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O E N O  
L O G I  
Q U E .

## **Promotional activities**

Exclusively for IWSC award-winning  
wines & spirits

**2021**

“The IWSC is a great platform to benchmark your wines against some of the best, and the coverage you can get off the back of it is incredible.”

**Langham Wine Estate**

“ The response to our award from gin drinkers in Finland and farther beyond was fantastic, and our sales over the years have grown over five-fold.”

**Miika Lipiäinen CEO, Kyrö Distillery, Finland**

“ There are a lot of spirits competitions out there these days. Pretty soon we might even need a competition for the best competitions! If ever such a day arrived, it's a safe bet that the IWSC would take home a 'double gold'.”

**Brad Japhe Writer, Forbes**



# About IWSC

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The IWSC has been **tasting and reviewing** the world's finest wine and spirits for **over 50 years**. In that time, it has earned a reputation for innovation and engagement, as well as for unbiased, meticulous and **authoritative judging**.

When the IWSC was established in 1969, under the name **Club Oenologique**, its ambition to bring the **best-in-show** to the attention of **consumers worldwide** made it an industry pioneer.

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# About Club Oenologique

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**Club Oenologique** is an exclusive community dedicated to bringing together the very best in wine and spirits, gastronomy, travel and lifestyle.

With our flagship magazine, website, exclusive Collectors' Club and events, **Club Oenologique** seeks to connect, inform and entertain those who have a shared interest and passion for the world of wine and spirits, and all the things around it.

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# How does the IWSC promote awards?

## IWSC Social Media

Year-round social media campaigns across our trade platform - IWSC and our consumer platform - Club Oenologique.

**Social media reach: 52,500+**

## Digital Results Supplement

IWSC results are shared to the industry via our bespoke digital supplement.

## IWSC Weekly Features

Weekly IWSC features and recommendations on Club Oenologique & IWSC websites.

**Page views: 1.2+ million**

## IWSC Newsletter

IWSC fortnightly e-newsletters promoting winners and award highlights to a global audience.

**Subscribers: 9,300+**

## Producer Profiles & Videos

Bespoke producer profiles and category videos published on IWSC and Club Oenologique.

## IWSC Top Lists

All awards listed on our website, with features on top wine and spirits, as well as producers and distillers.

## IWSC Dedicated Global PR Campaign

Guaranteed widespread coverage, through international press releases and 3rd party media partnerships. Dedicated PR campaign in UK and China.

## Global Radio Broadcast

IWSC winners are showcased weekly on “The Drinking Hour” series, broadcast on the global consumer radio station, FoodFM.

**Total download: 21,300**

# Looking for tailor-made opportunities to stand out from the crowd and promote your wins?



**9,300+**

subscribers

**1.2 million**

website page views a year

**15 000**

copies of Club Oenologique magazine

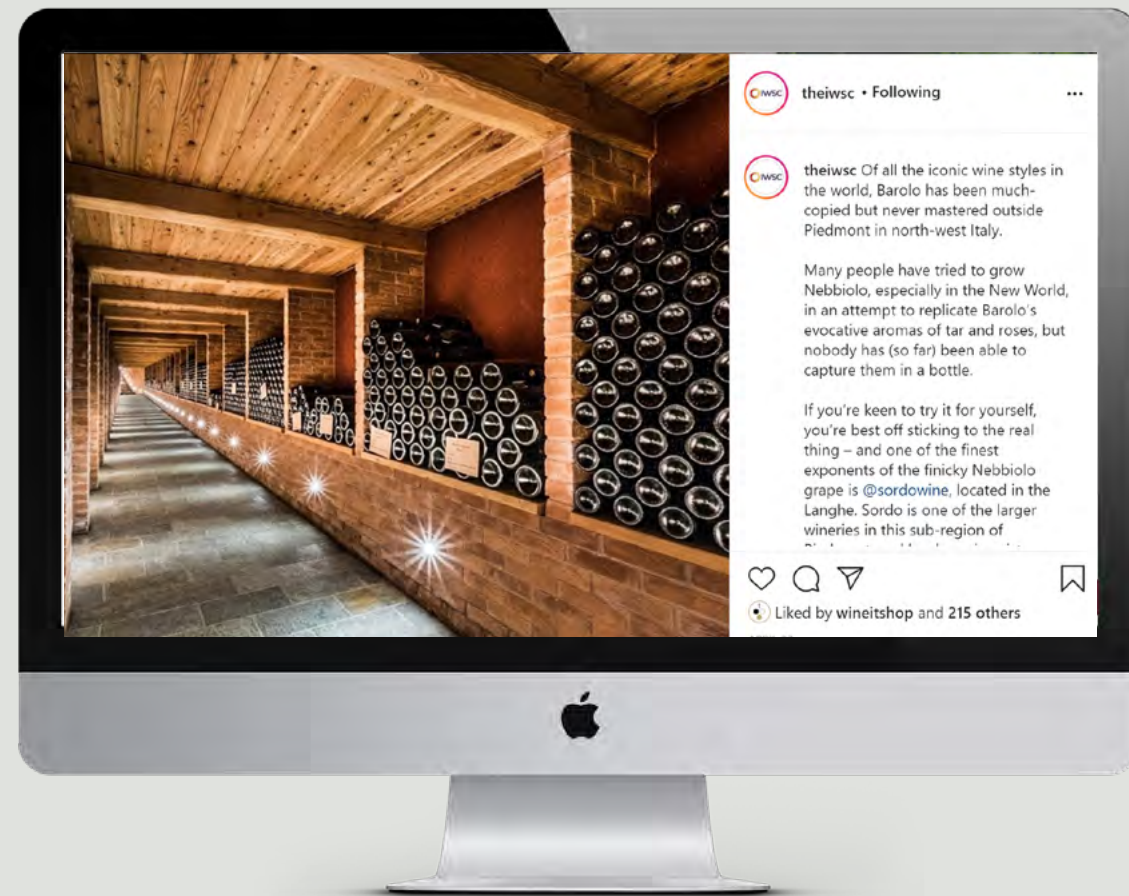
**52,500+**

social media reach

**500**

wine and spirit influencers

# Social Media Post



The IWSC are offering the chance to shout about your award-winning wines and spirits.

- One post on @ClubOenologique or @TheIWSC Facebook and Instagram channels
- We will work with you to produce engaging content to share with our followers of wine and spirits enthusiasts
- Generate brand awareness and reach new followers

**40K+**  
Monthly  
Engagements

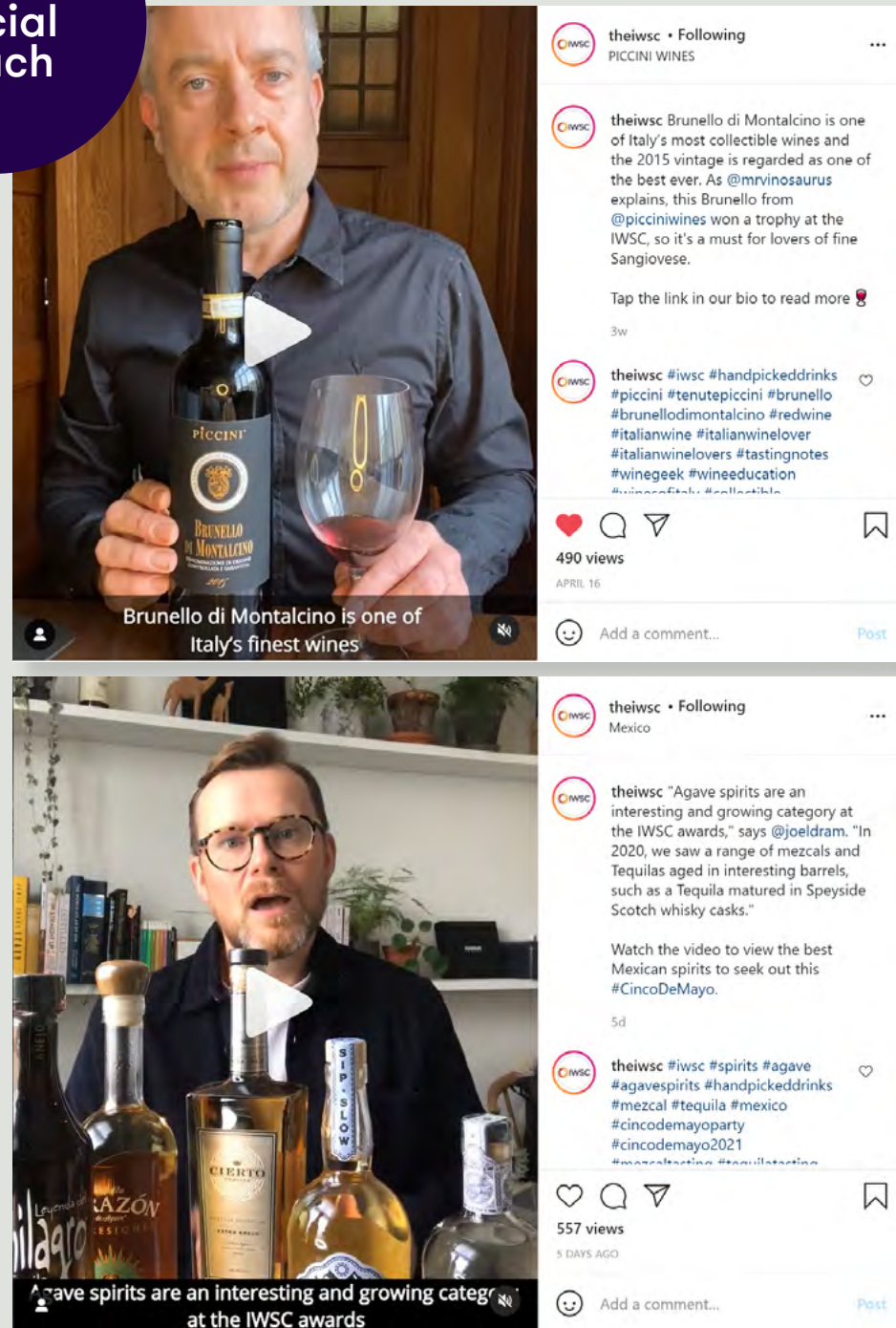
**52K+**  
Social  
reach

**2K+**  
Monthly  
Impressions

*Price: £1,000*  
*Available for B2B or/and B2C audience*  
*We guarantee a reach of 50,000*

# IWSC Expert Review Video

52K+  
Social  
reach



Our judges consist of a mix of wine and spirit experts, such as leading sommeliers and distillers, influencers from every sector of the drinks trade, buyers, importers and distributors.

**We will create and produce a bespoke 60-second video featuring one of our experts reviewing your wines or spirits. Included in your bespoke video:**

- A maximum of 3 of your award-winning wines or spirits showcased by one of our experts
- We will work with you and create a detailed brief, ensuring your key business goals are met
- Our expert will present your brand and the IWSC winning wines and spirits
- We will promote your bespoke video across our social media channels

*Price: £1,950*

*Available for B2B or/and B2C audience*

*We guarantee a reach of 50,000*



# Curated Advertorial



Work with one of our industry-renowned contributors to curate brand-led content for a bespoke article.

- 
- Your article will be published on Club Oenologique or IWSC website
  - Your article will be promoted across our social media channels: Twitter, LinkedIn, Facebook and Instagram
  - Your article will be included in our wine or spirits newsletter

9,300+  
subscribers

52K+  
Social  
reach

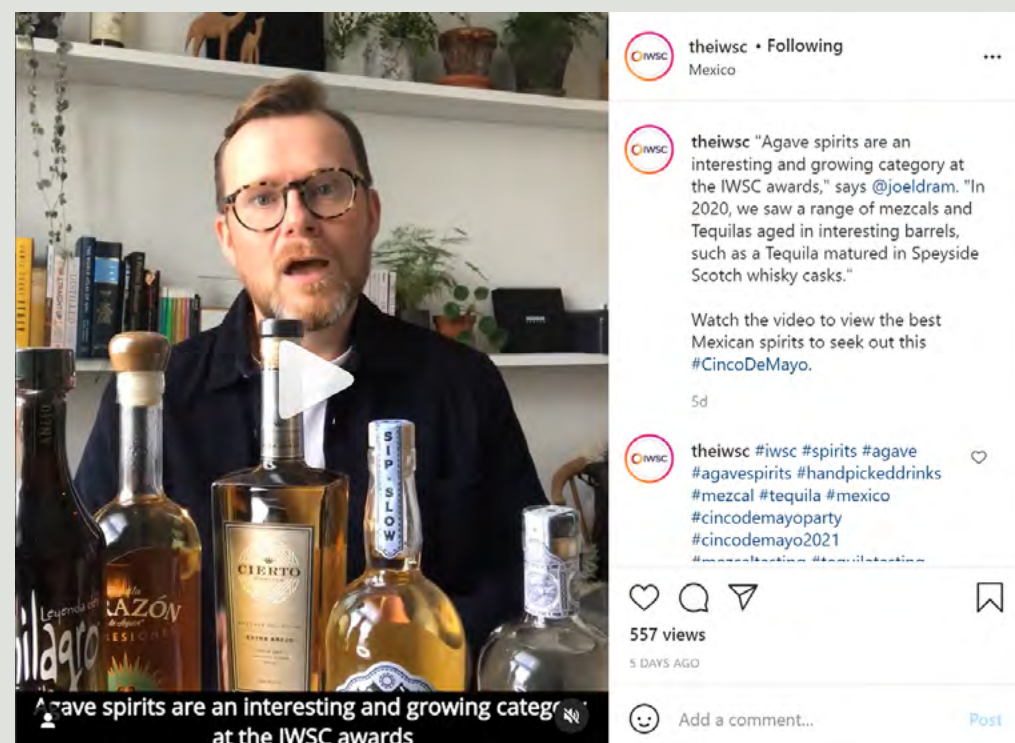
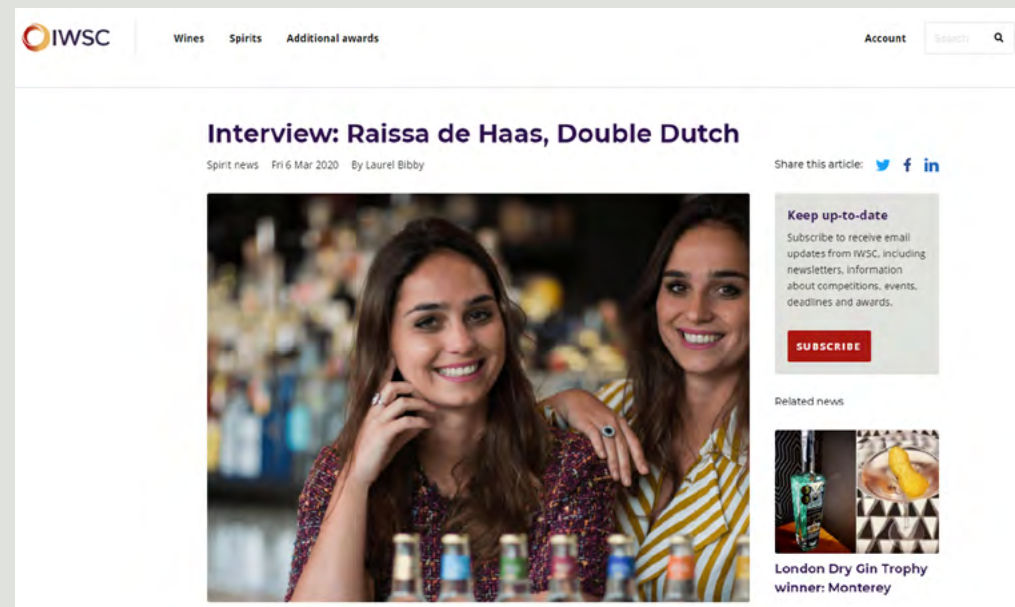
4,400+  
Page views

*Price: £1,950*

*Available for B2B or/and B2C audience*

*We guarantee a reach of 50,000*

# IWSC Expert Review Video & Curated Advertorial



**We will create and produce a bespoke 60-second video featuring one of our experts reviewing your wines or spirits. Included in your bespoke video:**

- A maximum of 3 of your award-winning wines or spirits showcased by one of our experts
- We will work with you and create a detailed brief, ensuring your key business goals are met
- Our expert will present your brand and the IWSC winning wines and spirits
- We will promote your bespoke video across our social media channels.

Work with one our industry-renowned contributors to curate brand-led content for a bespoke article.

- Your article will be published on Club Oenologique or IWSC website
- Your article will be included in our wine or spirits newsletter

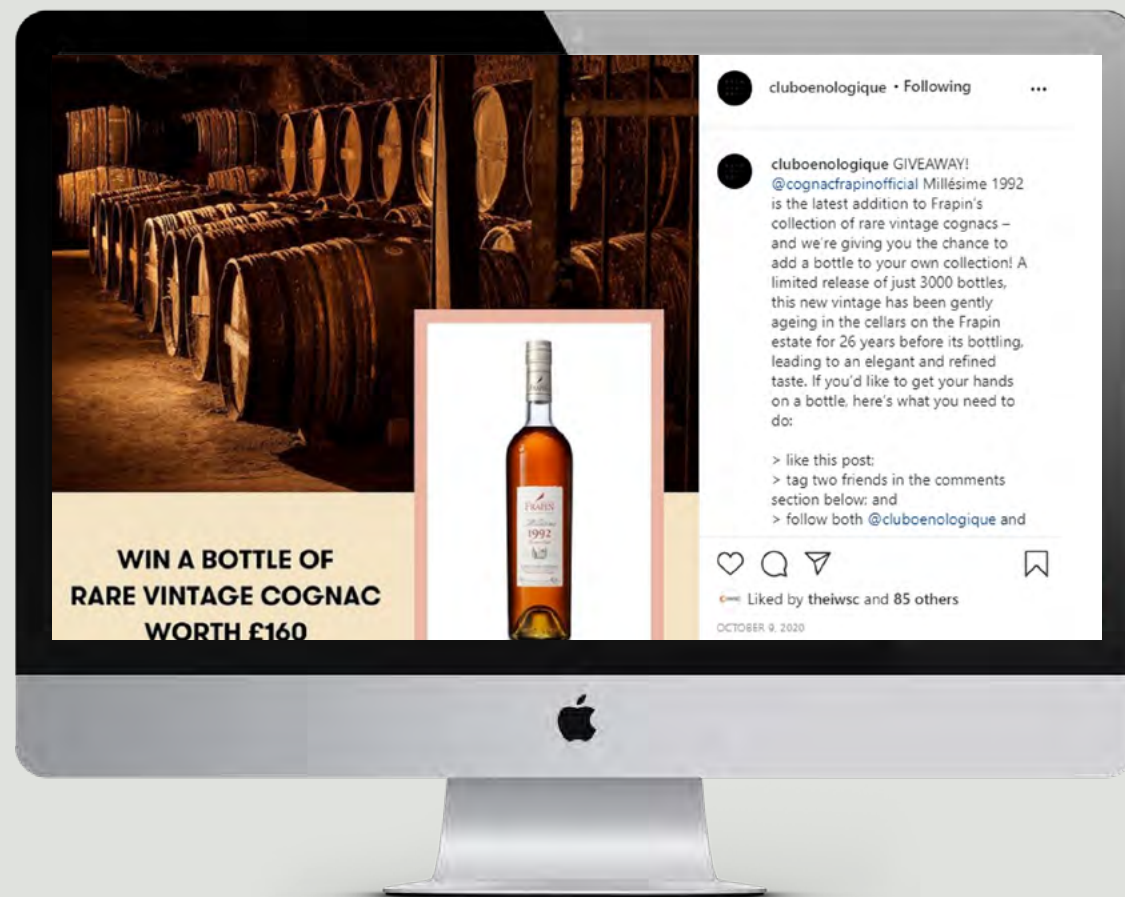
Price: £2,750

*Available for B2B or/and B2C audience*

*We guarantee a reach of 50,000*

# Social Media Giveaway

Social media giveaways are the perfect way to start an online conversation about your brand, increase your online followers and generate leads. Raise brand awareness of your award winners via our highly- engaged followers.

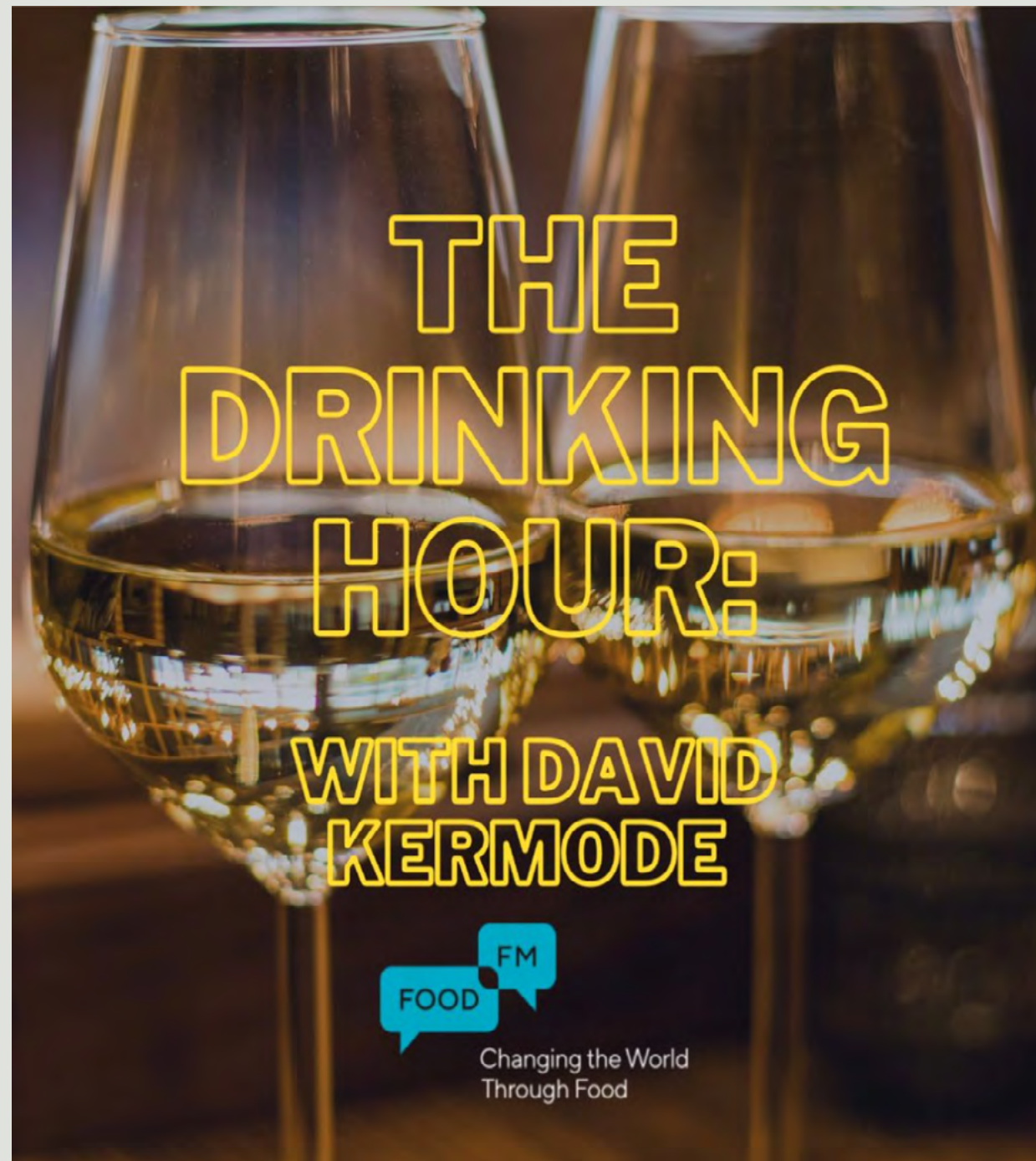


- Partner with Club Oenologique or IWSC for a social media giveaway of one, or more, of your award winners on Instagram
- Increase your social media followers
- Raise brand awareness amongst wine and spirits enthusiasts
- Reach new customers and generate leads

*Price: £500*



# Podcast Feature



Have your award-winning wine or spirit featured in our weekly podcast “The Drinking Hour: with David Kermode”.

An hour of relaxed, unpretentious, informative and engaging conversation – an indispensable guide to what to drink and why.

- Your featured podcast will be promoted via our social media channels: Twitter, LinkedIn, Facebook and Instagram
- The podcast will be promoted via Food FM social media channels and website
- Your podcast will be published on our website, Club Oenologique
- The episodes can be viewed here [www.foodfmradio.com/programmes/the-drinking-hour/](http://www.foodfmradio.com/programmes/the-drinking-hour/)

*Price: £750*

*Available for B2C audience only*

*We guarantee a reach of 50,000*

# Sponsor the IWSC Awards Event



- Invitation for 2 guests to attend our flagship award ceremony in London
- Branded materials distributed to attendees and displayed throughout the venue (incl. invitation, pull-up banners, on screens, tasting booklets)
- Spotlight on your business and award-winning wines or spirits (35-word sales message, logo and visual) on central stage
- Inclusion of goods and/or marketing materials in goody bags

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*Price: £2,000*

*Available for B2B audience only*

*Our flagship awards ceremony takes place every 3 years*



# Digital Event Opportunities

## Digital Event for Consumer and/or Trade

- 1-hr Zoom webinar with panellist (IWSC judge(s) & producer)
- IWSC award winners decanted into tasting sample packs\*
- Trade registrations or/and sales of wine packs to consumer attendees
- IWSC wine judge “influencer” campaign - all judges promote event via their own social media channels
- Promotion of event in two weekly Club O e-newsletters
- [consumer] and/or IWSC [trade]
- Video recording posted on our website and copy sent to you for your own promotional purposes, such as social media posting or sending to global trade

## Reach

- 52,000+ reach across social media channels
- 9,000+ reach via e-newsletter
- Additional reach from IWSC judges promoting live event via their own channels
- 50,000 + guaranteed reach via paid for social media campaign
- Video recording posted on our YouTube channel for future viewing

*Price: from £3,500*

*\*Wine/Spirit sample and delivery costs to IWSC warehouse are assumed by partner. Wine/Spirit sample vessels, box design and delivery costs assumed by IWSC.*



# Bespoke Digital Supplement

A downloadable digital report about your business and featuring your award-winning wines or/and spirits.

Your digital report will be:

- Featured on the IWSC website
- Promoted on our social media channels: Twitter, LinkedIn, Facebook and Instagram
- Included in one of our wine or spirits newsletter
- Available to you for your own promotional purposes, such as posting on social media or sending to the global trade



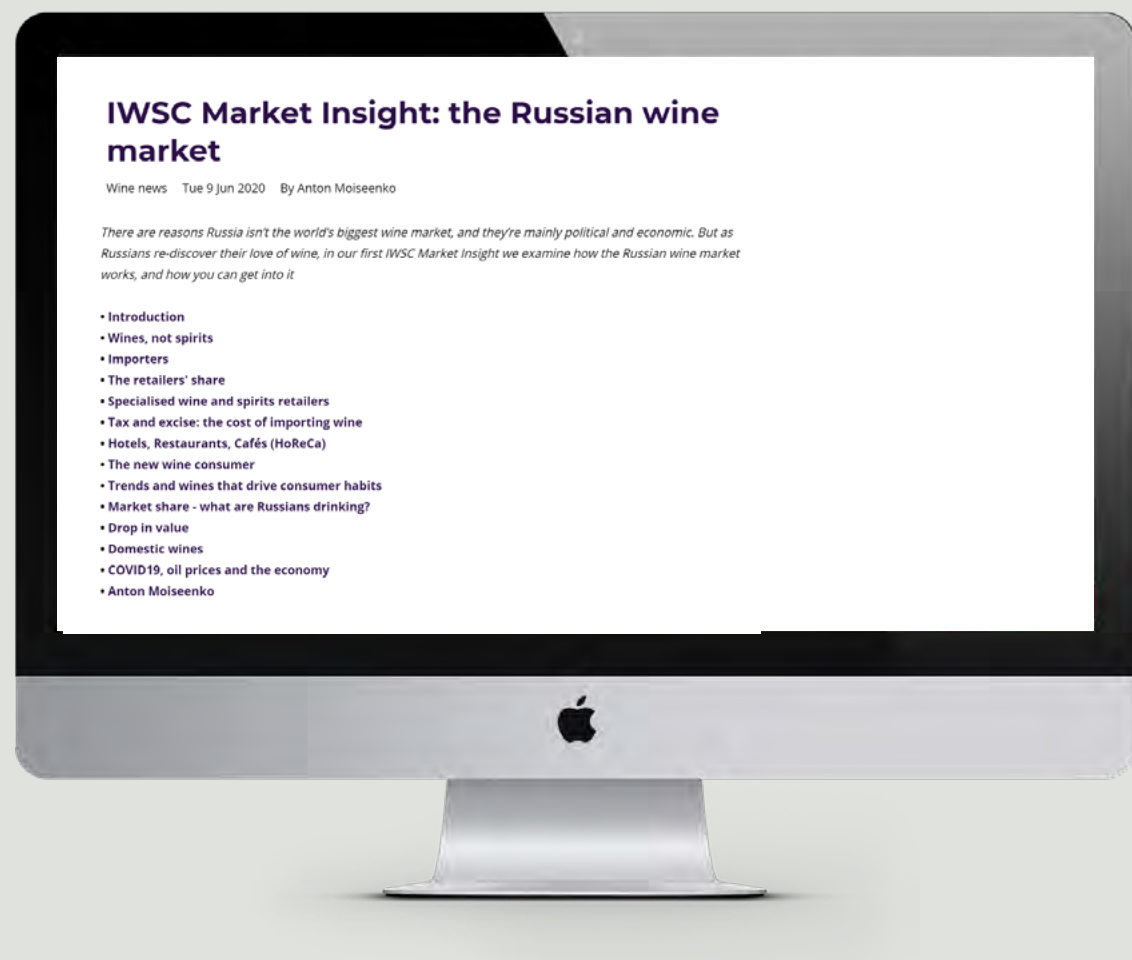
Price: £1,500

A minimum of 12 IWSC winning wines or spirits per report

Available for B2B audience only

We guarantee a reach of 50,000

# Market Insight Services



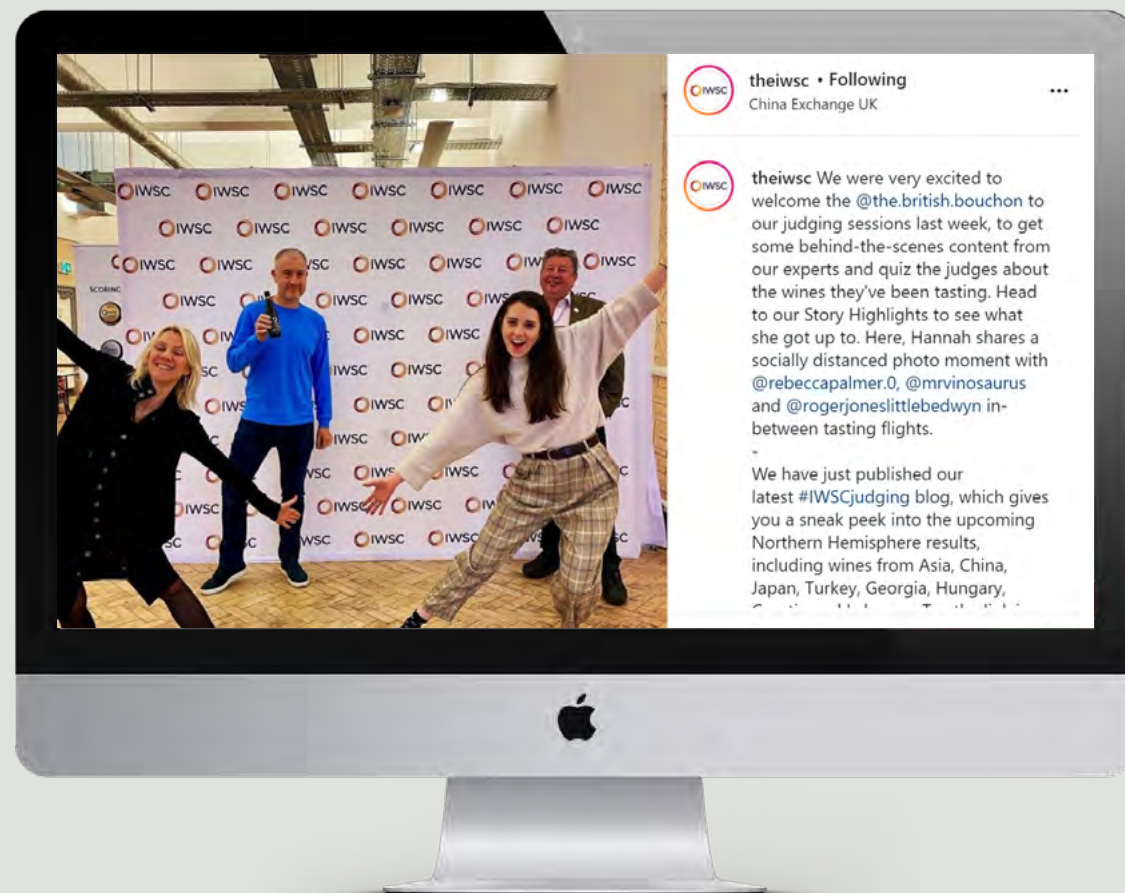
We work with a team of high-profile industry ambassadors from around the world that have a deep understanding of the market. We can help with:

- In-depth analysing to help with development and improvement
- Independent benchmarking
- Identifying target markets
- Road map to successful distribution
- Social media strategy & execution

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*Price: POA*

# Communicator Campaign



Our ambassadors from around the world have been selected for their quality content and successful track record of high engagement.

- We will work with you and create a detailed brief for the campaign, ensuring your key business goals are met
- We will connect your brand to trusted wine, spirit or/and culinary communicators
- We will source, commission and manage the communicator campaign

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*Price: POA*

*Available for B2C audience only*



# Print advertising/advertorial



**15 000**  
copies per issue

UK: **63%**

EU: **27%**

USA: **10%**

Available by subscription, and distributed to:

- Decision-makers and influencers in the wine & spirit industry (including MW & MS)
- Luxury hotels & apartments
- Private members' clubs
- Hedge funds, private bank and wealth management offices
- Exclusive airport & travel lounges around the world, including Concorde room, Netjets, Eurostar etc.
- Independent wine merchants

# Print – Rate card

## Single Pages

Outside Back Cover	£9,000
Inside Front Cover	£8,000
Inside Back Cover	£7,000
1st 30%	£6,500
Facing Matter	£5,000

## Double Page Spreads

Inside Front Cover / P1
1st 30%
Run of Magazine

Prices are exclusive of VAT

## Advertorial

Double Page	£10,000
Four Page	£16,000
Print & online	+ £1,200*



\*Online includes publishing on [ClubOenologique.com](https://cluboenologique.com) with posting on social media.



# Connect with us

## Sales & Events:

Veronique de Freitas - [veronique.defreitas@iwsc.net](mailto:veronique.defreitas@iwsc.net)

Silvia Rizzo - [silvia.rizzo@iwsc.net](mailto:silvia.rizzo@iwsc.net)

Pip Mortimer - [pip.mortimer@iwsc.net](mailto:pip.mortimer@iwsc.net)

## Marketing enquiries:

Kristen Dougall – [Kristen.dougall@iwsc.net](mailto:Kristen.dougall@iwsc.net)

## General enquiries:

Georgina Swallow - [georgina.swallow@iwsc.net](mailto:georgina.swallow@iwsc.net)

## CEO:

Christelle Guibert- [christelle.guibert@theconversiongrp.com](mailto:christelle.guibert@theconversiongrp.com)

Or reach us by telephone at +442081546989 or email at [info@iwsc.net](mailto:info@iwsc.net)

# Find us

## Our websites:

[www.iwsc.net](http://www.iwsc.net)

[www.cluboenologique.com](http://www.cluboenologique.com)

**Find IWSC** on *Instagram, Twitter, Facebook* and *LinkedIn* with **@theiwsc**

**Find Club Oenologique** on *Instagram, Twitter, Facebook* and *LinkedIn* with **@cluboenologique**





# THE CONVERSION GROUP

IWSC is part of the Conversion Group.

The Conversion Group businesses have a significant footprint across the UK, US, Europe and Asia



## US

- Atlanta Food & Wine Festival
- Club Oenologique US dinner series
- Cochon 555
- Heritage Fire
- La Paulée & Pressoir Wine
- Whiskies of the World
- Wine Riot
- New York Craft Beer Festival
- Agency 21 Consulting

## UK

- Académie du Vin Library
- Club Oenologique
- IWSC
- Fine + Rare Wines
- The Spirit Lounge
- The Whisky Lounge

## Asia

- HKIWSC
- Fine + Rare Home

Constantly growing and building, The Conversion Group is a globally recognised organisation operating in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses.