

IWC REACH 2023

INTERNATIONAL WINE CHALLENGE COVERAGE FROM JANUARY 2023 TO SEPTEMBER 2023



INTERNATIONAL (PRINT & ONLINE CONSUMER TITLES):
1,398,852,875



NATIONAL PRINT:
11,741,221



CONSUMER (UK MAGAZINES):
557,672



NATIONAL ONLINE:
238,115,939



TRADE (PRINT AND ONLINE - INCLUDES INTERNATIONAL TRADE):
5,069,744



REGIONAL:
1,434,724



BROADCAST:
5,853,001

TOTAL: 1,661,625,175

(+41%) FROM PREVIOUS YEAR

Source: Cision Jan - Sep 2023



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