINES.**

Get to Know Oregon Wine Press Readers

AGE	41 to 50	20%
	51 to 60	35%
	61 to 70.....	18%
EDUCATION	College Graduates.....	31%
	Post Graduates.....	40%
	Attended College	93%
HOUSEHOLD INCOME	\$50,000 to 150,000	55%
	Over \$150,000.....	17%
HOME OWNERSHIP	Own Primary Home.....	65%
	Own 2 or more Homes.....	27%
OCCUPATION	Professional.....	40%
	Manager	12%
	Business Owner	16%
	Other.....	30%
INTERESTS	Gourmet Food.....	79%
	Culture	68%
	Home Entertainment.....	63%
	Health	60%
	Foreign Travel.....	57%
	Charities	30%
	Outdoors	68%
	Bicycling.....	26%
Golf.....	23%	
Environmental.....	53%	
DISTRIBUTION	Subscriptions	5%
	Wine Shops	40%
	Wineries	35%
	Other.....	20%



Level of Wine Savvy

As you will notice below, some of those surveyed felt they belonged to more than one category.

- ENTHUSIAST** 55%
Passionate about wine experience/research and share
- ADVENTURESOME**..... 44%
Like feeling sophisticated and fun, adventurous and trendy
- SAVVY SHOPPER**..... 65%
Looking for a great wine at a great value
- TRADITIONALIST**..... 27%
Want wine from well-known winery that's been around
- SATISFIED SIPPER** 46%
Want a sensible choice to serve to family and friends
- OVERWHELMED** 19%
Want descriptions/recommendations by retail or waiters