

# Whisky.com

*Where Fine Spirits meet<sup>®</sup>*

## MEDIA KIT AND ADVERTISING RATES

**Reach your Audience on  
Whisky.com**



**Leading Whisky  
Platform with 500K  
unique users (visits)  
per Year**



**Biggest content site  
for Whisky with  
photos, ratings and a  
growing community**



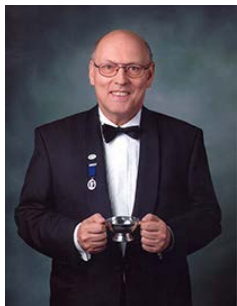
**Video Blog  
with 700 online  
tastings and  
2M views**

# SUCCESS STORY



## Theresia Luening

Founder of The Whisky Store and owner of Whisky.de and Whiskey.de



## Horst Luening

Whisky expert and Keeper of the Quaich  
Video Blogger on Whisky.com

It started in 1991 when **Theresia and Horst Luening** visited their first malt whisky distillery in Scotland. In succession Theresia Luening started her German whisky mail order business and went online in 1994. In 2015 Whisky.de achieved **24M€ (27M\$) whisky revenues in the Internet**. This represents a German market share in the high end whisky market in the range of 10 to 33%.

Horst Luening visited 200 whisky distilleries over the last two decades. Product of these visits are **tens of thousands of photos, texts, and videos** of whisky and its production. Every bottle sold by Whisky.de was photographed and published in the own database on the Internet.

Starting with a maillist in 1998 and moving to a forum in 2005 Horst Luening built up a huge German speaking **community of 25K whisky lovers and connoisseurs**.

They added **60K whisky ratings to the growing whisky bottle database** over the last two decades. In 2010 Horst Luening started to take whisky tasting videos in German language which turned out to be a huge success. **All videos collected 20M views** over the last 5 years.

**Whisky.com** was acquired in late 2012. The huge content of Whisky.de was translated over the following two years. Today Whisky.com runs one of the **most complete pictured whisky database** in the world. Horst and his son **Ben Luening** add constantly whisky videos in English language to the video blog. Online whisky tastings as well as distillery videos attracted a **fast growing community** of whisky lovers and connoisseurs.

Horst Luening was promoted for this huge success to a **Keeper of the Quaich** in April 2016.

# WHY WE STAND OUT



# TOP RANKING POSITIONS

## - WHISKY.COM

**2M+ Page Views p.a.**  
Fast Growing Site

140k Unique Visits March 2016  
58% Search, 30% Direct  
200% Growth per annum

## - WHISKY-DATABASE

**15,000 Unique Bottles**  
Tenthousands of Photos

Our active community adds permanently bottles.  
We add new distilleries and companies.

## - COMMUNITY

**60.000 Quality Ratings**  
for Whisky Bottles

Fast growing Number of Users  
and virtual bottle collections.  
100% Growth per annum

## - VIDEO BLOG

**An Experts Channel**  
10,000 Followers

700 Videos online  
1.8M Views  
250% Growth per annum

## - CONTENT IS KING

**Tousands of Pages**  
20,000 Photos

Our high quality content is guarantor for a stadily increasing Google ranking.  
Global Reach

We have an excellent Whisky and Internet expertise for more than 22 years.

We run Whisky.de as well, which ranks at #24 worldwide in the Food and Drink->Beverages category on similarweb.com.

Through our long time and comprehensive competence we will become the leading address for whisky world wide.

# ONLINE FORMATS

140 K  
Page Views  
per Month

100%  
Relevance

50 K  
Unique User  
per Month

The screenshot displays the Whisky.com website interface. At the top, a red banner reads "Superbanner 1.200\*120 Pixel". Below it is the Whisky.com logo and navigation menu. A search bar is visible on the right. The main content area features a "Welcome to Whisky.com" message, followed by a "Whisky-Ticker" section with three date-based entries (31 May, 28 May, 23 May) and a "Knowledge" section with three articles: "Malting", "Ardbeg Distillery", and "Single Malt". A "Slider or Banner 378\*248 Pixel" is also present on the right side of the page.

# BANNERS AND SLIDERS

## Rates and Formats Whisky.com

### Superbanner (1.200\*120 Pixel)

Superbanner use the full width of the webpage and dominate the appearance.

The is fixed to 1.200 pixel. The height may vary from 100 to 160 pixel.

**Rate: 10€ / 1.000 Ad Impressions**

**Superbanner 1.200\*120 Pixel**

### Banner or Slider (378\*248 Pixel)

Banner or changing slider attract attention in the displayed context.

The width is fixed to 378 pixel. The height may vary from 200 to 260 pixel.

**Rate: 10€ / 1.000 Ad Impressions**

**Banner or  
Slider  
378\*248 Pixel**

## Advertising Information

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**Whisky.com**

*Where Fine Spirits Meet®*

Ad publication on short call after official placing of order.