

Terre de Vins

THE MAGAZINE OF WINE AND OF THE ART OF LIVING

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It all started in Languedoc, in 1999, when a quarterly was launched during Vinexpo, as a magazine advocating wines and flavours from the South of France.

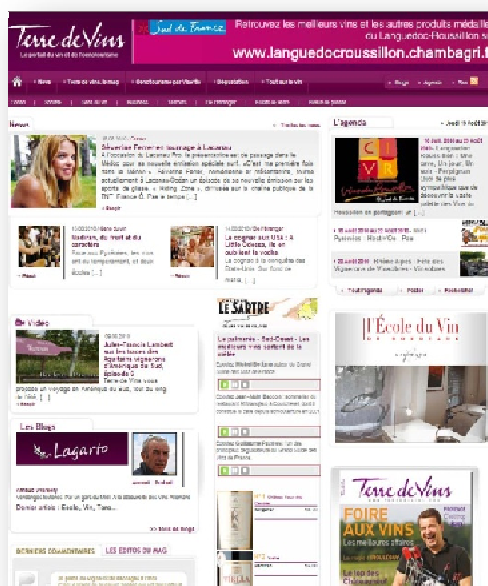
In September 2009, **Terre de Vins** heralds two ambitions supported by Sud Ouest Group:

A national magazine aimed both at the general public and professionals. A magazine that is an authority, is open to the world and accessible to anyone. A magazine offering meetings, discoveries, trips into the heart of vineyards. A magazine that informs its readers thanks to the collaboration of columnists Michel Bettane and Thierry Desseauve.

An unseen, rich, and responsive website, a news site, as a necessary complement to the magazine. Two partners have merged to reach such goal : Sud Ouest Group, the French 4th regional daily press center, and Vitisphere, the unchallenged web leader in wine.



Today, **Terre de Vins** is 1 year old, and 7 issues big, including 1 Armagnac Special Issue.




Terredevins.com, the site which offers fresh news and services, as the essential complement to the magazine.

A National Magazine Dedicated to Wine


A 60,000 copy bimonthly


Terre de Vins is deals with every wine in France and in the world.

It claims both a French and a French speaking audience (Benelux, Switzerland, Canada). It is “the magazine of delights focused on wine and the art of living”.

 A very “lifestyle” magazine, for both women and men. Designed as the journal of the wine tribe, of who make wine, love it, want to discover it and know it better





 A magazine that offers advice from Michel Bettane and Thierry Desseauve, the editorial counsellors


 A magazine which is an authority on oenotourism related leisure (trips, hotels, heritage, well being, shopping, ...)

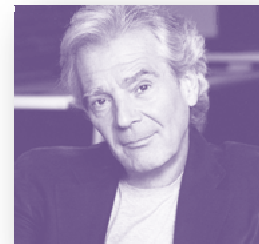
 The saga of great wine maker families in France

 The interviews of a personality about wine, taste, delights...

 Cooking and food-wine harmony

 Columns from people such as actor Pierre Arditi, a great wine advocate, and cartoonist Philippe Geluck, who knows how to portray wine in one brush stroke

 A column by Jacques Orhon, the author of books on wine and TV Canada and Radio Canada Journalist



Bimonthly
116 pages

Cost : 5 €
Format : 280 x 230

One Magazine, Three Main Sections :

The actualité of the wine tribe : who makes it, who drinks it. The events related to wine, its gatherings, a personality interview, news of the terroir, a great family saga



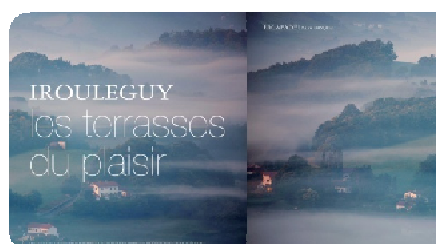
The wine tasting section : Gathered around Michel Bettane and Thierry Desseauve, the editorial counsellors of the magazine, the **Terre de Vins** team selects the best value, give grades and disclose well-informed comments. Selections for both wine lovers and those who require some advice



One also gets the hit list of **Terre de Vins**, blind wine tasting with expert jurys related to both striking and convenient themes : *20 supermarket stars, 20 top Bordeaux, the best red from Languedoc-Roussillon, gems for under 10€ ...*




The art of living : get-aways in the heart of vineyards, both in France and abroad, tips mixing gastronomy and wine, and recipes under the guidance of chefs who are concerned with bringing food and wine together





An unchallenged and free information portal on wine

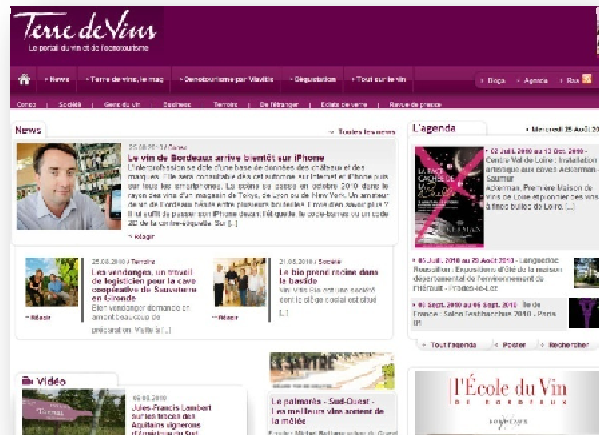
Real-time news / 50 000 visitors per month


 Daily information on wine thanks to Sud Ouest, Midi Libre, **Terre de Vins**, Vitisphère and AFP


 The Wine Tasting arena with the selection of **Terre de Vins** Grand Jury, backed by Michel Bettane and Thierry Desseuve – grading, comments, prices, advice


 Blogs with acknowledged speakers, and guest owners

 Forums on wine, tasting, delights, ... An arena of debate and exchange upon every topic that will stir the world of wine



 Twice a month, a press review covering the main issues on wine

 Open access paper on consumption, social issues, wine people, business, terroirs, and testimonies from abroad

 Vidéos on the wine tribe: reports, documentaries, interviews, VIPs in the limelight

 A complete agenda of the world of wine, both in France and abroad. Every event one should know about

A dedicated arena to oenotourism for any amateur and wine lover: Viavitis

Prepare your tours, your itineraries, discover places, share your experience.



An immediate audience

The web audience of Sud Ouest Group and Vitisphere

Terredevins.com originates from a partnership involving Sud Ouest Group (Sud Ouest and Midi Libre), and Vitisphère, a leading web company. It takes advantage of the audience and brand image of both companies.

 Terredevins.com has become the wine information portal of Sud Ouest Group

 Terredevins.com can also be accessed via sudouest.com and midilibre.com



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Over time, Sud Ouest newspaper has lead a diversification policy regarding local information and communication, as a natural extension of its activity as a daily. This is how Sud Ouest Group was set up.

Since the purchase of Midi Libre in 2008, Sud Ouest Group papers have been distributed over an area which corresponds to 60% of French vineyard, ensuring its legitimacy.

In 2009, Sud Ouest Group's turnover amounted 463 million Euros. Pierre Jeantet manages the company, with a supervisory board and an executive board. Today, Sud Ouest Group is one of the main four centres of the French daily regional press, together with Ebra, Ouest France-Journaux, and Hersant Media groups.



Number One Information, Connection and E-services Portal for wine producing

Since 2000, Vitisphère SA, a Montpellier based company managed by Michel Rémondat, have been editing information sites, and running "BtoB" relational market sites dedicated to vineyard and wine branches: vitisphere.com, vitijob.com, vindexer.com. They also manage winealley.com on behalf of a major French banking group.

About 25,000 visitors connect to Vitisphère sites every month, and read over one million pages.

Vitisphère skills articulate around three axis :

- news and news-watch (technical or economic news, wine people, encyclopaedia, ...);
- connecting people (permanent trade shows, ...);
- e-marketing and e-communication.

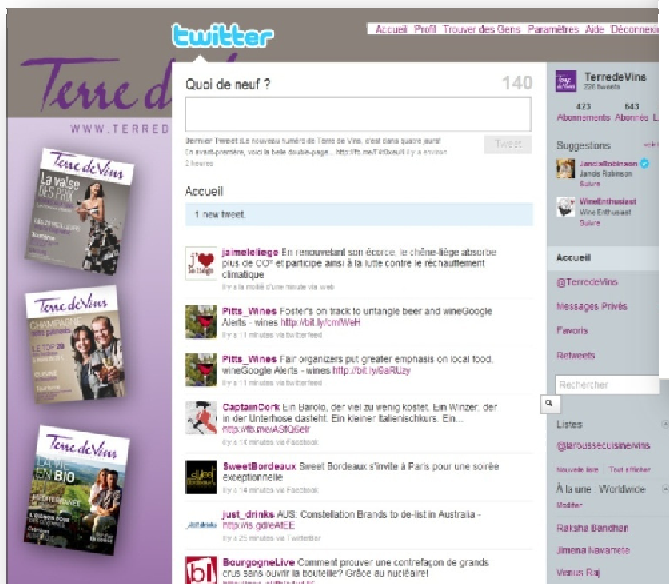
Moreover Vitisphère have developed a web laboratory to design, create, house and list sites (internet, intranet or extranet).

Vitisphère have expressed their interest in being part in designing and running a **Terre de Vins** website, bringing their technological know-how, and suggesting Sud Ouest Group new contents, which are presently available to the general public.

Facebook and twitter, free speech

Inseparable from a press and web medium to exchange live with internet users-readers

-  Links toward wine news
-  Over 4 500 fans (october 2010) Facebook et 643 Twitter subscribers
-  61 % friends are male, 80% of whom are aged 25 to 54
-  81% female friends are aged 25 to 54



Terre de vins

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In 2010, **Terre de Vins** was awarded the Grand Prix of wine press and the Star of OJD (diffusion control).

