

WINE ENTHUSIAST

2025 PRINT ISSUE THEMES

WINTER (Feb/March)

The Climate Issue

This would be in keeping with environmental and viticulture themes of recent years but expanding to all aspects of the industry and how they are responding to climate change.

- Major alternative packaging round-up and review and feature package in progress (tasting dept)
 - Hybrids, PiWis and native grapes: exploring the new grapes in a changing climate (assigned)

What to pitch:

Your environmental and climate advocacy stories and takes big and small. Who is leading and what are they doing?

APRIL

The Travel Issue (but make it choose your own adventure)

In support of our Corks & Compasses initiative and WETRD, a travel issue provides lots of opportunity for WE synergy. It also gives us a chance to write about a lot of regions. • The format of the book would mimic a [choose your adventure book](#), with questions at the end of each story

- Premise would be mostly smaller three and four page destination stories

What to pitch:

This should not be the regular rundown of tasting rooms to hit in x region. Looking for focused pitches on regions worth traveling to and the things that are unique about them. Especially looking for emerging destinations but also new or unusual takes on famous ones and very focused activities in wine regions and wine activities in non-wine regions (“[Burgundy by Barge](#)” that we did a couple of years ago is a very good example. This issue is a chance to cover many regions with shorter pieces—could also approach how we do Visual Destinations (think [Chez Vrony](#) from last year) for those that are familia) But pitch v short features, in the 800-word range, that have compelling visual components.

MAY

The Hollywood Issue

This issue, in the Culture Issue slot, looks at the world of wine, beer and spirits through the lens of Hollywood (mostly as an idea and concept, but also as a place).

- What to pair at Ehwon (our most expensive Pairology ever)
- Cocktails inspired by classic films
- The cocktail menu at the Brown Derby
- How Pahlmeyer made wine brands an Indecent Proposal they couldn't refuse • From Vanderpump Wines to Mirival to Pursued by Bears (Kyle MacLachlan): tasting through Hollywood's A-List vintners

What to pitch:

Use your imagination and let run wild with what the idea of Hollywood could be. Also will accept place-based pitches that give insider LA look similar to the way we did the NYC Issue. Finally, personality-driven pieces will have to be really special (not just another celeb-backed wine). Though we should have some sort of compendium/tasting of actor wines and spirits.

JUNE/JULY

The California Issue

Topic TBD. 2023 took a more travel approach and 2024 took a more environmental route.

What to pitch:

All California-related ideas and takes are welcome. The more unique and focused the better.

AUGUST/SEPTEMBER

The Italy Issue

Our annual focus on Italian wine regions and food, with the F50 list.

- Is DC going to Sicily? Maybe?
- This issue also has the Top 50 wine restaurants list

What to pitch:

Cultural and viticultural stories set in Italy. Other stories more food and restaurant based.

OCTOBER

The Innovation Issue

Anchored by our annual innovators and tastemakers list, this issue is at the forefront of what's happening in the industry.

What to pitch:

This is where to place your most forward-thinking pitches. Probably stay away from pitching people and personalities as that tends to tread similar ground as the Innovators List but Matt Kettman's Arkansas adventure in 2024 was a good example of how this can be done. We are looking at examples of advocacy and progressive stances as well as technological innovation.

NOVEMBER

The Best Buys Issue

Our annual list of the best QPR wines available. Always a popular topic and a strong issue. Aim to make this fun and dynamic

- A feature package on the senses or Colors possible
- Maybe Winery Animals field guide (from Jack Russels to bats: barnyard critters we love)
- Anchored by Top 100 Best Buys

What to pitch:

Best Buys is the anchor here, so it's a good place to pitch value region features (though not bottle round ups) and other content. This issue is about accessibility.

DECEMBER

The Family Issue

From family-run businesses that make the wine world go round to time spent with loved ones for this year's holiday issue

- Profiles of our favorite wine families
- Holiday tips from our family to yours
- Anchored by Top 100 Cellar Selections

What to pitch:

In the most literal sense, we're looking for profiles on notable family-run wineries; successful succession stories; or maybe a deep-dive on those who went against the family grain when entering the drinks sector and the challenges associated with being the black sheep. But what are some other meanings of family and how does this play out in wine?

JANUARY

Best of Year

A dive into luxury and maybe a bit of decadence for the best of everything

- Our annual Enthusiast 100
- Top 50 Spirits of the Year
- Top 50 Beers of the Year
- WSA

What to pitch:

This is our most luxury issue of the year. Champagne wishes and caviar dreams. The best of the best of the best. Things Dr. Callegari might drink in a tub, for example.

Editorial Overview

Who is WE Magazine for?

The short answer is everyone. The fuller answer is more complicated. Wine Enthusiast brings wine to life for the casual imbibers as well as, as the name implies, the enthusiast. We're aimed at the consumer drinker who knows a bit about their bottles of wine, beer and bourbon and wants to know more. That said, we also have a very significant industry presence and are widely read by sommeliers, winemakers and vintners, etc.

We aim for inclusion in everything we do: articles, art and design. When a Black waiter who's worked their way up to sommelier or latino assistant winemaker or trans distiller or any of their consumer casual drinker counterparts tells us they see themselves in our magazine (every issue, not just one single issue), we know we are doing something right.

Content

WE is built on the foundation of the authority of our reviews. And as fun and vibrant as we come off, we are also skeptical. In line with BG reviews, praise from WE is hard won, and for that reason more meaningful.

There will always be a balance of reader service and other stories. Reader service includes BG reviews and reviews incorporated into larger features (usually "Bottle Features") and wine quality round-ups. We are hoping to educate and deepen people's enjoyment of wine, beer, spirits and food.

We are also trying to make people feel something. Whether through longer-form stories, deep dives, issue-driven essays and features, humorous FOBs—we strive to move the reader emotionally. Those emotions can be joy, sympathy, anger and whole gray range, but we want to engage them, even if we all don't always agree. Oftentimes such stories can be told effectively and in-depth with more focus (such as hanging a narrative on a single producer doing something special) representative of larger groups or movements, but there are times where trends stories including multiple producers or round-ups are the way to go. Please pitch all along this range and don't hold anything back.

Reader

Our readership skews coastal and sophisticated and a bit younger than some of our direct competitors. We are generally aiming to connect with three tiers of readers: newer wine, beer and sprits drinkers not far along on their journeys and thirsty for more as well as more adventurous drinkers; those with an appreciation and more expert base of knowledge whose enjoyment will be enhanced by our deep dives and stories and who will engage with or perspectives; the serious wine collector. Our recommendations and narratives may speak to one or more of these groups at once.

Voice

Wine Enthusiast's beat reviewers are considered authorities in their regions or areas. Their statements have credibility—this does *not* mean not to back up claims with reporting or support with quotes, but is a starting point for how stories written by beat reviewers are approached. Seek to engage and involve the reader, translating as much as possible unique experiences by putting them there and including them.

We shy away from first-person POV (though there are surely times when it's appropriate even outside of columns). As much as possible we want to feature our contributors individual voices and personalities. Our reviewers, regular writers and contributors are our cast of characters and we want their voices and personalities to shine.

Present narratives in the frame that best serves the story and subject matter. In denser fact-heavy or educational leaning stories try to present the information in the most entertaining way possible. We want to be smart and funny, never dumbing down our approach but speaking in a way that piques the interest of the more novice tier of readers without losing our more knowledgeable base.