



wine-searcher



THE WINE SEARCHER/NAWR MEMBER BENEFIT

THE MEMBER BENEFIT:

NAWR members receive an immediate 15% discount off Wine-Searcher Sponsorship packages when you sign up for as little as one month, rather than the normal 12-month Sponsorship commitment necessary for the 15% discount. NAWR members who sign up for the discounted Wine-Searcher Sponsorship also receive a Wine-Searcher/NAWR Member-Only Market Report outlining which wines are most searched for by price category along with pricing information on all wines listed, normally a \$250 Wine-Searcher product.

ABOUT WINE-SEARCHER

The “Google of Wine”, Wine Searcher is connects wine retailers to consumers who use Wine-Searcher to track down wines, find pricing, then click directly through to the retailer of their choice or directly to a retailer’s product page. When a consumer searches for a wine, they are shown the stores selling the wine and the stores’ prices. Wine-Searcher lists retailers for free on its platforms, but offers Sponsorships to retailers that allow their listing to rise to the top of search results, which are then list by price. Retailer prices are updated and listed daily either via email or automatically by Wine-Searcher. No upper limit is placed on the number of wines a retailer may list on Wine-Searcher. Wine-Searcher never takes a commission on retailer sales resulting from searchers.

THE WINE-SEARCHER SPONSORSHIP

Retailers that upgrade to a paid sponsorship will see up to 5x more consumer traffic from Wine-Searcher. Sponsorships costs are \$60/month and \$0.40 per click through from Wine-Searcher. For retailers signing up for the first time, sponsorship discount of 15% is available on a 12-month commitment. No cancellation or early exit fee is charged if a retailer pauses its sponsorship program.

SIGN-UP CONTACT

To sign up for a Wine-Searcher Sponsorship and get your NAWR discount and Market Report, contact:

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