

# MAGAZINE DISTRIBUTION



**TOURING & TASTING** has developed a unique and effective two-tier distribution model providing wine tourists with the inspiration and information they need to plan a wine country trip. Our national newsstand distribution reaches them as they are selecting their destination and choosing accommodations. Our targeted in-market, regional distribution at over 500 hand selected outlets reaches them once they've arrived in wine country and drives business directly to our marketing partners.

<b>TOTAL COPIES</b> (per edition, 2x year)	<b>70,000</b>
<b>NATIONAL SUBSCRIBERS &amp; WINE CLUB MEMBERS</b> Magazine subscriptions and Touring & Tasting and Vinesse Wines wine club shipments	<b>31,000</b>
<b>WINE COUNTRY DISTRIBUTION</b> West Coast hotels, inns, wineries, tasting rooms, visitors centers	<b>25,000</b>
<b>NATIONAL DISTRIBUTION</b> Newsstands, airports, bookstores, high-end grocery chains (Whole Foods, Mollie Stone's, Gelson's Market)	<b>10,000</b>
<b>CONSUMER WINE EVENTS AND FESTIVALS</b> World of Pinot Noir, California Wine Festivals, Zinfandel Advocates & Producers Experience, Taste of Sonoma, Santa Barbara Vintners Festival	<b>2,000</b>
<b>WINE INDUSTRY COPIES</b> Mailed to winery owners, DTC and marketing managers, wine distributors and sommeliers, hospitality professionals, vintner and destination marketing associations	<b>2,000</b>

## AIRPORT DISTRIBUTION

- Bob Hope Airport, Burbank
- Fresno Yosemite International Airport
- John F. Kennedy International Airport
- John Wayne Airport, Orange County
- Kaiser Air, Santa Rosa
- Logan International Airport, Boston
- Los Angeles International Airport
- Napa Jet Center
- Oakland International Airport
- Ontario International Airport
- Portland International Airport
- Sacramento International Airport
- San Diego International Airport
- San Francisco International Airport
- San Jose International Airport
- Santa Barbara Airport
- Seattle-Tacoma International Airport

## NAPA VALLEY

- 1801 First Luxury Inn
- Andaz Napa
- Auberge Du Soleil
- Beazley House
- Cal Mart
- Calistoga Grove Inn
- Calistoga Inn Restaurant & Brewery
- Calistoga Ranch
- Calistoga Spa Hot Springs
- Cedar Gables Inn & Tavern
- Chamber of Commerce (American Canyon, Calistoga, Napa, St. Helena, Yountville)
- Churchill Manor
- Copperfields Books
- El Bonita Motel
- Embassy Suites Napa
- Harvest Inn
- Hilton Garden Inn
- Hotel Yountville
- Indian Springs
- Inn on Randolph
- Ivy Hotel
- Marriott SpringHill Suites
- McClelland Priest B&B
- Milliken Creek Inn
- Mount View Hotel & Spa
- Napa General Store
- Napa River Inn
- Napa Valley Marriott
- Napa Valley Tours & Transportation
- Napa Valley Wine Train
- North Block Hotel
- River Terrace Inn
- Safeway Stores
- Senza Hotel
- Silverado Resort and Spa
- Solage Resort & Spa
- Southbridge Napa Valley
- Sunshine Foods
- The Cottages of Napa Valley
- The General Store
- The Inn on First
- The Meritage Resort
- The Westin Verasa Napa
- V Marketplace
- Villagio Inn & Spa
- Vineyard Country Inn
- Vintage House
- Visitor Center (American Canyon)
- Whole Foods
- Wydown Hotel

## SONOMA COUNTY

- Applewood Inn, Restaurant & Spa
- Berry's Market
- Best Western Dry Creek Inn
- Best Western Sonoma Valley Inn
- Big Johns Market
- Bodega Bay Lodge
- Boon Hotel & Spa
- Camellia Inn
- Carneros Resort and Spa
- Climbing Rose Cottage & Studio
- Copperfields Books
- Cornerstone Sonoma
- Duchamp Hotel
- El Dorado Hotel & Kitchen
- El Pueblo Inn
- Farmhouse Inn
- Flamingo Resort & Spa
- Gage House Inn
- Geyserville Inn
- Glen Ellen Village Market
- Grape Leaf Inn
- Guerneville General Store
- Healdsburg Chamber of Commerce
- Healdsburg Inn on the Plaza
- Honor Mansion
- Hope-Merrill House
- Hotel La Rose
- Hotel Le Mars
- Hotel Petaluma
- Inn at Sonoma
- Inn at the Tides
- Kaiser Air/Santa Rosa Jet Center
- Kenwood Inn and Spa
- Kenwood Village Market
- Ledson Hotel
- MacArthur Place Hotel & Spa
- Madrona Manor Wine Country Inn
- Rio Nido Lodge
- Safeway Stores
- Santa Rosa Visitors Center
- Sheraton Sonoma County-Petaluma
- Sonoma Carneros Barn House
- Sonoma Coast Villa Inn & Spa
- Sonoma Hotel
- Sonoma Jet Center
- Sonoma Market
- Sonoma Valley Visitors Bureau
- The Irish Rose Inn
- The Radford Inn
- The Sebastopol Inn
- Valley of the Moon Plaza
- Vintners Inn
- Whole Foods

## SAN FRANCISCO BAY AREA

- Executive Hotel Vintage Court
- Four Seasons San Francisco
- Galleria Park Hotel
- Hotel Adagio
- Hotel Griffon
- Hotel Rex
- Hotel Vitale
- Intercontinental Hotel
- Kensington Park Hotel
- King George Hotel
- Mandarin Oriental
- Omni San Francisco Hotel
- Palace Hotel
- Scarlet Huntington
- Serrano Hotel
- The Inn at Union Square
- Westin St. Francis

## TRI-VALLEY

- Best Western Sycamore Inn
- Courtyard by Marriott Livermore
- Hawthorn Suites By Wyndham
- Hilton Garden Inn Livermore
- Hilton Pleasanton at the Club
- Hyatt Place Dublin/Pleasanton
- Marriott Pleasanton
- Purple Orchid Resort & Spa
- The Rose Hotel

## SACRAMENTO / LODI

- Bella Vino
- Best Western Royal Host Inn
- Bordeaux Inn
- Cellar Door Wine Bar
- Cheese Central
- Delta King Hotel
- Embassy Suites Sacramento
- Hampton Inn & Suites
- Holiday Inn Express
- Hyatt Regency Sacramento
- Lodi Wine & Visitor Center
- Lodi Wine Cellars
- Microtel Inn & Suites by Wyndham
- Sheraton Grand Hotel
- Westin Sacramento
- Wine & Roses
- Wine Social
- Woodbridge Uncorked Wine Bar

## GOLD COUNTRY

- American River Inn
- Arnold Black Bear Inn
- Best Western Inn Placerville
- Historic Cary House Hotel
- Holiday Inn Express & Suites El Dorado Hills
- Hotel Sutter
- Murphy's Historic Hotel
- National Hotel
- Rest Hotel
- Shenandoah Inn
- Sutter Creek Inn
- The Victorian Inn

## CENTRAL COAST

### SANTA BARBARA COUNTY

- Alisal Guest Ranch and Resort
- Bacara Resort & Spa
- Ballard Inn & Restaurant
- Buellton Visitors Center
- Canary Hotel
- Chaucer's Bookstore
- Fess Parker Wine Country Inn & Spa
- Gelson's Markets
- Goodland Hotel
- Hadsten House Inn and Spa
- Hotel Corque
- Hyatt Centric Santa Barbara
- Rancho Santa Barbara Marriott
- Santa Barbara Inn
- Santa Ynez Inn
- Santa Ynez Valley Hotel Association
- Simpson House Inn
- Spanish Garden Inn
- Hilton Santa Barbara Beachfront Resort
- The Upham Hotel
- Vons

### SAN LUIS OBISPO COUNTY

- Adelaida Inn
- Allegretto Vineyard Resort
- Apple Farm's Wine Country Inn
- Avila La Fonda Hotel
- Avila Lighthouse Suites
- Belvino Viaggio Tuscan Retreat
- Cliffs Resort
- Comus House at Denner Vineyards
- Cottage Inn by the Sea
- Courtyard by Marriott
- Creekside Bed & Breakfast
- Dolphin Bay Resort & Spa
- El Colibri Hotel & Spa
- FogCatcher Inn
- General Store
- Granada Hotel & Bistro
- Hampton Inn & Suites
- Hotel Cheval
- Inn at Opolo
- Just INN
- La Bellasera Hotel & Suites
- La Quinta Inn & Suites
- Madonna Inn
- Paso Robles Inn
- Pelican Inn & Suites
- Sandcastle Inn
- SeaVenture Beach Hotel
- Summerwood Inn
- Sycamore Mineral Springs Resort
- Taste of the Valleys Wine Bar
- The Oaks Hotel & Suites
- Venteux Vineyards Bed & Breakfast
- Wild Coyote Bed & Breakfast

## PACIFIC NORTHWEST

- A' Tuscan Estate
- Best Western Hood River Inn
- Best Western Newberg Inn
- Brian Carter Cellars
- Brookside Inn on Abbey Road
- Chateau Ste. Michelle
- Columbia Gorge Hotel
- DeLille Cellars
- Dundee Manor Bed & Breakfast
- Grand Cru Wine Tours
- Grape Escape Wine Tours
- Heathman Kirkland Hotel
- Hotel deLuxe Portland
- Hotel Lucia
- Hotel Oregon
- Inn at Red Hills
- J. Bookwalter Wines
- Kimpton Hotel Monaco
- Kimpton Hotel Vintage
- Kimpton RiverPlace Hotel
- Lobenhaus Bed & Breakfast and Vineyard
- Marcus Whitman Hotel & Conference Center
- Marriott Portland
- Maryhill Winery
- Oregon Wine Tours
- Patterson Cellars
- Phoenix Inn & Suites
- Portland White House
- Residence Inn by Marriot Salem
- Rogue Regency Inn & Suites
- Sentinel Hotel
- Sun River Resort
- The Allison Inn & Spa
- The Benson Hotel
- The Black Walnut Inn & Vineyards
- The Dundee Bistro Wine & Bubble Bar
- The Nines
- The Paramount Hotel
- The Westin Portland
- Valley River Inn
- Willows Lodge
- Wine Country Farm Bed & Breakfast and Cellars
- Yamhill Valley Tourism

## AUDIENCE DEMOGRAPHICS

- Female: 51% / Male: 49%
- Median Age: 45 years
- Married: 77% / Single: 23%
- Graduated college or higher: 73%
- Top-Level Executive/Professional: 75%
- Median Household Income: \$262,000
- Median Value of Residence: \$775,000
- Median Total Household Assets: \$1,750,000
- West of the Mississippi: 65% / East: 35%
- Enjoy wine 3+ times per week: 70%
- Belong to wine club: 92%
- Plan to go to wine country in the near future: 61%

## DISTRIBUTION PARTNERS

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