

2024 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 23 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, via the Winter Wine Trail, and other annual programs.

Audience Demographics

- Predominately female (84% of Facebook; 65% of web traffic), ages 25-44
- Majority reside in Central & Western CT, and NYC
- 68% of web traffic is mobile
- Like wine, shopping, events, food, travel & more

Social Media Stats

As of 12/01/2023

320,775

FACEBOOK
REACH

136,193

INSTAGRAM
REACH

35,102

FACEBOOK
FOLLOWERS

9,894

INSTAGRAM
FOLLOWERS

Annual Website Views

512,265+

TASTE THE
Adventure

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.

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 \$250/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.

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

**CT
WINE
TRAIL**®

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GROWN

Engage with CT Wine Trail

To become a partner or advertise on our site
contact info@ctwine.com | 860.216.6439



ctwine.com | info@ctwine.com

