

WINES OF MOLDOVA | PRESS RELATIONS QUALIFICATIONS

# MEDIA DATABASE INFORMATION for Wines of Moldova

Prepared March 2021



Brand activation and amplification  
through Strategy, PR, Events and Social





## UK MEDIA DATABASE

CUBE not only has established its own extensive list of media contacts across trade, specialist and lifestyle consumer media - and incorporating all channels including print, broadcast, digital and social - but it also subscribes to the Cision media database which provides us with the very latest contacts in all media organisations.

On the following pages, we list some of our own contacts as an example of our full list.

**CISION**

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## UK MEDIA DATABASE NATIONAL MEDIA

Daily & Sunday National Newspapers				
Media	Circulation (print)	MUUs (online)	Target Audience	Wine writers
The Times	365,880	2,435,880	Largely middle class, higher proportion of 25-44 readers than its competitors and the largest numbers of readers in London of any of the broadsheets papers.	Jane MacQuitty Adam Sage
The Sunday Times	647,622	2,435,880	Largely middle class, higher proportion of 25-44 readers than its competitors and the largest numbers of readers in London of any of the broadsheets papers.	Will Lyons
Financial Times	146,373	670,531	The business newspaper, with a national readership, focuses on providing extensive finance and business news, commentaries and analysis.	Jancis Robinson
Financial Times - How to Spend it	183,904	670,531	This supplement looks at life's most covetable luxuries, giving readers features on the most rewarding ways to spend their time and money.	Alice Lascelles
The Guardian	109,533	23,053,000	Largely middle class, left-leaning politics, high proportion of degree educated readers with a higher than average annual income.	Fiona Beckett
The Observer	139,851	23,053,000	Largely middle class, left-leaning politics, high proportion of degree educated readers with a higher than average annual income. Both a UK and global readership.	David Williams
Daily Mail	994,081	92,360,000	Aimed at readers nationwide and readers which are described as "Middle England" with a global online reach.	Helen McGinn Matthew Jukes
The Mail on Sunday	872,375	92,360,000	Aimed at readers nationwide and readers which are described as "Middle England" with a global online reach.	Olly Smith
The Sun	1,210,915	4,846,527	Aimed at readers nationwide	Helena Nicklin
Metro	1,426,535	2,175,005	Aimed at commuters in London and in cities nationwide.	Rob Buckhaven
Evening Standard	514,040	2,209,590	Aimed at readers throughout Greater London, delivering both regional and national news.	Abbie Molton Abha Shah Katie Strick
The Daily Telegraph	317,817	24,886,000	Aimed at readers nationwide, readership is most prominent among men and Generation X.	Victoria Moore
The Sunday Telegraph	248,288	24,886,000	Aimed at readers nationwide, readership is most prominent among men and Generation X.	Susy Atkins
The Daily Express	251,736	23,577,900	A middle market newspaper targeting people with a C1 or C2 demographic profile with political preference of the Conservatives. Readership is majority male and over 35.	Matt Nixon
The Sunday Express	221,385	23,577,900	A middle market newspaper targeting people with a C1 or C2 demographic profile with political preference of the Conservatives. Readership is majority male and over 35.	Jamie Goode
Daily Mirror	388,718	11,788,000	Aimed at readers nationwide, readership is most prominent among women and is considered a 'working class newspaper'.	Nadia Sawalha
Sunday Mirror	316,962	11,788,001	Aimed at readers nationwide, readership is most prominent among women and is considered a 'working class newspaper'.	Alex Lloyd
I	215,640	7,300,000	85% of readers live outside of London.	John Clarke
Independent.co.uk	N/A	26,000,000	Aimed readers in the UK and internationally.	Terry Kirby Stacey Smith Aidy Smith

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# UK MEDIA DATABASE CONSUMER LIFESTYLE MEDIA

Media	Circulation (print)	MUUs (online)	Target Audience	Key Journalists
Good Housekeeping	433,661	11,000,000	Female readers who want advice on how to run their homes well and other aspects of lifestyle.	Alex Hale
Delish UK	N/A	3,500,000	The site includes fun, original recipes, exciting food news, cooking tips, product buying guides and features that cover everything from how to eat more sustainably, to the best biscuit to dunk into tea.	Marianna Gould
GQ	102,517	2,600,000	Male readers interested in lifestyle and fashion.	Amy Matthews Charlie Stein
The Spectator	63,613	2,000,000	Readers who are interested in politics or who are decision makers and influencers.	Johnny Ray
Hello!	206,900	1,464,705	Readers who want to read about celebrities in a non-judgmental tone as well as lifestyle.	Sharnaz Shahid
Stylist	403,931	1,000,000	Professional women who want "a modern take on feminism."	Amy Davidson
Waitrose Food	676,902	N/A	Waitrose customers wanting to learn more about recipes and cooking. Covers food, drink, recipes, restaurants, analysis of international food trends and opinion by chefs and food writers.	Ashleigh Arnott
Waitrose Drinks	220,000	N/A	Waitrose Drinks magazine explores an array of ciders, wines, beers and spirits, highlighting the best through news and features, fr Waitrose customers.	Joanna Simon
Red	160,925	450,000	Women who are interested in fashion, beauty from the perspective of "perfectly imperfect."	Anna Bonet Victoria Chandler
SheerLuxe	N/A	550,000	Women interested in learning more about beauty and wellness as well as modern life.	Charlotte Kristensen
National Geographic Traveller Food (UK)	50,000	409,000	Food fans, those looking to learn and explore the food world, as well as, those loyal to the national geographic brand.	Neil Davey
Tatler	79,116	361,663	Women interested in designer fashion and high society in Britain.	Rebecca Cope
Country Life	40,560	330,000	Country Life looks at country interests such as agriculture, gardening, property and the environment. It covers architecture, the arts, gardens and gardening, the countryside, field-sports and wildlife.	Elisa Rouche
Decanter	43,000	295,000	Trade and consumers who love wine as well as winemakers and growers.	Jane Anson Ellie Douglas Andy Howard MW
Delicious Magazine	52,486	190,620	Readers who are interested in food & drink as well as chefs. Covers events, recipes, cooking, wine matching and travel.	Susy Atkins
Foodism	109,367	20,000	Aims help readers navigate their way through London's restaurants, bars, pop-ups, markets, festivals and more, as well as covering the latest trends in eating and drinking. It also takes a look at food culture in London and beyond.	Mike Gibson
Scottish Field	17,600	55,402	Readers who enjoy the finer things in life, primarily but not limited to living in Scotland. Covers homes & gardens, food & drink, outdoors, travel, culture, fashion & beauty and living.	Peter Ranscombe
Food & Travel	32,000	8,910	Adventure, travel, gastronomy, and photography.	Nick Savage Adam Lachmere
Olive Magazine	34,114	5,567	Food and drink engaged consumers	Kate Hawkings Hannah Guinness

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# UK MEDIA DATABASE DIGITAL MEDIA

Top 10 Blogs				
Blog name	Author	Subscribers / SM followers	SM handles & followers	Target Audience
jancisrobinson.com	Jancis Robinson	60,000 / 257.9k	@JancisRobinson	Wine specialists
timatkin.com	Tim Atkin	24,030 / 71.9k	@timatkin	Wine specialists
Foodpedia	Nick Harman	37,260 / 16k	@foodpedia	Food and drink engaged consumers
Lucie Loves	Lucie Kerley	8,490 / 5.7k	@luciekerley	UK fashion and lifestyle.
Lifestyle Linked	Becky Bowden	10,800 / 6k	@LifeStyleLinked	Beauty, fashion and lifestyle
Crummbs	Stacey Smith	6,120 / 2.2k	@crummbbs_UK	Food, drink and travel
Mid Week Wines	Brian Elliot	1,800 / 751	@midweekwines	Wine-engaged consumers
Secret Sommelier	Nick Breeze	1,000 / 387	@WineInterviews	Wine Specialists, with a focus on sustainability
Cambridge Wine Blogger	Tom Lewis	1,000 / 2.6k	@CambWineBlogger	Wine specialists
Vinosaurus	David Kermod	1,000 / 1.6k	@mrvinosaurus	Wine specialists

Top 10 Wine Influencers (Social media)			
Name	Handle	Number of followers	Target audience
Jamie Goode	drjamiigoode	31.1k	Wine-engaged consumers
Charlotte Kristensen	thelondonwinegirl	16.2k	Wine-engaged consumers
Josh Dunning	wordonthegrpvine	33.2k	Wine trade and specialist
Tom Bennett	goodwinecru	15.5k	Wine-engaged consumers
Georgie Fenn	winningawaytheweekend	28.6k	Wine-engaged consumers & lifestyle
Emily Harman	Emily's English Wines	11.9k	Wine-engaged consumers & lifestyle
Sophia Loghi	Skinandpulp	9.3k	Wine-engaged consumers & lifestyle
Alice Lascelles	alicelascelles	9.0k	Wine-engaged consumers
Christina Rasmussen	christinarasmussen	8.3k	Wine trade and specialist
Louie Rodrigues	corkingwine	7.6k	Wine-engaged consumers

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# UK MEDIA DATABASE TRADE MEDIA

Top 10 Trade media				
Media	Circulation (print)	MUUs (online)	Target Audience	Key Journalists
The Drinks Business	15,000	500,000	Professionals who work in the beer, wine and spirits industry including CEOs, Directors or Senior Management.	Lucy Shaw Patrick Schmitt MW Rupert Millar
Harpers	5,868	104,220	Buyers and influencers in the UK wine & spirits trade including supermarket & multiple buyers, wine merchants, wine stewards and bar owners.	Andrew Catchpole Lisa Riley
Drinks Retailing News	8,999	15,000	B2B Magazine for the take-home drinks market and provides news coverage, backed up by sector reports, research and views on retailing best practice.	Sonya Hook
Drinks International	4,195	12,486	International drinks buyers in the spirits, wines and beers market.	Martin Green
The Buyer	N/A	60,000	Sommeliers, buyers and decision makers across the premium on-trade sector	Richard Siddle Peter Dean
The Wine Merchant	850	3,840	Trade publication that is dedicated to the UK's independent wine and spirits.	Graham Holter
Wine Business International	N/A	44,640	International drinks buyers in the spirits, wines and beers market.	Felicity Carter Robert Joseph
Pub & Bar	11,158	18,442	Industry reference for decision makers in the pub and bar industry	Tristan O'Hana
Just-Drinks	N/A	85,572	Online resource providing the latest industry news to beverage trade professionals.	Olly Wehring
wine-pages	N/A	350,000	Providing advice for wine enthusiasts.	Tom Canavan

Whilst all trade media aims to publish informative and valuable content in an editorial capacity, the current climate means that they are also partly reliant on an advertising spend to stay afloat. A small advertorial spend with publications such as Harpers and The Buyer will guarantee a steady flow of coverage throughout the year. As the largest trade media outlet, The Drinks Business only runs editorial for its advertising partners.

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