



Magnum Media

local agency. global impact.

Magnum Media is as a premier, family-owned, full-service media agency in Northern California wine country providing an extensive suite of professional services for small, family-owned wine brands seeking assistance in growing their media presence, quality of content, and marketing and strategy plans. As a boutique media agency, Magnum Media specializes in personalized services for a limited number of clients, ensuring full attention and dedication to each brand and project. By aligning media coverage, wine critic reviews, and marketing initiatives with our proven strategy, Magnum Media effectively creates a strong foundation for consumer-facing brand recognition. Our mission is to deliver comprehensive media solutions to family wine brands seeking genuine partnerships, a customized journey, and an unwavering dedication to their endeavors.

PUBLIC RELATIONS

In public relations, Magnum Media aims to give brands a prominent voice and place in the press. With a focus on lifestyle coverage, Magnum Media garners local and national press for brands seeking high-level media coverage.

CONTENT CREATION

Magnum Media offers a wide range of professional content creation services, including website copywriting, articles, stories, tech sheet design + copy, marketing copy, advertorials, digital advertising, ad design, informational brochures, and in-house collateral.

MARKETING & STRATEGY

Developing a marketing plan and strategy is key to brand recognition and sales in an ever-evolving media world. Magnum Media develops marketing plans and strategies across spheres, including social media, influencer campaigns, email, digital, and content.

COMMUNICATIONS

Magnum Media assists with internal and external communications and is equipped to establish brand messaging, brand taglines, and identity. For new brands, Magnum Media offers full communications services with brand development, launch, public relations, and marketing.



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PUBLIC RELATIONS

- Create brand media kit.
- Create and execute specialized media pitches and press releases.
- Pitch a targeted list of national + regional editors and journalists across wine, epicurean, travel, news, and lifestyle publications.
- Coordinate sample submissions to wine critics for reviews and scores.
- Produce press clips for earned media coverage.
- Provide monthly reporting on earned media coverage.

CONTENT CREATION

- Website copywriting
- Wine tech sheets, tasting notes
- Articles + stories
- Advertorial
- Digital advertising, ad design

MARKETING & STRATEGY

- Social media
- Influencer
- Email
- Digital
- Content

COMMUNICATIONS

- Brand messaging
- Brand taglines
- Brand identity
- Brand launch
- Internal + external



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Earned Client Media Coverage



FOOD & WINE

Forbes

Wine Spectator

THE TASTING PANEL
MAGAZINE

Robb Report
MAGAZINE FOR THE LUXURY LIFESTYLE™

Robert Parker
WINE ADVOCATE

BEVERAGE MEDIA
METRO NEW YORK

DU JOUR

JEB DUNNUCK

BRIT + CO

MEN'S JOURNAL

JAMES SUCKLING.COM 

San Francisco
magazine

MAXIM

Decanter

marin living

LUXURY
TRAVEL ADVISOR

 The Wine Independent

sonoma
magazine

OBSERVER

VINEPAIR

San Francisco
Chronicle

SINGLE
SITES

BEST WINERIES

Napa Valley
Register

MODERN LUXURY
Angeleno

FOOD & BEVERAGE
MAGAZINE

CAPITAL GAZETTE

visit
California



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