

# bonvinitas<sup>®</sup>

The major international online journal in German and English

**WINE · GOURMET · TRAVEL · LIFESTYLE**

[www.bonvinitas.com](http://www.bonvinitas.com)



[Over 50,000 file views per day!](#)

Affluent, pleasure-loving young customers get their information online.

**Media data / Price list**

**2026**



## WINE • GOURMET • TRAVEL • LIFESTYLE

**Together over 50,000 page views per day!!**

We are reaching affluent readers both domestically and internationally who enjoy a refined lifestyle, fine dining, travel, and appreciate good wines. [Our website traffic statistics](#) (Webalizer) show over 50,000 page views per day, reported by the mainframe server that hosts [www.bonvinitas.com](http://www.bonvinitas.com). The mainframe server must provide data for each page view, which it then registers and reports. In addition, we post articles on social media and include them in our newsletter.

price list items	page	price list items	page
our themes	3	beautiful event and travel previews with links and posts	8
adds embedded in editorial articles	4	bonviniats wine tips	9
promotions reading breaks and major promotions	5	large wine address database with super beautiful portraits	10
appearances in themed articles	6	the wine guide and wine reviews	11
banner ad at the top center or in the sidebar on all approximately 3,000 pages.	7	legal notice and terms and conditions	12+13

## our themes

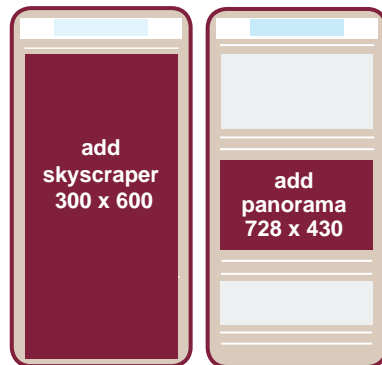
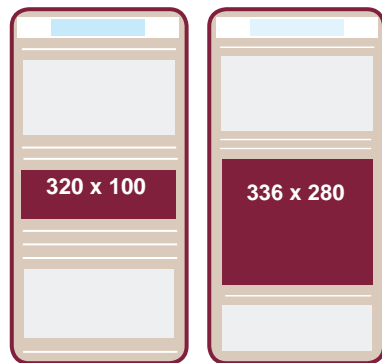


Wine regions and their profiles  
Bonvinitas wine tips  
Wine & gourmet tours  
Portraits / People behind the wines  
Recipes and matching wine recommendations  
Wine events  
Wine dinners  
Wine knowledge  
The beautiful private wine cellar  
The beautifully set table  
Good restaurants / great wine lists  
The dinner party  
Wine and art  
Good online shops for wine & gourmet food  
Food / Aromas / Spices  
Wine glasses  
Wine & health  
Preview of major wine festivals / fairs / important events  
Tasting and evaluating wines  
and much more...

## Popular ads in editorial articles - a noticeable stop while reading!



These ads receive excellent attention because they are embedded in frequently viewed articles and are therefore hardly detected by ad blockers. Here are our [page view statistics](#) from the provider where the site is technically hosted.

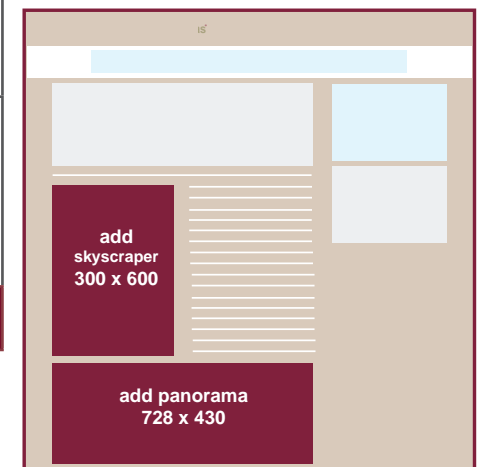
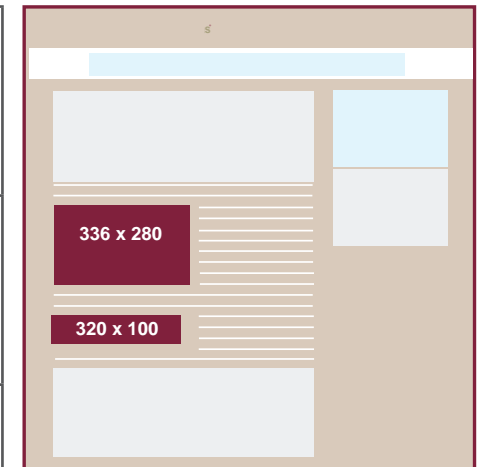


Nimmt das ganze Handy ein!

<b>add in an article 320 x 100 pixel</b>	Looks good on mobile.	in one article € 75 in three different articles € 150
<b>add in an article 336 x 280 pixel</b>	Looks great on mobile and striking on desktop.	in one article € 125 in three different articles € 250
<b>add skyscraper in an article 300 x 600 pixel</b>	Looks huge on mobile and noticeable on desktop.	in one article € 250 in three different articles € 390
<b>add panorame across under an article 728 x 430 pixel</b>	Looks great on mobile and superb on desktop.	in one article € 350 in three different articles € 480

**With link to the client and long duration of the article/s**

The prices quoted are for supplied finished templates. We are happy to handle the design ourselves upon request, but will then charge a 25% surcharge.



## Promotions in editorial style



### Reading stop promotion embedded in editorial articles

Embedded within editorial articles, we offer promotions and wine recommendations that interrupt the reading flow and demand attention, with image and text up to 12 lines:

Long-term - with link and post    in one article    **€145**  
in three articles    **€195**



### Large-scale, individually promotion in reportage style

Large lead image, detailed text and further images, optionally with interview questions, tailored and selectable in which section, e.g. in the magazine section or in „Travel & Enjoyment“:

Long-term - with link and post  
**Price for individual customers: € 350**  
**Price for advertising groups: € 650**



Here are our [website traffic statistics](#) from the hosting provider. Prices include text, agreed upon with the client, and images provided by the client. Promotional content, such as editorial pieces, is discreetly marked as such (required by law).

# Appearances in articles about your target audience



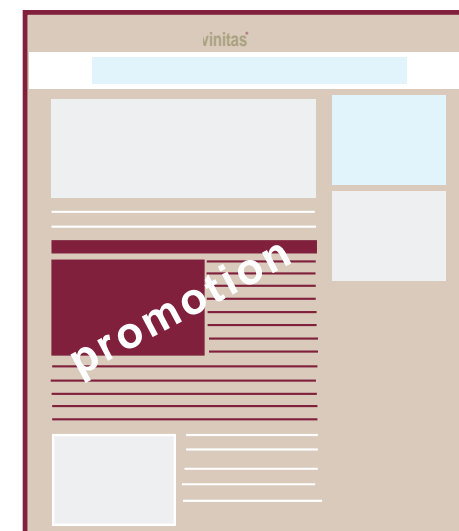
## Perfectly in line with your target audience!

We publish articles about wine regions, holiday destinations, lifestyle topics, and much more. Within these articles, we offer thematically relevant and inviting promotions that occupy approximately one-third of a page, meaning text up to 900 characters including spaces, plus a headline and image.

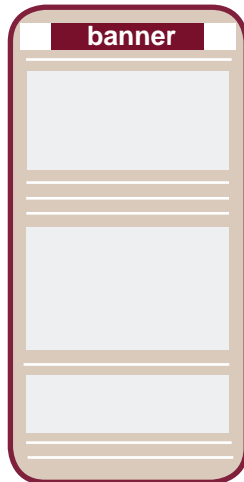
**€295**

**This way you appear in the absolutely right environment and appeal to your target group.**

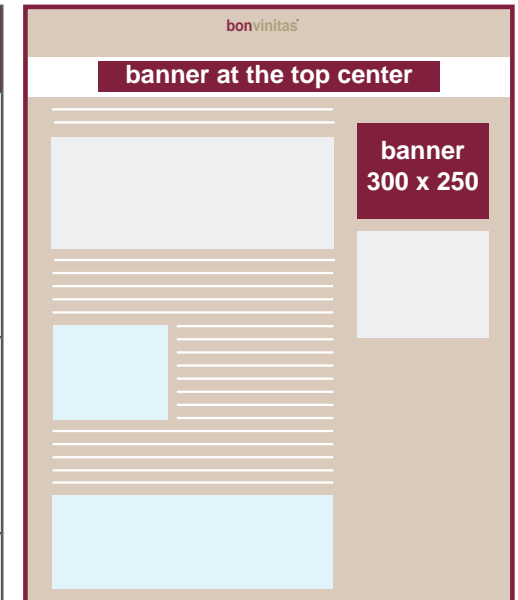
Here are our [website traffic statistics](#) from the provider where the site is technically hosted. If the content is not clearly identifiable as advertising to readers, we are obliged to label it as a promotion.



## Banner at the top center or in the sidebar - on all pages!



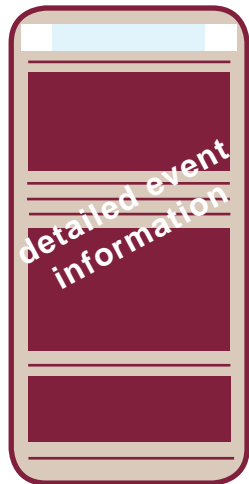
Appears on <u>all</u> pages - duration 3 months		
On the desktop as well as on the mobile phone, <u>on all pages</u> .	<b>Banner at top center</b> 728 x 90 pixels Eye-catching and highly visible through rotating banners - maximum three different banners	€350
Well on the desktop	<b>Banner / Anzeige in der Sidebar</b> 300 x 250 Pixel	€95
15% discount for renewals		
Here are our <a href="#">website traffic statistics</a> from the hosting provider. Prices are based on supplied, ready-made templates. We are happy to handle the design for you upon request, in which case we charge a 25% surcharge.		



## Promote your events - by sending out big invitations!



[www.bonvinitas.com](http://www.bonvinitas.com) contains many interesting tips on events where you can taste good wine, enjoy nice dinners, take wonderful wine tours and many other events.



### How to make your events even more well-known:

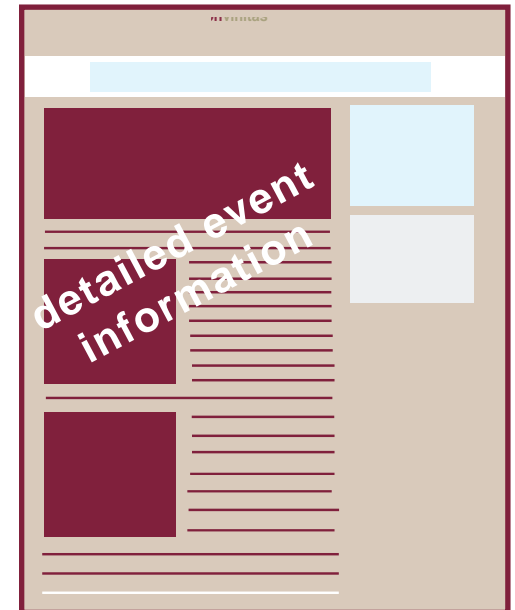
We'll cover your event, promotion, or trip with a detailed editorial preview, including photos, and pique interest – with links and posts! This is how you inform our many pleasure-loving and lifestyle-oriented readers about your event/promotion.

**Nice, detailed event preview  
with pictures, link and posts.**

**€95**

Here are our [access statistics](#) from the provider where the website is technically hosted.

The event notifications disappear automatically when the event ends.



## The bonvinitas Wine Tips



### in German and English with good reach

Take advantage of my international online wine recommendations in German and English with a wide reach.

The younger, affluent target group gets its information online.

You can also use the bonvinitas points for your marketing.

**See examples**

[German](#) - [English](#)

**I only publish recommendations starting at 90 points.  
Nothing below that will be published and nothing charged.**

I will then send you the points separately for your marketing!

In case of costs: €39 for the first wine  
€25 for each additional wine  
+ VAT

**Please send two bottles at a time.**

See the [rating system](#) that I use for both my recommendations and the blind tastings for the bonvinitas wine guide. The bonvinitas recommendations remain online for a long time – including posts and newsletters.



## Large wine address database - with super beautiful portraits



### Extensive wine address database in German and English

bonvinitas contains a comprehensive database of addresses for wine producers and wine merchants. Basic listings are free. All wines rated by bonvinitas (87 points and above) from the respective winery are automatically displayed.

See our [access statistics](#) from the provider where the website is technically hosted.



### Beautiful large portrait accompanying the address in German and English with great wine descriptions

#### with photos links and posting

as well as many search functions  
as well as links to further articles,  
in which you are mentioned.

Read thousands of times!

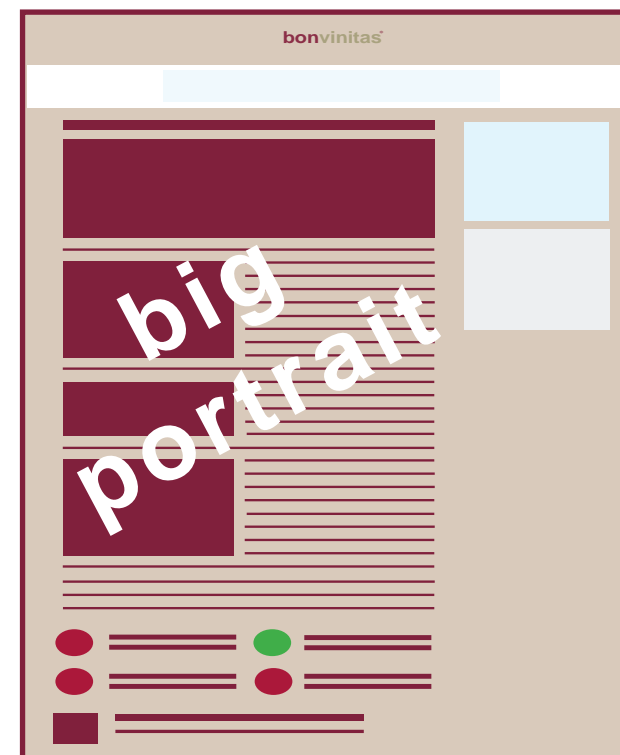
It will remain displayed indefinitely. Your highly rated wines from the bonvinitas wine reviews will also be automatically shown below.

Up to five wines successfully submitted to a bonvinitas wine review, we will include a short profile free of charge.

up to 10 hectares € 350

up to 20 hectares € 450

up to 20 hectares € 590



## The bonvinitas wine guide - the bonvinitas wine awards



We regularly conduct blind tastings with wine experts using a 100-point system. Neutrality is paramount. We evaluate wines in four categories:

**Category 1:** dry up to 12% alcohol. Here, we place greater emphasis on freshness and drinkability—the urge to take another sip, which is what one looks for in such lighter wines.

**Category 2:** dry over 12% alcohol (international style). With these wines, one seeks more distinctive and individual characteristics, such as terroir notes and aging potential, which we weight more highly.

**In Category 3,** we evaluate off-dry, semi-dry, and sweet wines. Off-dry or semi-dry wines are excellent with spicy dishes, desserts, or simply for enjoyment. Here, we place greater emphasis on fruitiness.

**Category 4** is for lusciously sweet wines, such as Auslese, Beerenauslese, Trockenbeerenauslese, or Eiswein. Here, too, fruitiness is weighted accordingly.

**We publish the results in our wine guide, which features many search functions, starting from 87 points.**

### Dates - Prices - Participation

The dates, prices and submission forms can be found here:

[www.bonvinitas.com/de/weine-einreichen](http://www.bonvinitas.com/de/weine-einreichen)

The portraits accompanying the address, along with the wines reviewed by bonvinitas, are absolutely fantastic, and they're displayed below, along with links to other articles where you're mentioned, all with plenty of search functions. They're read thousands of times!

**Beautiful portrait with pictures, text, link and social media for free  
with at least five wines submitted for a bonvinitas wine review.**

## Contact person and legal notice

**Editor-in-chief, publisher and owner:**

**Dieter Simon PhD in Economics, Degree in Business**

Am Feldschloessel 26 • 77855 Achern

Germany

phone +49 7841 - 253 21

mobile: +49 172 406 64 01

[info@bonvinitas.com](mailto:info@bonvinitas.com)

Responsible in accordance with the Press Law.

VAT ID No. DE141868278

### **Photo credits, listed line by line from left to right:**

title page first row: Vladimir - Adobestock; jackfrog - stock.adobe.com; MosammatTaslima - Adobestock - with AI  
second row: pressmaster - Adobestock; Isabelle Barthe - Fotolia; Prostock-studio - Adobestock  
page 2, Philosophy: first row: bonvinitas; Alexander - Fotolia; far right: olly - Fotolia; second row: Pixabay; kevers - Fotolia; bonvinitas.  
page 3, our themes: Pixabay; Tristan 3D - Fotolia; Blue Sky Images - Fotolia; Tristan 3D - Fotolia; Andres Rodriguez - Fotolia  
page 4, popular adds: assamlby asparagus (raw): Pixabay, frist food photo: Hotel Ronacher; further photos: bonvinitas; ChristoperArnoldi; Deutsches Weininsitut; Pixabay;  
Arbeitsgemeinschaft Die Moderne Küche e.V. (AMK); Pixabay  
page 5, promotions: Deutsches Weininstitut; Tristan 3D - Fotolia; bonvinitas; Tristan 3D- Fotolia; K\_B\_by\_AR.Pics\_pixelio  
page 6, appearances in articles: Valerio Pardi – Fotolia; Samuel Borges – Fotolia; Pixabay  
page 7, banner: alle Pixabay  
page 8, events: all Deutsches Weininstitut  
page 9, bonvinitas Weintipps: on the left: bottle PR Weingut Kallfelz, landscape: Doris Schnorbach; points: bonvinitas; onteh right: Privatkellerei Eberbach-Schäfer PR  
page 10, Large wine address database: Deutsches Weininstitut; slavun - Fotolia; Deutsches Weininstitut

# **General Terms and Conditions (GTC)**

## **for advertising publications on [www.bonvinitas.com](http://www.bonvinitas.com) • Version 2026**

**1. With the publication of this price list, all previous price lists become invalid.**

### **2. Orders**

These terms and conditions apply to all business relationships with Dr. Dieter Simon within the framework of [www.bonvinitas.com](http://www.bonvinitas.com), hereinafter referred to as bonvinitas, even if not explicitly stated. An order within the meaning of these terms and conditions is the contract for the publication of advertising entries on [www.bonvinitas.com](http://www.bonvinitas.com). This also applies to renewals. Orders become valid upon written submission by the client or upon confirmation by bonvinitas – both are also valid via email. The client is bound by the contract. The right of termination pursuant to Section 649 of the German Civil Code (BGB) (revocation of the order) is waived.

The client has no right to exclusivity. Such an exclusivity must be agreed upon in writing. bonvinitas may reject orders whose content violates laws or regulations, or whose publication is deemed unacceptable by bonvinitas. The same applies if the content is likely to offend public decency or morality.

### **3. Currency, VAT, and Payment**

bonvinitas invoices in EURO. Prices are exclusive of statutory sales tax/VAT. For clients outside Germany, German VAT is not charged; however, for clients from EU countries, this only applies if the VAT ID number is provided with the order. Invoicing takes place after the order is placed. Unless otherwise agreed, payment is due upon receipt of the invoice and must be received by bonvinitas no later than 5 days after the invoice date. If the client receives a written payment reminder after the payment deadline, a flat fee of €5.00 will be charged for each reminder. After one month, default interest of 1% per commenced month of default will be charged. If the client is in default of payment, bonvinitas may refuse further orders.

### **4. Contract Duration**

Time-based advertising contracts end upon completion of the contract period. Renewals are not automatic but require the client's explicit consent. Subscriptions are only valid if they have been separately agreed upon.

### **5. Design, Documents, Approval**

The design of promotional materials is included in the price and will be coordinated with the client. The client provides finished templates for advertisements and banners; designs by bonvinitas incur a 25% surcharge. Unless otherwise agreed or offered, bonvinitas has discretion in the placement of advertisements. The client is responsible for the prompt delivery of required templates, images, or texts, especially in a timely manner for deadlines. bonvinitas assumes no liability if agreed publication dates cannot be met due to late delivery. Paid publications will be discreetly marked as advertising unless they are generally considered to be advertising. bonvinitas reserves the right to adapt the design, particularly for promotional materials, to the overall corporate identity. When designing,

bonvinitas will send emails for approval. If the client does not respond within 5 business days, approval is considered granted.

### **6. Publication Rights and Legal Compliance**

The client bears sole responsibility for the content and legal compliance of the provided materials, such as texts and images. They will promptly and proactively notify bonvinitas of any image rights and copyrights, thereby confirming that they possess the rights to publish the material and, in the case of link exchanges, that the website in question does not contain any illegal content. The client assumes sole responsibility for all of this and indemnifies bonvinitas against any third-party claims arising from the execution of the order. bonvinitas is not obligated to review orders and materials to determine whether they infringe upon the rights of third parties.

### **7. Data Protection and Retention**

In accordance with Section 33 of the German Federal Data Protection Act (BDSG), bonvinitas hereby informs you that, within the scope of the business relationship, the necessary customer and supplier data will be stored using electronic data processing. bonvinitas's obligation to retain documents ends three months after the publication of the ordered work.

### **8. Warranties and Grounds for Complaints**

bonvinitas guarantees the usual quality within the limitations afforded by the internet. It should be noted that color and sharpness variations compared to original images may occur within the limits normal for the internet. These do not constitute grounds for complaint, nor do software or hardware-related damages or server outages. Complaints must be submitted in writing within two weeks of publication. The burden of proof for complaints lies with the client. Complaints do not entitle the client to withhold payment of the invoice amount or any part thereof.

Liability for slight negligence due to positive breach of contract, negligence in the formation of the contract, and/or tort is excluded – except in cases of breach of essential contractual obligations. This also applies to vicarious agents. Force majeure and labor disputes beyond bonvinitas' control release it from the obligation to fulfill the order or from liability for damages. For errors in the publication of advertisements for which bonvinitas is responsible, appropriate compensation will be provided within a reasonable timeframe in the future. Claims for damages against bonvinitas are limited to the fee payable for the advertisement in question.

### **9. Final Provisions**

Offers are subject to change without notice. Any agreements deviating from these terms and conditions must be in writing. Should individual clauses of these terms and conditions be invalid, the remaining clauses shall remain unaffected. The laws of the Federal Republic of Germany shall apply, in particular the provisions of the German Civil Code and the German Commercial Code. bonvinitas may determine the place of jurisdiction.