

Wine Country Lifestyle

The Spirit of Sonoma County Living | September 2015
Wine Country Lifestyle
A Quarterly Magazine



Wine Country Lifestyle (WCL Magazine) is a full color personalized magazine featuring regionally specific lifestyle content developed for the wine enthusiast. **WCL Magazine** represents the confluence of several marketing elements: **a quarterly newsletter, wine catalog, club member gift and lifestyle magazine** all bundled into an elegant package. Available in both print and digital format WCL Magazine is **personalized for each participating winery** and synchronized with their respective wine club shipment schedule.

REACH. RETAIN. REORDER. RELAX. REPEAT.

- **Interested in a wine club gift that pays for itself?**
- **Do you want to increase club member retention AND drive incremental wine club sales?**
- **Are you maximizing your "on board" marketing?**

Inside **WCL Magazine** you will find fresh lifestyle content and highlighting the **local wine region** featured in professionally formatted and eye-catching editorial. Magazine sections include:

Farm to Table & Taste - including recipes, wine pairings

Wine Education - for the novice wine enthusiast

Play & Stay - featuring local hotels, B&Bs

Wine Estates - beautiful estate homes from the region

Out & About - local discoveries, and much more.



"Since we began working with Wine Country Lifestyle we have seen a 50% lift in wine club reorders. Our wine club members are thrilled with our custom magazine that accompanies their wine club shipments...this magazine exceeded our expectations and we have seen nearly a 100% return on our marketing investment."

Tanya Seibold - Consumer Direct Sales Director - Geysers Peak Winery

Want to publish your own wine club magazine?

Visit our website -> www.wine-country-lifestyle.com

Call today to speak with a representative (707) 479-5385

