

libdib gold

Maker Press Program

Exclusively for LibDib Gold Makers



## OVERVIEW

LibDib now offers an annual PR service exclusively for Gold Makers—designed to amplify your brand story, share key milestones, and celebrate big wins. From writing and editing to distributing press releases, our team helps Makers get noticed by the wine and spirits trade media and beyond.

## KEY BENEFITS

- Press releases crafted and tailored to your brand voice
- Shared across top industry channels for maximum impact
- Get in front of trade media, Buyers, and key decision-makers
- Drive awareness, support sell-through, and build brand presence in market
- Each release and media work valued at \$3,500—the industry standard for premium PR services

## THE LIBDIB GOLD PRESS PROGRAM INCLUDES

- Get up to 1 custom press release per year—whether it's a "Now with LibDib" announcement, an award win, or a new market update
- Includes an initial draft + up to 3 rounds of revisions to make it just right  
Our PR team personally pitches your news to top-tier wine and spirits media, including: *Wine Business Monthly*, *Impact / Shanken News Daily*, *Mark Brown Newsletter*, *SevenFifty Daily*, *The Drinks Business*, *The Spirits Business*, *Wine & Craft Beverage News*, *Wine & Spirits Magazine*, *Wine Industry Advisor*
- While media coverage isn't guaranteed, our strong relationships and personalized pitches greatly increase your chances—just check out our past Maker coverage!
- Want to go even bigger? Business Wire distribution is available as an optional add-on (*see below for more details and pricing*)

## PRESS RELEASE EXAMPLES

- **“Now with LibDib” Announcement:** Highlights availability through LibDib and includes specific markets where products are sold.
- **Medals or Awards Announcement:** Celebrates recent wins from competitions or media recognitions to build brand prestige.
- **New LibDib Market Additions:** Adding a new LibDib or RNDC On Demand market.

## TERMS & CONDITIONS

- Service includes 1 press release per year. Additional releases are available for an added fee.
- Distribution timing will be scheduled by the LibDib PR team based on our editorial calendar and on a first-come, first-served basis.
- Press release topics must be relevant to LibDib distribution or major brand milestones (e.g., new markets, awards).
- Makers must provide key product details, brand background, and images to support development. [\[Click here for the submission form.\]](#)
- LibDib PR will distribute the release to targeted wine and spirits trade media. While media pickup is not guaranteed, we'll do our best to maximize exposure.
- A one-time coverage summary will be shared with the Maker after distribution.
- **Only available to Gold Makers in good standing.**
- Makers must be part of the Gold Program for at least **6 months** to participate in the PR program. If a press release is distributed before the 6-month mark, the **Maker agrees to remain in the program for a minimum of 6 months total.**

## ADDITIONAL BUSINESS WIRE ADD ON

Business Wire distribution is available for an additional fee. If chosen as an add-on, LibDib will distribute the release via their Business Wire account (discounted rate) and will bill the fee back to the Maker.

- \$100 wire and reporting set up fee (to cover LibDib's time for setting up the distribution and providing a pick up report)
- The ability to choose from several distribution options. LibDib's special pricing agreement with Business Wire includes:
  - **SF Bay Area Circuit** - For each non-earnings release of unlimited words issued to the SF Bay Area Circuit, Client will receive a flat rate of \$370 USD.
  - **Southwest circuit, Pacific Coast Circuit, or the NY State Circuit** - For each non-earnings release of unlimited word count issued to the

Southwest circuit, Pacific Coast Circuit, or the NY State Circuit, Client will receive a flat rate of \$450 USD.

- **Smart News Releases** - For any Smart News Releases (releases with multimedia), Client will receive a flat rate of \$250 USD.
- More information on Business Wire distribution lists can be found [here](#).
- Business Wire distribution reach:
  - Search using the Company Name or Company Ticker filters in the [Business Wire Newsroom](#)
  - [AP NEWS](#) - APNews.com is the worldwide news site of The Associated Press
  - [YAHOO! FINANCE](#)
  - [MORNINGSTAR](#)
  - Indexed by Search Engines: Press releases are optimized for search engines, improving discoverability online.

**Please reach out to your Portfolio Manager with any additional questions or to start the process.**