

# IWC REACH 2021

INTERNATIONAL WINE CHALLENGE COVERED FROM JANUARY 2021 TO SEPTEMBER 2021



INTERNATIONAL (PRINT & ONLINE  
CONSUMER TITLES):  
**416,866,527**



NATIONAL PRINT:  
**18,958,149**



CONSUMER (UK MAGAZINES):  
**17,020,824**



NATIONAL ONLINE:  
**101,337,759**



TRADE (PRINT AND ONLINE -  
INCLUDES INTERNATIONAL TRADE):  
**9,951,213**



REGIONAL:  
**4,899,915**

## TOTAL: 569,034,387

**(+451,803,633 (+385%) FROM PREVIOUS YEAR)**

Source: Kantar and Cision (Gorkana)



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