



www.winesofa.eu



WineSofa was born from the recognition that Central and Eastern European wines are severely under-represented in the English- language international wine press. Our goal is to provide a platform for the region's wine and gastronomy, and to introduce these countries' tourist destinations, wine regions and culture to English-speaking readers, potential buyers and tourists.

OUR COLUMNS



Our **News** column aims to report on a daily basis about news in the region. Therefore, we would ask wine market participants to circulate relevant news in English to us, which we will endeavour to publish. News not provided in English will incur a translation fee of €0.02+VAT/ character. Otherwise, publication in the News column is free of charge.

Our **Tastings** column reports on events we have taken part in where a winery's portfolio was presented. In addition, we also taste wines independently of any article; their descriptions (tasting notes) also appear here. Such short notes including a description of the wine are also published free of charge; we look forward to receiving any wines to be tasted in the editorial office.

Our **Wine&Food** column's face and expert is the renowned chef Tamás Bereznay, well-known from numerous media. Our concept here is to gather wines relating to various themes, taste them together and then Tamás cooks something to pair with them. We then publish both the recipes and the tasting


notes for the wines. The photos of the dishes are taken by the region's perhaps best and most respected professional, Árpád Pintér, alias PixelTaster. We look forward to hearing from any wineries or wine regions who would, for a fee, be pleased to gain some freely available recipes with photos for their wines. Our On the Road column is also a permanent venue for our front-page stories. This is where we present wineries we meet on our travels, together with their stories, things to visit in the area and tasting notes. The monthly-changing front page stories are a permanent element of a broad comprehensive collection of writing on a given theme or region, which also generally introduces four or more wineries.

Our **Culture** column is a real wildcard. Here you can find everything which didn't fit into the earlier categories. From time to time, we provide space for short stories and historian Kornél Nagy regularly publishes his histories of the Tokaji vineyards here. However, we also provide a platform for book reviews and the introduction of museums and other cultural programmes.

wine sofa  


[News](#) [Tastings](#) [Wine&Food](#) [On the Road](#) [Culture](#) [Design](#) [Opinion](#)

WINE ADVENTURES IN CEE

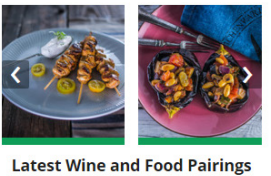


Tokaj quest


01 July 2016 [#On the Road, History, Hungary, Tokaj](#) [Read More](#) >



Latest tastings




Latest Wine and Food Pairings



Tippler Wine


One white spirit, one world

25 July 2016 [#Design, China](#) [Read More](#) >



Where to next?
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Lamb kebab with Greek salad


July 2016

| SUN | MON | TUE | WED |
|-----|-----|-----|-----|
| 26 | 27 | 28 | 29 |

Our **Design** column is the playground of Tamás Doma, the co-founder of WineSofa. Every week he selects a theme connected to works deriving from the relationship between wine and design, such as labels, bottles, glasses and corkscrews.

Our **Opinion** column considers more comprehensive topics, in which we give authors ample space to express their own opinions too. These are articles with a personal tone, sometimes dealing with a sensitive subject. We have already published several articles here from renowned wine writer Chris Boiling, who is also a regular contributor to Decanter.

24 25 26 27 28 29 30
31 1 2 3 4 5 6




Malokarpatská wine region infoposter

Does anyone even have a clue about the beginning of serious viticulture on the south-eastern side of the Small Carpathians, north of Bratislava?

14 May 2016 [#Wine_101, Infoposter, Slovakia](#) [Read More](#) >

DID YOU KNOW?

There are some 20 million acres of grapes planted across the world; grapes are ranked as the worlds number 1 fruit crop thanks to this number.




Aszú making infoposter

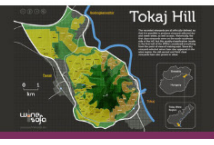
This luscious, amber wine is known throughout the English-speaking world as Tokay.

30 April 2016 [#Wine_101, Hungary, Infoposter, Tokaj](#) [Read More](#) >

Where to next?
There's a wide world waiting for you



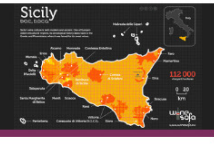
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Tokaj Hill infoposter

Triangle of Tokaj, Tarczal and Bodrogkeresztúr

13 April 2016 [#Wine_101, Hungary, Infoposter, Tokaj](#) [Read More](#) >



Sicily D.O.C., D.O.C.G. infoposter

Sicily's wine culture is both modern and ancient.

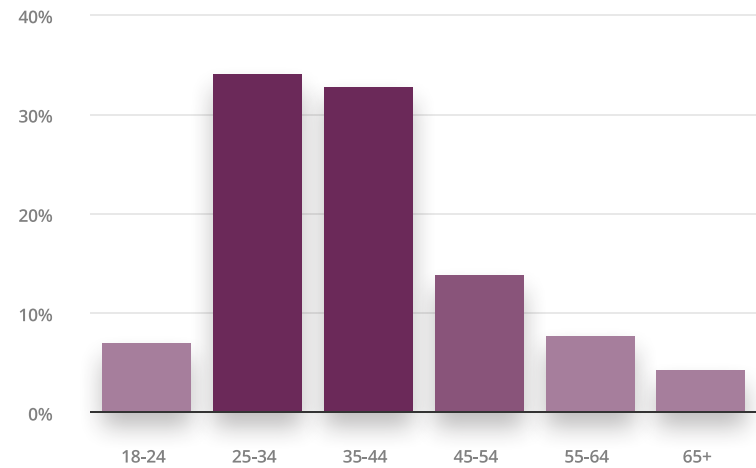
31 March 2016 [#Wine_101, Infoposter, Italy, Sicily](#) [Read More](#) >

Our **Wine101** publishes a monthly in-house-designed infographic and infoposters relating to a region, whilst our Video column, once again starring Árpád Pinter, showcases aerial photographs taken with his DJI Phantom drone.

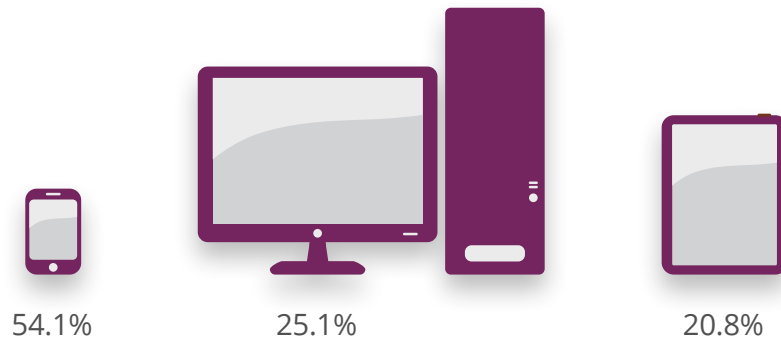
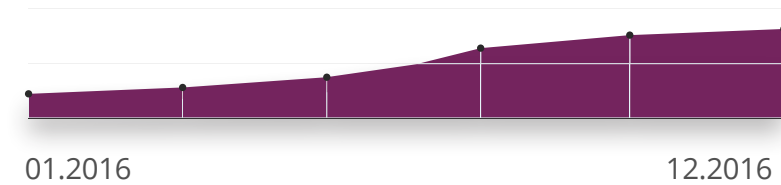
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DISTRIBUTION BY AGE



VISITORS, DEVICES



MAIN READERSHIP COUNTRIES

- ▶ United States (23%)
- ▶ United Kingdom (22%)
- ▶ Hungary (12%)
- ▶ Italy (8%)
- ▶ Germany (7%)
- ▶ Spain (5%)
- ▶ Poland (4%)
- ▶ France (3%)
- ▶ Canada (2%)
- ▶ The Netherlands (2%)





HOW CAN WE HELP?

- Media and content services, translation
- Training, professional consultancy
- Event organisation
- Offline, online marketing advice
- Webmarketing, social media marketing building
- Corporate identity
- Product management

OUR PRICES

- Front-page package 1* €2,100+VAT
1 long article (5,000-10,000 characters), 4 short articles (2,500-3,000 characters), tasting notes, Wine&Food package, 1 video, 1 infoposter package 1, 4 photo shoots
- Front-page package 2* €1,450+VAT
1 long article (5,000-10,000 characters), 4 short articles (2,500-3,000 characters), tasting notes, 4 photo shoots
- Wine&Food package* €210+VAT
4 recipes, tasting notes
- Photo shoot (per occasion)* From €310+VAT
- Aerial photography and video production (per occasion)* From €325+VAT
- Video production and cutting* From €420+VAT
- Infographic, infoposter package 1 €210+VAT
A3-sized graphic or poster
- Infographic, infoposter package 2 €310+VAT
A3-sized graphic or poster with greater detail (vineyard map, topographic map)

Our content is also published on the following social media platforms (Facebook, Twitter, Google+, Pinterest, YouTube).

Our remuneration only covers the platform, availability and publication on the agreed date. We do not deal with PR articles in the interest of preservation of credibility.

Further information and contact:
sales@winesofa.eu

**The specified fee does not include travel, accommodation and sustenance costs.*



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