



## 2021 Media Kit and Sponsorship Opportunities



### About the CT Wine Trail

The CT Wine Trail is one of the fastest-growing and most exciting wine region in the United States. A unique collection of 24 vineyards and wineries statewide offer many varietals of award-winning wines, beautiful scenery, and events. Gain access to thousands of Connecticut locals from Stonington to Litchfield, as well as tourists in nearby states, at the Connecticut Wine Festival, via the Passport to CT Farm Wines Program (a partner via the CT Department of Agriculture), and other annual programs.

### Annual Website Views

430,000+

### Social Media Stats (as of 4/09/21)

31,177  
Facebook  
Likes

28,628  
Email  
Subscribers

5,401  
Instagram  
Followers

66,330  
Total Media  
Reach

### Audience Demographics

- Predominately female (81% of Facebook; 71% of web traffic), ages 25-44
- Majority reside in Central & Western CT, and NYC
- 60% of web traffic is mobile
- Like wine, shopping, events, food, travel & more

Advertise with the CT Wine Trail today!  
Contact: [info@ctwine.com](mailto:info@ctwine.com)

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*Adventure*





# 2021 Media Kit and Sponsorship Opportunities

## Opportunities

- Website Banner Advertising and Tourism Partners Directory Listing
- Brochure Sponsorship
- Email Ad
- Sponsored Social Content
- Sponsored Blog Post: Pairing with Wine or Two Corresponding Tourism Experiences

Advertise for the year, get a FREE Tourism Partners Directory Listing!

## Website Banner Advertising

Ctwine.com receives over 500,000 page views from high-quality visitors year over year. Ads appear on the home page and static content pages (private events, daily tastings, contact and more).

Ads available in 3 sizes starting at \$150/month.

## Email Ad /Sponsored Email

Our email list, exceeding 26k qualified names, has a consistent above average open-rate over 15%. Newsletters and email blasts are sent every other month. Emails are sent for special events and promotions, as well as for holiday weekends. Our editorial calendar has many opportunities for your business to be highlighted in a highly-anticipated e-mail newsletter.

Sponsored Email Blast rates start at just \$60 for a

## Sponsored Blog Content

Best bang for your buck!

The ctwine.com blog, or "Stories" feed, is a great opportunity to share information on an event, product or service to active-readers in our shared demographic.

Contribute a finalized blog post (between 250 and 1500 words), or pitch a story to us.

A requirement for blog posts is that all must be related in some way to the CT Wine Trail, via a pairing or a shared tourism experience.

All sponsored blog posts include:

- 1 Blog post on our "Stories" Page
- 1 month ctwine.com Home Page slider under Stories
- 1 Boosted post on our 24k+ followed Facebook page

Key topics: Agritourism, travel, winemaking, wine tastings, reviews, events, support local, How-to's/DIY projects, recipes, and travel itinerary suggestions

Sponsored Content rates start at \$500\*.

\*depends on length of promotion to maximize efficiency of boosted

## Tourism Partners Directory

Be listed as a tourism partner for one entire year.

Tourism Partners page is used in blog posts to reference places to stay, restaurants to eat at, and things to do while visiting the CT Wine Trail. \$250 per year.

## Social Media Sponsored Content

For those looking to tap into our network on social media, we've created a simple kind of advertising. You provide content for a post, we provide an audience and suggested Boost budget, you pay for the Boost + 25%. We label the post on our page as "Sponsored," and drive people to you by tagging your page!

Rates start at \$50 per day.

## Connecticut Chocolatier Presents CT Wine Trail Truffles for the Holidays



Advertise with the CT Wine Trail today!  
Contact: [info@ctwine.com](mailto:info@ctwine.com)

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