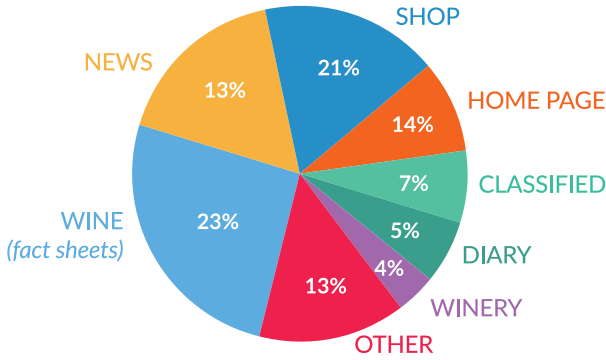
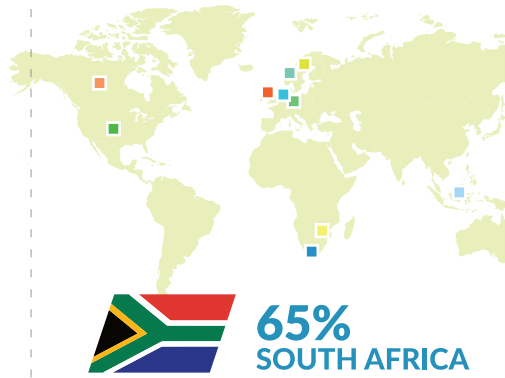


WHAT CONTENT ARE PEOPLE USING?



WHO VISITS WINE.CO.ZA?

75 000+ UNIQUE VISITORS MONTHLY (2021 AVG.)



TOP 10 COUNTRIES

1.	South Africa
2.	United States
3.	Indonesia
4.	Norway
5.	United Kingdom
6.	Sweden
7.	Germany
8.	Netherlands
9.	Canada
10.	Zimbabwe

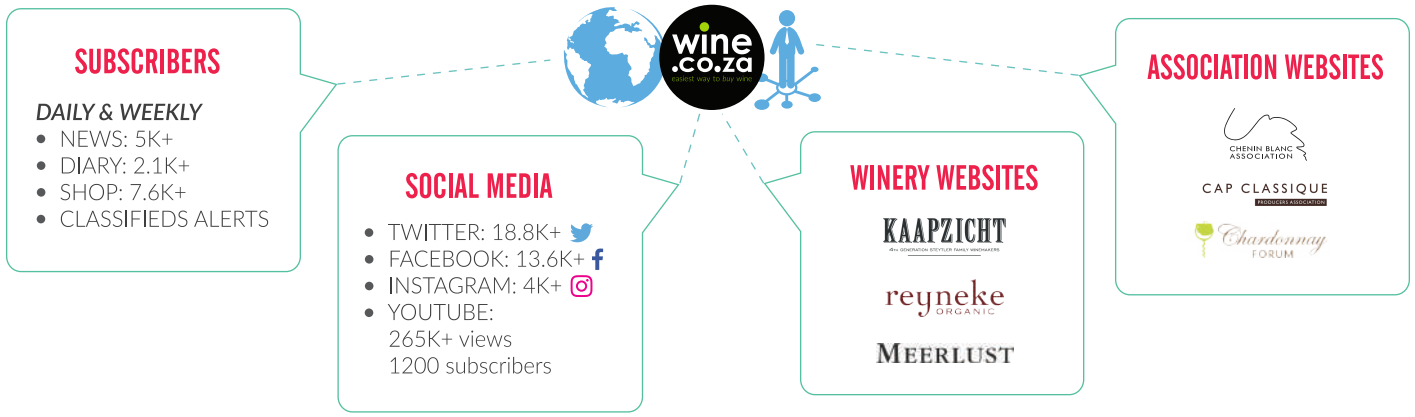
20 MILLION PAGES OF SOUTH AFRICAN WINE PAGES SERVED IN 2021

WHO FOLLOWS WINE.CO.ZA?

Sommeliers, Agents, Buyers, Restaurateurs, Journalists, PR Agencies, Distributors, Media, Marketers, Wine-loving Consumers, Wine Tourists, Winemakers +++



WHERE DO WE DISTRIBUTE YOUR CONTENT?



# 2021 NUMBERS

## WINE.CO.ZA + OUR SOCIAL MEDIA

Pages Served | 20 million

Banners Served | 2.7 million

News Articles Published | 1 150

Events Published | 336

Wines Added | 1 013

Classified Ads Published | 3 495

Listings Managed | 100

Gold Listing Views | 120 000

Partner Listing Views | 72 000

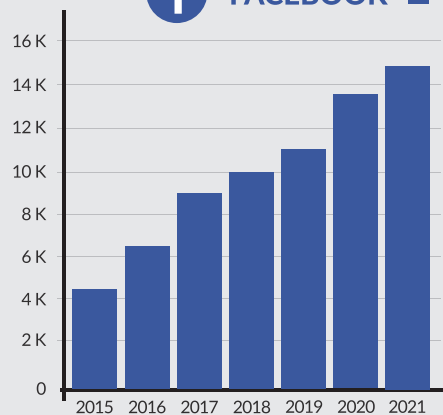
CellarDirect Shops Managed | 58

Websites Managed | 15

Shop Visits | 4 million



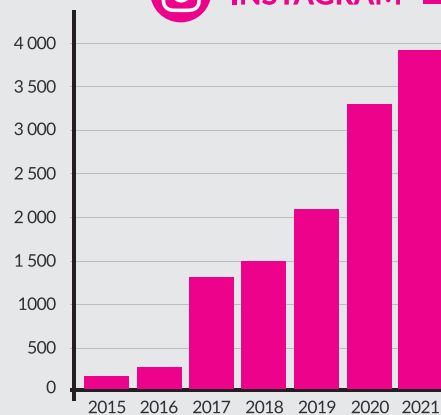
**f** FACEBOOK



**t** TWITTER



**i** INSTAGRAM



**y** YOUTUBE VIEWS

