



WINE PODCAST CRUSH

JOIN OUR COMMUNITY,
AS WE EXPLORE LIFE
BEHIND THE BOTTLES!

The Wine Crush podcast began when host Heidi Moore saw a unique opportunity to showcase the diverse and infectious personalities of Oregon winemakers, dispelling the myths surrounding wine and encouraging those who felt unsure, to step up and try!

Born and raised on a dairy farm, Heidi's interest and love of wine and winemakers grew when she took a unique opportunity to learn something new! She immediately fell in love with the personalities behind the wine, and deeply connected with the farming processes and lifestyles led by Oregon winemakers.

Wine Crush is a conversation, dismantling stereotypes and introducing the world to producers of all sizes, educating wine drinkers on the different aspects of the industry, having a good time and bringing people together!

winecrushpodcast.com

WHY WINE CRUSH?



**Totally unique show,
with a rapidly
growing audience!**



**One of a kind
platform
serving both
wine buyers
and travelers!**



**Unique
industry
opportunity
to stand together
and be seen, we're
stronger together!**

AUDIENCE

PODCAST LISTENERSHIP

- **Over 8,000** listeners since launch
- **92%** of 2022 listeners from the US
- **66%** of 2022 US listeners on the **West Coast**
- **Over 30%** of 2022 listeners in **Oregon or Washington**

WINECRUSHPODCAST.COM Since re-launch in April 2023

- **Over 11,000** unique visits
- **Over 80%** of visitors from the USA and Canada
- **Over 30%** from the West Coast
- **Over 75%** is direct traffic
- **20%** of traffic from paid search

WCP Instagram Followers

- Over 4.4k followers
- Gender split: 52% female / 48% male
- Age split: (25-34) 27% | (35-44) 25% | (45-54) 18%

Social Media engagement (Dec 2022-Feb 2023)

- **Over 30k** impressions
- **Over 10k** accounts reached, 63% from the US
- An average of **over 200** profile visits per month

hello@winecrushpodcast.com

“As a newcomer to the Oregon wine community, Heidi and the Wine Crush Podcast were the ‘welcome mat!’ The podcast is expansive and inspirational, opening doors to fresh perspectives.”

Reba Parker aka
@manifestavineyard

“I truly enjoy listening to Heidi and guests on the Wine Crush Podcast! It’s highly entertaining and I seem to pick up a nugget or two of valuable knowledge with each episode. I highly recommend this podcast to anyone looking for both substance and entertainment!”

Jesse Arthur

“This podcast has been invaluable as I moved to the Willamette Valley and into the wine industry. Heidi has a great interviewing style that lets the winery and winemaker tell their story. Winemaking is storytelling, and the Wine Crush Podcast is a great place to discover new stories.”

Chris Skaugset

“EPISODE PARTNER” *(For non-wine makers)*

- One spot available per episode
- Verbal mention on the podcast episode from Heidi
- Logo on all episode ads, including social media posts related to that months episode

6 month package: \$350 p/m | 12 month package: \$262.50 p/m

WEBSITE “HEADLINE PARTNER”

- Featured logo on Homepage logo wall
- Header Banner ad on the “Listen” or the “Plan your trip” page
- 1 of the 3 winemaker/vineyard profiled stories on the “Plan your Trip” page

6 month package: \$700 p/m | 12 month package: \$525 p/m

WEBSITE “PREMIUM PARTNER”

- Featured logo on Homepage logo wall
- 1 of the 3 winemaker/vineyard profiled stories on the “Plan your Trip” page
- Button ad on the “Plan your trip” page

6 month package: \$700 p/m | 12 month package: \$525 p/m

WEBSITE PARTNER

- Featured logo on Homepage logo wall
- 1 of the 3 winemaker/vineyard profiled stories on the “Plan your Trip” page

6 month package: \$350 p/m | 12 month package: \$262.50 p/m



TERMS AND CONDITIONS

Wineries and winemakers are not permitted to sponsor podcast episodes.

Digital ad creation is included in the package cost.

At the end of an ad term, current partners are given first refusal to renew, before another partner can be moved into that position.

Partner ads not created by Wine Crush Podcast are subject to approval by the Wine Crush Podcast team.

AL LA CARTE ADD ONS *(for any business)*

Banner ad on the “Listen” or the “Plan your trip” pages. 6 month package: \$350 p/m | 12 month package: \$262.50 p/m.

1 of the 3 winemaker/vineyard profiled stories on the “Plan your trip” page. 6 month package: \$350 p/m | 12 month package: \$262.50 p/m.

Side panel button ad on the “Listen” or “Plan your trip” pages: 6 month package: \$350 p/m | 12 month package: \$262.50 p/m.

Featured logo on the Homepage logo wall. 6 month package: \$175 p/m | 12 month package: \$131.25 p/m.

Digital ad design is included all in packages.

GOOGLE ADS

WE'RE STRONGER TOGETHER

THE PROBLEM

Did you know that for a solo ad campaign the recommended ad spend is over \$1k p/m to see results.

THE SOLUTION

Let the Wine Crush Podcast help your business be seen by the right people, in the right place and at the right time, through the power of collaborative Google Ads.

We believe as a community of wine lovers, that we are better together, and our ad strategy reflects this mission. We want people to know what makes you special in the wine biz, and the best way to do that is to be where your ideal customers are. And that, friends, is online. Our Wine Crush Podcast Google Ads Campaigns are highly specific and our collaborative approach allows us to pool our ad spend together, increasing reach and impact to those who already have your service on their mind, and are **actively searching** for answers.

Here are some key benefits to running collaborative Google Ads with the Wine Crush Podcast.

TARGETED ADS

Our ads are targeted to only reach people interested in your industry. This happens by bidding on relevant words or phrases, selecting locations for our ads to display, narrowing in on age, location, and language, and even specific days, times, and frequency that our target audience will engage with our ads.

CONTROL COSTS

You control how much you want to spend...always. Our biggest priority is to make your marketing money count, so your pre-set ad budget will only be used when someone clicks on one of our ads.

MEASURE SUCCESS

If someone clicks on our ad, we'll know. Then, when they then do something valuable, like click your ad and visit your website, purchase your product or call your business, we can track that too!

Our current campaign generates on average **over 1,000 ad clicks** and **100,000 ad impressions** per month and growing..

OUR INVITATION

One collaborative campaign specifically targeting local people searching for Oregon wine and planning visits to wineries in the Willamette Valley.

We'll drive traffic to specific pages of winecrushpodcast.com where your ads and profiles are featured, helping channel prospective customers straight to your website.

Monthly Service Fee

\$175 p/m
(min 3 month commitment required to see best results).

Ad Spend Fee

Decided by you
(min \$500 p/m).



CONTACT

Interested in becoming a Wine Crush partner?

hello@winecrushpodcast.com

www.winecrushpodcast.com

[@winecrushpodcast](https://www.instagram.com/winecrushpodcast)