



*Freixenet*  
UNPLAN the MOMENT

Méthode Champenoise  
SINCE 1861



*"Year after year,  
the palate remains comfortably  
sweet and bubbly..."*

Top 100 Best Buys, Wine Enthusiast

# Freixenet Summer 2010 Consumer Advertising Plan

## CONSUMER PRINT

Consumer reaching print campaign to increase awareness and drive purchase intent during key Spring, Mother's Day, Graduation style holidays

PUBLICATION	NO. OF INSERTIONS	TOTAL AUDIENCE	ISSUE DATE
'O' THE OPRAH MAGAZINE	2	29,664,000	May, June
MARIE CLAIRE	1	3,842,000	June
COOKING LIGHT	2	22,872,000	June, July
IN STYLE	2	20,854,000	June, July
REAL SIMPLE	2	16,136,000	June, July
<b>TOTAL NATIONAL PRINT</b>	<b>9</b>	<b>93,368,000</b>	

## NATIONAL NETWORK CABLE

- First time doing Summer TV advertising in support of strong Freixenet programs in-store.
  - Week of May 3 – May 31 – Pre-Mother's Day – Memorial Day
    - Approximately 400 spots
    - An estimated **91,000,000** Impressions
- Stations Like: Hallmark, Style, Travel, Food Network, VHI Classic, Lifetime, and CNN

## DIGITAL ADVERTISING

- Reaching millennial consumers with strong digital ad plan
- Banner advertising and subscription emails help raise awareness and increase our consumer subscriber list
  - Over 13 million impressions from April through June

MEDIA	IMPRESSIONS	RUN TIME
<b>WINE-FOCUSED TRADE-CONSUMER</b>		
Wine Spectator	685,725	April - June
<b>SUBSCRIPTION-BASED EMAILS</b>		
Snooth	810,000	April - June
Tasting Table	261,000	April & May
<b>EPICUREAN, ENTERTAINING, LIFESTYLE</b>		
Condé Nast	2,078,431	April - June
Evite	2,967,359	April - June
My Recipes	1,824,212	April - June
Yahoo Network	5,121,273	April - June
<b>TOTAL DIGITAL MEDIA</b>	<b>13,748,000</b>	

Over 198 million total spring campaign impressions!