

PR HIGHLIGHT

Vinotemp® Sept. 2017

This Old House

VINOTEMP & This Old House | 2017 Idea House: Beach House at East Matunuck, Rhode Island

Featured online and in the September & October 2017 issues of *This Old House* magazine, the 2017 Idea House includes four Vinotemp products: 7-Bottle Mirrored Wine Cooler, Mini Keg Beer Dispenser, VT-34 Touch Screen Beverage Cooler & Epicureanist Classic Wall Mounter Wine Corkscrew.

The screenshot shows the This Old House website interface. At the top, there's a navigation bar with 'HOW TO', 'IDEAS', 'WATCH', 'INSIDER', and 'MORE'. Below that is a search bar and a sign-up form for a newsletter. The main content area features a large image of a two-story beach house with a gabled roof and a porch. A text box below the image reads 'Rhode Island Beach House' and describes the project as a 'brehtaking "Idea House"' in South Kingstown, Rhode Island. It lists the partners: Union Studio Architecture and Community Design, Sweenor Builders, and Denise Enright Interior Design. A call to action says 'See our official reveal galleries below!'. To the right of the text is a dark grey box with the text 'Stop waiting. Start staining.'

AUDIENCE: Print | 2,927,028 Online | 2,985,591 unique visitors/month

"Sharing the philosophy of the national television show of the same name, This Old House inspires homeowners to enhance their homes and gardens by instilling a deep appreciation of traditional craftsmanship and fine design. Covers home improvement, remodeling, renovations and landscaping."

– This Old House Magazine

