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Postmedia Network Incis a sub-corporation belongs to Canadian media Postmedia Network Canada Corp. It represents a broad range of Canadian well-known media brands in advertising, online, software, newspapers and magazines; it alsoprovides the opportunities reaching out target audiences to advertisers andmarketers (Postmedia, n. d.

). High quality media professionals and premiuminnovation team help source and organize available content through theirnational multimedia platform (Postmedia, n. d.). Postmedia Network Inc providesthe multimedia channels and help market VINES magazine and InterVinInternational Wine Awards. Christopher Water, the co-founder and editor of VINES Magazine, who is also a weekly column authorof “ Waters & Wine” that published by Postmedia across Canada as well as throughthe Canoe Network online (VINES Magazine, n. d.

). Christopher has organized InterVin InternationalWine Awards in Canada and became its head judge since 2009, and he is also arepresentative of Canada in the Six Nations Wine Challenge judges crew (Waters& Wine, n. d.). As a WSET certified educator, he also teaches wineappreciation, Ontario wine history, new world wine vs old world wine, classicwine regions and styles at CCOVI (Cool Climate Oenology and ViticultureInstitute) at Brock University in many years (VINESMagazine, n. d.

). He has received numerous awards, in 2011, he was awardedthe “ Business Citizen of the Year at the Niagara Wine Festival” and received the” VQA Promoters Award for Education” (Waters & Wine, n. d.). VINES magazine isa “ national consumer lifestyle magazine” (VINES Magazine, n.

d.) and targetsmostly Canadians who purchase, enjoy wine and food on special occasions or regularbasis by providing them professional wine reviews, wine travel articles, foodand wine pairing articles, featured recipes, cheese and wine paring courseopportunities, better valued wine choices and awards winner recommendations. Forthose cross drinkers who also like spirits and cocktails, the website also gaveout numerous featured recipes to attract them. It is on its fourth newspapercompany as magazine since 1998. It started with paper print newspaper, generating revenue by selling descriptions, subscriptions and advertising. Newpromotion ways have emerged including websites, e-newsletters, onlinemagazines, social media and many others because of the advancements in technology. Today it is more focused on the Ontario and BC wine industries and markets, with less focus on emerging regions like Nova Scotia. There are people from 16countries following information from VINES.

Readers range from committed beginnerswho want to learn more about the world of wine and wine styles that they enjoyto cosmopolitans who look for experts purchasing advices and tips (VINESMagazine, n. d.). VINES magazine publishes 7 (5?) issues a year and includes anannual InterVin Awards Issue with a special seasonal topic and unique Canadianviewpoint on each issue (VINES Magazine, n.

d.). Niagara Food & Wine Expo, NiagaraWine Festival and Gourmet Food & Wine Expo, the 4-day event which takesplace every year in Toronto can attracts over 40, 000 people, are all sponsoredby VINES magazine (VINES Magazine, n. d.). ChristopherWater has a very diverse team of contributors for VINES magazine including RodPhillips, Jancis Robinson, Kelly Schweitzer, Daenna Van Mulligenhe along withother talented writers and artists.

This strong team helps to keep VINESmagazine’s ongoing success.