



MEDIA KIT 2026

Advertise on NYCWine.com

Reach New York City's Most Passionate Wine Enthusiasts

NYC's go-to guide for wine bars, wine stores, wineries & events

AUDIENCE OVERVIEW

Who We Reach

NYCWine.com is New York City's dedicated wine discovery platform — curating wine bars, stores, wineries, events, news, and community content for enthusiasts across all five boroughs.

| | | | |
|---------------------|------------------|---------------|---------------|
| 5 | NYC | 100+ | Weekly |
| Curated Directories | Borough Coverage | Events Listed | Fresh Content |

WHY ADVERTISE WITH US

A Targeted, Intent-Driven Audience

Niche & Highly Targeted

Every visitor is specifically seeking NYC wine experiences — bars, stores, events. No lifestyle noise.

Local & Action-Ready

Visitors are actively looking for places to go and things to buy in New York City right now.

Event-Driven Engagement

Hundreds of tastings, classes, and festivals listed year-round — buyers ready to purchase.

Affluent Demographics

NYC wine enthusiasts skew toward higher-income, educated adults with meaningful disposable income.

PREMIUM PLACEMENTS

Advertising Options

All ads are reviewed before going live. Multi-month deals save you 10–30%. Select a start date — we'll only show available months.

| | | | |
|---|-----------------|-----------------|-------------|
| Header Banner | | | 468 x 60 px |
| Sitewide header (all pages) | | | |
| Prime placement — your ad appears in the site header on every single page, seen by every visitor. | | | |
| | Save 10% | Save 30% | |
| 1 Month | 3 Months | 12 Months | |
| \$300 | \$810 | \$2,520 | |
| | \$270/mo | \$210/mo | |

| | | | |
|--|-----------------|-----------------|-------------|
| Featured Event | | | Logo + card |
| Homepage events feed (top) + Events directory | | | |
| Your wine tasting, dinner, or festival tops the Events feed on the homepage and Events directory page. | | | |
| | Save 10% | Save 30% | |
| 1 Month | 3 Months | 12 Months | |
| \$25 | \$68 | \$210 | |
| | \$23/mo | \$18/mo | |

| | | | |
|--|-----------------|-----------------|-------------|
| Featured Wine Bar | | | Logo + card |
| Wine Bars directory — featured sidebar | | | |
| Your wine bar is highlighted above the full directory listing for visitors browsing by borough and neighborhood. | | | |
| | Save 10% | Save 30% | |
| 1 Month | 3 Months | 12 Months | |
| \$25 | \$68 | \$210 | |
| | \$23/mo | \$18/mo | |

Featured Wine Store

Logo + card

Wine Stores directory — featured sidebar

Your wine shop appears featured above the full store listing for maximum visibility to NYC wine shoppers.

| | Save 10% | Save 30% |
|-------------|-------------|--------------|
| 1 Month | 3 Months | 12 Months |
| \$25 | \$68 | \$210 |
| | \$23/mo | \$18/mo |

Featured Winery

Logo + card

Wineries directory — featured sidebar

Your winery is highlighted above all listings for visitors planning a Long Island or Hamptons wine trip.

| | Save 10% | Save 30% |
|-------------|-------------|--------------|
| 1 Month | 3 Months | 12 Months |
| \$25 | \$68 | \$210 |
| | \$23/mo | \$18/mo |

Events Sidebar Ad

300 x 90 px

Homepage events sidebar

Your banner sits in the Events sidebar on the homepage — visible to every visitor browsing wine events and auctions.

| | Save 10% | Save 30% |
|--------------|--------------|--------------|
| 1 Month | 3 Months | 12 Months |
| \$100 | \$270 | \$840 |
| | \$90/mo | \$70/mo |

Social Page Ad

300 x 250 px

Wine Social page right sidebar

Sidebar placement on the Wine Social page, reaching engaged visitors browsing community content.

| | Save 10% | Save 30% |
|-------------|--------------|--------------|
| 1 Month | 3 Months | 12 Months |
| \$75 | \$202 | \$630 |
| | \$67/mo | \$52/mo |

FREE LISTINGS

Get Listed at No Cost

Submit your wine bar, wine store, winery, or upcoming event and we'll add it to the directory. Just provide your contact email — no account needed. Our AI reviews every submission for quality and accuracy before it goes live.

Wine Bar

Add your wine bar to our NYC directory — searchable by borough and neighborhood.

Wine Store

List your wine shop with address, phone, and website.

Winery

Get discovered by NYC wine lovers planning a Long Island or Hamptons day trip.

Wine Event

Promote a tasting, dinner, class, or festival to thousands of NYC wine enthusiasts.

HOW FREE SUBMISSIONS WORK

1

Fill in the form

Enter venue or event details and a contact email. No account, no password.

2

AI reviews your submission

Our system checks URLs, content accuracy, and appropriateness — usually in seconds.

3

Goes live automatically

If everything looks good, your listing is added to the site. Uncertain cases are flagged for human review.

4

Confirmation sent

We email you when your listing is live, or if we have any questions.

FREQUENTLY ASKED QUESTIONS

How quickly will my free listing appear?

Most free submissions are reviewed and posted automatically within a few hours. Submissions that need human review may take up to 24 hours.

What payment methods are accepted for ads?

We accept all major credit and debit cards through Stripe. You'll never need to create an account — just check out as a guest.

Can I choose my ad start date?

Yes. When you book, you'll see a calendar showing which months are already taken. You can pick any available future month.

What creative assets do I need to provide?

For banner ads: a JPG or PNG at the listed dimensions, your destination URL, and a contact email. For Featured listings: your logo and a brief description.

What are the content guidelines?

All content must be wine-related and accurate. No misleading claims, no inappropriate material. Our AI review catches most issues automatically.

Can I update my listing after it goes live?

Yes — email sommelier@nycwine.com with your update request and the email you used when submitting.

Ready to reach NYC wine enthusiasts?

sommelier@nycwine.com

nycwine.com/advertise

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