



Karl Kliparchuk

M . S c . , W S E T

wine / food / travel
writer

www.mywinepal.com

contact@mywinepal.com



4,538

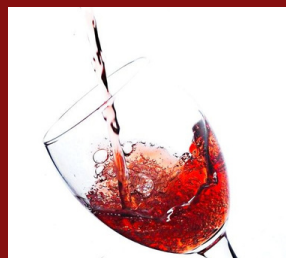


375



1,731

October 2022



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ABOUT MYWINEPAL

MyWinePal was started by Karl Kliparchuk who was the President of the South World Wine Society in Vancouver, BC, but now retired from that post so that he can spend more time on MyWinePal. By being part of this Society and now MyWinePal Karl attends many Trade events, trying wines that are not yet available to the general public, as well as wines just coming to market, and pairing many of these wines with dishes. He has also made wonderful relationships with agents in Vancouver. Karl has interviewed many winemakers attending events in Vancouver, as well as travelled to meet them at their winery.

TRAINING

Karl has taken the internationally recognized wine education courses offered by the **Wine and Spirit Education Trust (WSET)**. The UK-based WSET is recognized as the pre-eminent professional wine and spirit educational institute and is the gold standard in wine education. He passed the WSET Foundation, Intermediate, and Advanced certificate courses. He received a "Pass with Distinction" in the Advanced course, which is the highest level for this particular certificate. He also has the "Rioja Wine Diploma", certified by the Control Board of the DOCa Rioja, and the Wines of British Columbia Ambassador Level One certification.

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SOCIAL MEDIA



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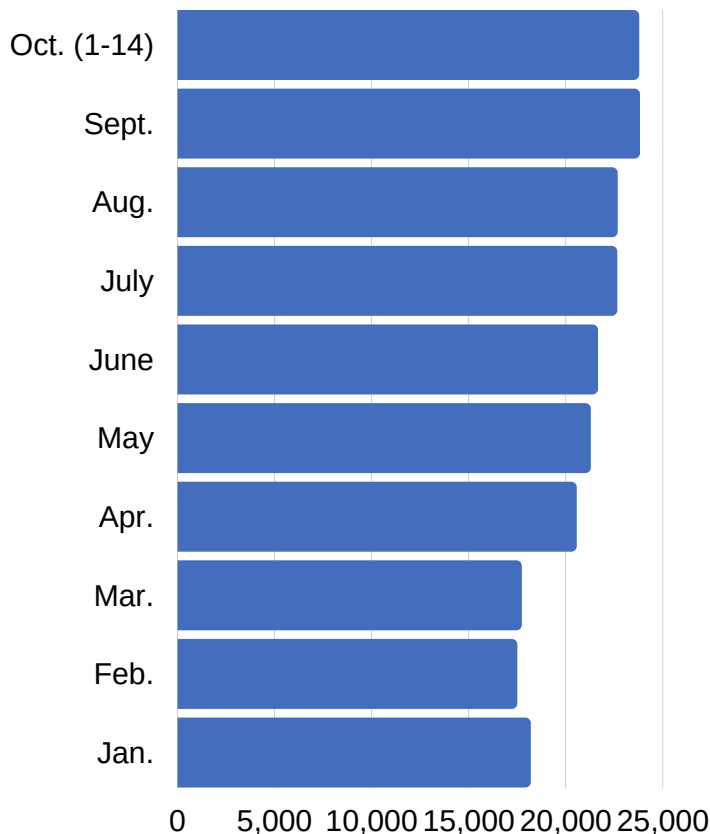
TRAVEL

Karl has traveled near and far covering wine and/or food, and written about his experiences, including:

- France (Alsace, Burgundy, Loire, Champagne, and Rhone)
- Italy (Rome, Tuscany)
- Spain (Barcelona - Catalunya)
- Canada (BC, Ontario, and Nova Scotia)
- USA (California, Oregon, and Washington)
- Australia (Barossa Valley)
- Chile, Argentina, and Brazil
- Indonesia and the Philippines

MyWinePal's readers love to travel.

2022 BLOG VISITS



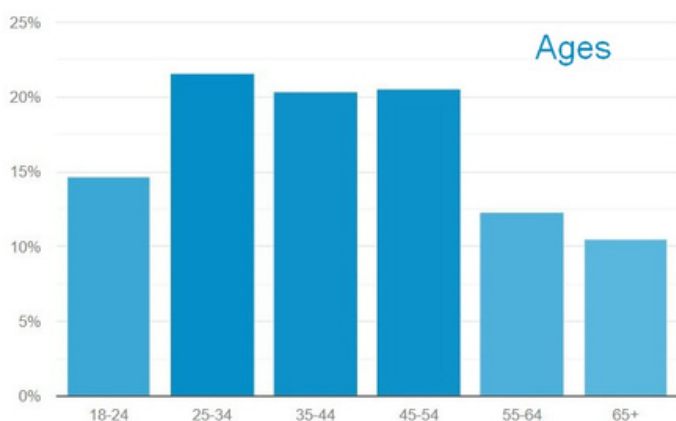
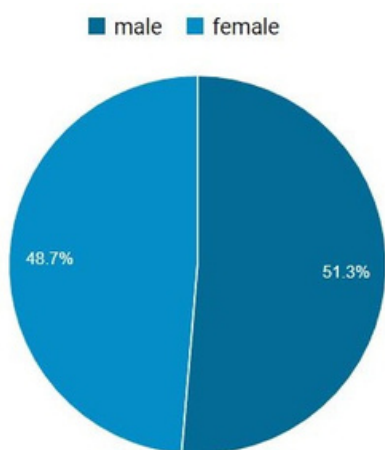
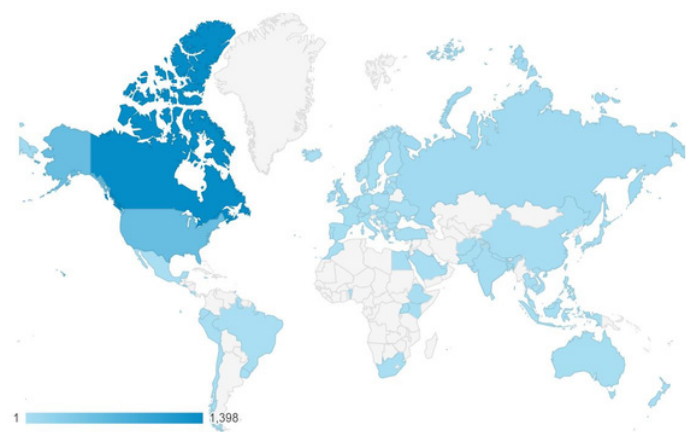


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BLOG STATISTICS

MyWinePal.com Reader Stats September 2022



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MyWinePal's primary readers can be divided into two groups; professional single females in the 25-34 age range and professional couples in the 45-54 age range. These two groups enjoy shopping, food & dining, lifestyle events and travel. The younger segment would travel on their own or with friends, while the older segment would travel as a couple or possibly with their children.

Approximately 58% of MyWinePal's readers come from Canada, 19% from the United States, and 23% from the rest of the world. Within Canada, the most readers in order are from BC (72%), Ontario (13%), Quebec (6%), and Alberta (5%). From the USA, MyWinePal's readers are from California (11%), Virginia (8%), Washington (7%), Oregon (6%), and New York (6%).

Affinity Category (reach)

25.62% of total users

3.34%	News & Politics/Avid News Readers
3.21%	Lifestyles & Hobbies/Green Living Enthusiasts
3.16%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.00%	Travel/Travel Buffs
2.98%	Shoppers/Value Shoppers
2.76%	Sports & Fitness/Health & Fitness Buffs
2.53%	Lifestyles & Hobbies/Business Professionals
2.47%	Media & Entertainment/Book Lovers
2.47%	Media & Entertainment/Movie Lovers
2.41%	Beauty & Wellness/Frequently Visits Salons

In-Market Segment

22.75% of total users

3.13%	Travel/Hotels & Accommodations
2.39%	Financial Services/Investment Services
2.31%	Home & Garden/Home Decor
2.14%	Travel/Air Travel
2.01%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.89%	Apparel & Accessories/Women's Apparel
1.89%	Employment/Career Consulting Services
1.84%	Financial Services/Banking Services
1.84%	Travel/Trips by Destination/Trips to North America/Trips to Canada
1.69%	Apparel & Accessories



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ADVERTISING / SPONSORSHIP

Wine Tasting Reviews - Free

MyWinePal will review your wine and post it on the MyWinePal website and via Twitter / Instagram / Facebook. Wine reviews are a free service offered to wineries.

If you would like to increase the exposure of your wines, or your latest vintage to the wine enjoying public, please email contact@mywinepal.com.

Please provide the following information:

- your contact details and winery address
- the names of the wines you would like MyWinePal to review
- any information that you have on that particular vintage
- the price of your wines, and if you are selling through local wine shops, government stores, and/or through your winery

MyWinePal will respond with the address to courier your wines to, and will advise you when the reviews are complete. The reviews will be tweeted, put on the MyWinePal website, and Facebook.

Ad Space on MyWinePal

The right hand side bar on MyWinePal is available for monthly and yearly advertising of your brand, whether it is food, wine, or travel-related. The ad space is on the right side of the website. There is space for 2 ads below the BC Hospitality Foundation ad.

The standard ad space size is a 350x350 pixel image with a link back to your website, or a particular page on your website, for C\$30/month (~\$1/day). If you sign up for a year and pay upfront it is C\$330 (no taxes). Within the one year you can change the ad graphic once a month. 12 changes per year.

Sponsored Posts

MyWinePal loves to write, especially about wine, food and travel. He can contribute content for your magazine, newspaper, and/or website. MyWinePal travel extensively around the world, as well as is very familiar with beautiful British Columbia. Let MyWinePal me share his travel enthusiasm with your readers. Your readers may be interested in wine, and would appreciate information about a wine region (e.g. Walla Walla, Loire Valley), a type of grape (e.g. Malbec, Pinot Noir), a wine style (e.g. sparkling, fortified), or all combined, plus a few wines they may want to buy. Pricing depends on amount of work to be researched, any travel, and length of article. Give MyWinePal a try.

