

# IWC REACH 2020

INTERNATIONAL WINE CHALLENGE COVERED FROM JANUARY 2020 TO SEPTEMBER 2020



INTERNATIONAL (PRINT & ONLINE CONSUMER TITLES):  
**59,998,014**



NATIONAL PRINT:  
**2,188,287**



CONSUMER (UK MAGAZINES):  
**2,553,240**



NATIONAL ONLINE:  
**44,077,464**



TRADE (PRINT AND ONLINE - INCLUDES INTERNATIONAL TRADE):  
**1,414,617**



REGIONAL:  
**6,999,132**

# TOTAL: 117,230,754

Source: Kantar and Cision (Gorkana)



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