



**CHARLESTON®
WINE + FOOD
FESTIVAL**

MARCH 1-4, 2012

OFFICIAL
EVENT
PROGRAM



CHARLESTON WIN



BENEFITS TO YOU AS AN ADVERTISER:

- ✓ Publication serves as official festival program
- ✓ Reach visitors who will have time to eat, shop and tour the Lowcountry during their stay
- ✓ Advertise your products and services to a target audience of affluent, likely buyers
- ✓ Captive event audience

PUBLICATION FEATURES

- Details on all events, attractions and venues
- Maps and schedules
- Profiles of featured chefs, sommeliers and authors
- Exhibitor information
- Full-color publication printed on bright white 40-pound stock and inserted in 65,000 targeted editions of the newspaper



DETAILS:

Event dates: March 1-4, 2012

Publication date: Feb. 29, 2012

Advertising deadline: Jan. 30, 2012

Print format: TAB

Distribution: Full run in The Post and Courier and 5,000 copies distributed to attendees throughout the festival

WINE + FOOD FESTIVAL



EVENT FACTS*

OUT-OF-TOWN VISITORS SPEND AN AVERAGE OF \$764 PER PERSON DURING THEIR STAY IN CHARLESTON, \$1,900 PER GROUP

- **ATTENDANCE**

More than 19,000 guests attend the festival's 65+ events

- **MEDIAN HOUSEHOLD INCOME**

\$100,000 – \$150,000

- **TOTAL ECONOMIC IMPACT**

\$7.29 million

- **NON-LOCAL ATTENDEES**

40 percent

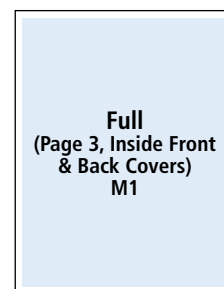
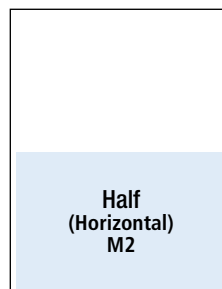
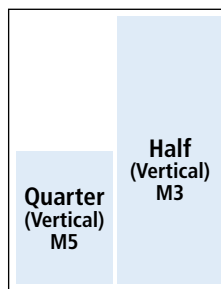
- **NEW VISITORS**

11.4 percent of non-local attendees have never visited Charleston

*source:
Charleston Wine + Food Festival 2011 Annual Report

RATES AND SIZES

PRINT	ONLINE	COST
Page Three (M1)	Leaderboard	\$1,195
Inside Front Cover (M1)	Skybox	\$995
Inside Back Cover (M1)	Button Ad	\$995
Full Page (M1)	Button Ad	\$895
Half Page (M3 or M2)	Button Ad	\$725
Quarter page (M5)	Button Ad	\$475



M5: 5.25" wide x 5.438" deep | M3: 5.25" wide x 11" deep
M2: 10.625" wide x 5.438" deep | M1: 10.625" wide x 11" deep

SPECIAL SECTION BUNDLED DISCOUNTS!

Bundle your ad with our other special event sections and save!

Buy 2, save 10% | Buy 3, save 15%
Buy 4, save 20% | Buy 5, save 25%
Buy 6, save 30%

See back page for special sections



2012 Special Event Sections

Buy 2, save 10% | Buy 3, save 15% | Buy 4, save 20% |
Buy 5, save 25% | Buy 6, save 30%



Southeastern Wildlife Expo

Event date:
Feb. 17-19, 2012

Publication Date:
Feb. 16, 2012

Advertising
Deadline:
Feb. 2, 2012

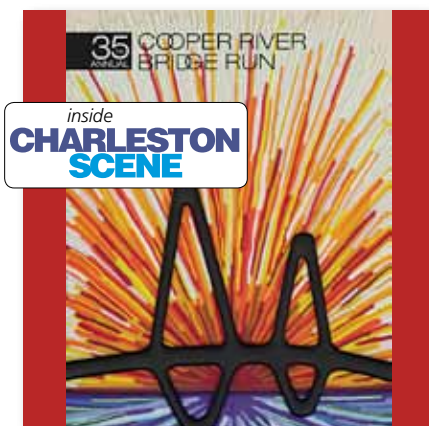


Wine + Food Festival

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Cooper River Bridge Run

Event date:
March 31, 2012

Publication Date:
March 29, 2012

Advertising
Deadline:
March 15, 2012



Family Circle Cup

Event dates:
March 31-April 8, 2012

Publication Date:
March 28, 2012

Advertising
Deadline:
March 14, 2012



Spoleto

Event dates:
May 25 - June 10, 2012

Publication Date:
May 24, 2012

Advertising
Deadline:
May 10, 2012



Race for Cure

Dates TBA

The Post and Courier

postandcourier.com

134 Columbus Street • Charleston, South Carolina 29403