

If the German wine-market is (or will be) important for you

The business-to-business Wine Magazine www.wein-inside.de

has been launched in March 2009 and is open exclusively to those who are involved in wine, sparkling wine, or spirits. It is available only on the internet. Readers have to register once and then get both access to the website as well as a newsletter (3-4 times per month). Both the use of the magazine as well as the newsletter are free of charge.

The magazine's concept is to offer only relevant news being researched by the editorial office. We are looking for quality, not for quantity, and many of the news are not found in other German magazines. A part of the articles gives also attention to wine-politics, wine-laws, marketing, internet and so on.

Reports include business-related news on companies, institutions and associations, new products, scientific papers and surveys, statistics (i.e. wine-growing, wine-imports, wine-exports, wine-consumption), wine trade promotions, competitions (wine, sparkling wine, spirits, but also general competitions for trade and wine-growers), developments on wine-markets, wine-politics, wine-laws, marketing, internet and so on.

Our reports are researched and investigated by our team instead of just reproducing press releases. We focus on the basic essentials and offer very often links to own or other internet sources for those who want to be informed in deeper detail.

We are not offering a printed wine-magazine. We also do not report on a single company or a single wine if there is not a message behind that should interest our readers.

Our readership predominantly comes from Germany (94%) – wine-trade (wholesale, retail, importers, delicatessen, grocery stores), wine-producer (wine-growers, wine-estates, co-operatives, wineries) and others related to the wine-business (agencies, journalists, suppliers, institutions, students etc.).

How you can benefit

- » register for free within a minute to get access to the magazine and our newsletter (Note: magazine and newsletter not yet available in English language) please follow this link:
<http://www.wein-inside.de/index.php?show=registration>
- » send us your news / press releases preferred by mail to: redaktion@wein-inside.de (you may attach logo and images that are not protected by copyright)
- » use wein-inside.de for your b2b-advertisement ask for the rate card by using our contact form:
<http://www.wein-inside.de/mediaform.php>