

# VITIS

WINE CULTURE MAGAZINE



# MEDIA KIT

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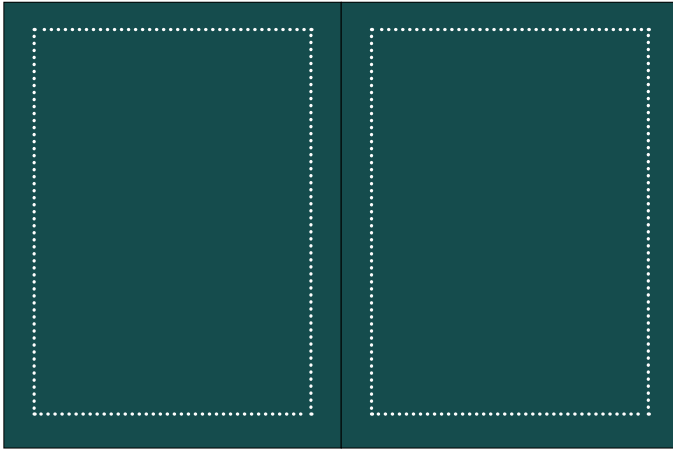


## *Vitis* magazine is dedicated to British Columbia's rapidly evolving wine culture and how it fits into the wider world of wine.

From Vancouver Island to the Okanagan Valley, B.C. wine is rapidly gaining global attention for its quality, diversity and innovation. *Vitis* aims to capture the excitement, passion and dedication that has built and continues to develop this scene by telling the stories of wineries and the passionate people that own and operate them, as well as offering accessible insights into the finer points of wine and current trends, both at home and internationally.

Drawn from a skilled pool of tasters and storytellers, our writers are deeply immersed in the province's young but vibrant wine scene — from grape to glass, fermentation to food, and terroir to travel. Our travelling writers cover the most compelling and newsworthy stories from wine regions around the world. Their words are paired with striking photography, bold graphics and beautiful design, creating a lavish package in a portable format. Created as an indispensable seasonal guide for vintners, sommeliers and weekend imbibers alike, *Vitis* is designed to be a keepsake.

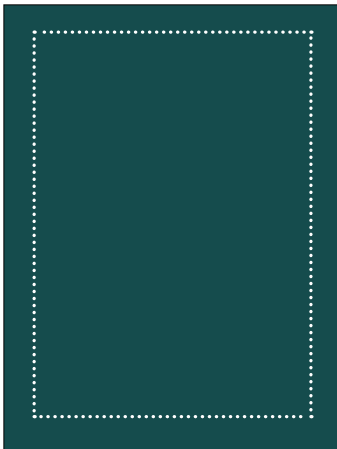
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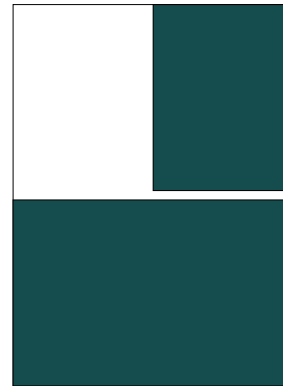
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