

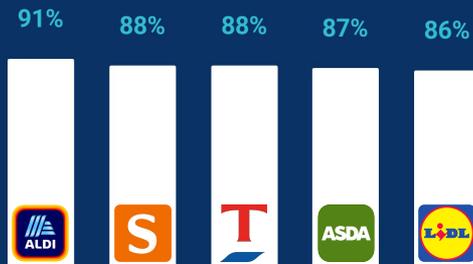


Festive Wine, Spirits & Drinks

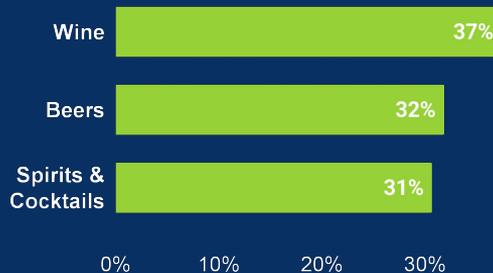
CONNECTING YOU WITH 78% OF MAIN SHOPPERS THROUGH THE WINTER PERIOD

Site comparison

*over 86% reach of all major UK Supermarkets



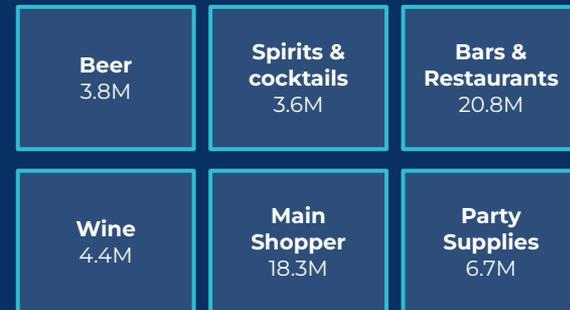
Top Subcategories



Highest Indexing Behaviours

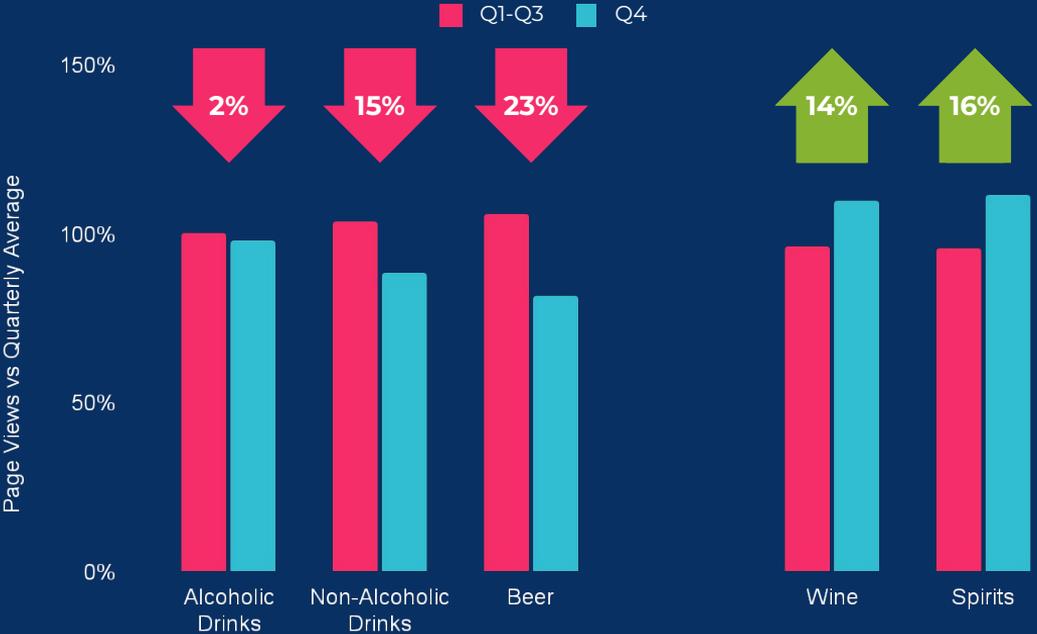


Audience Targeting



A seasonal surge in wine & spirits interest

Q1-Q3 vs Q4 readership of alcoholic and non-alcoholic editorial over L5 Years



In Q4, readership shifts sharply towards wine and spirits content, with page views rising 14% and 16% above the quarterly average. This increase coincides with a drop in interest for beer and non-alcoholic drinks, suggesting a seasonal preference change as the year ends.