





About Angela Aiello?

1

AWARD-WINNING
COMMUNICATOR

2

EDUCATOR
& TV HOST

3

BRAND & REGIONAL
ADVOCATE





SWG

Meet Super Wine Girl

Known as @SuperWineGirl, Angela brings adventure, fascination and excitement to the world of wine. She is a respected wine, food and culinary expert, journalist and writer, Influencer, host and hospitality maven.

She loves to taste, talk and teach and is the regular on-air expert for CTV Your Morning, CHCH Morning Live, various radio shows and has her own show called 'The Juice'.

With owned and earned channels to share wine brand stories, she has her finger on the pulse and the rapt attention of key players in the industry. Leveraging her network, writing and production talent across her platforms she helps wine brands and regions tell their stories to captive audiences in fascinating, fun and emotional ways through TV, writing publications and social media.



Making wine accessible, *fun,*
authentic and full of *adventure.*



PROFESSIONAL ACCOLADES

Top Candidate for IWSC Wine Communicator of the Year 2021

Recognized in View the Vibe magazine's Top 60 inspiring women in Toronto, 2021

Brock University Distinguished Graduate Award Winner, 2021

George Brown College Industry Partner Award 2019

Top 40 under 40 Award winner for Business Link Magazine, 2015

Ontario Hospitality Institute Top 30 Under 30

The Promoter of the Year Award for Journalism/Media for VQA Ontario

George Brown College Sommelier Certificate Program 2015

Spanish Wine Specialist Certificate 2020

Women in Wine Harvest Scholarship program 2018

For more, visit Angela's LinkedIn profile [here](#)>>



Telling Your Story

1

MEDIA

Your brand story can be shared with consumer groups on various media platforms, from TV, magazines and radio and social networks.

2

EDUCATION

SWG can educate about your brand or region with rich conversation and storytelling around key messages in articles and social campaigns.

3

PROMOTION

SWG will promote your brand or region and promotions to align with consumer trends and interests through wine, travel, food and drink.





Sharing the Magic

1

TELEVISION

Leveraging traditional media, SWG brings to life key messages around taste, travel, unique wine regions and value propositions.

2

ARTICLES

Using all of her regular editorial partnerships, SWG communicates key messages authentically and truthfully across a range of media platforms.

3

SOCIAL MEDIA

Using the power of digital, SWG can leverage premium photography, stories and brand partnerships to increase brand awareness.



Media Outlets

STORYTELLING IS AT THE HEART OF ANGELA'S WORK.
HER AUDIENCE IS LOOKING FOR WINE RECOMMENDATIONS
TO SUIT THEIR NEEDS & THIS IS HOW SHE DELIVERS.

ON-AIR WINE EXPERT

CHCH TV MORNING LIVE
CTV MORNING LIVE ACROSS CANADA
'THE JUICE' - REGULAR SWG EPISODES ON YOUTUBE

PUBLICATIONS

VIEW THE VIBE - WEEKLY DRINKS COLUMNIST
WANDEREATER - DRINKS EDITOR
GENTS POST - DRINKS EDITOR
HOLR MAGAZINE - REGULAR WINE COLUMNIST
DISTILLERY DISTRICT MAGAZINE - MONTHLY COLUMNIST

AUDIENCE BREAKDOWN

15K FOLLOWERS ON INSTAGRAM
2,977 FRIENDS ON FACEBOOK
1,150 FOLLOWERS ON FACEBOOK PAGE
1,150 SUBSCRIBERS ON E-BLAST LIST
500+ CONNECTIONS ON LINKEDIN



Data & Metrics

TV

CTV YOUR MORNING & CHCH TV MORNING LIVE
Canadians Aged 25-55
suburban families income - per capita of \$75k
50% Female / 50% Male
Vancouver / Calgary / Edmonton / Ottawa / Golden Horseshoe

PUBLICATIONS

VIEW THE VIBE / WANDEREATER / GENTS POST
Canadians Aged 24-44 y/o
60% Female / 40% Male
Toronto / Calgary / Edmonton / Vancouver / Ottawa/ Montreal
Content pushed to Toronto Transit Commission with over 1M Impressions/article

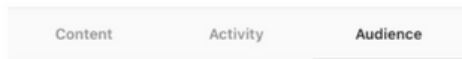
SOCIAL

SUPER WINE GIRL INSTAGRAM
North American Network
31% aged 25-34; 25% aged 35-44; 16% aged 18-24
47% women; 53% men
84% Canadian; 6% American
19.5% Toronto/ 3% Montreal / 3% Hamilton / 3% Ottawa



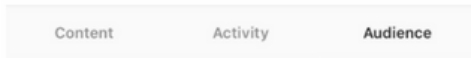
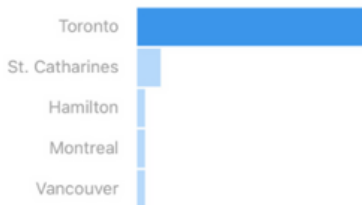
LET'S BREAK IT DOWN

Below are screen grabs taken directly from Angela Aiello's Instagram insights.

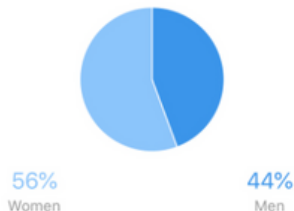


Top Locations ⓘ

Cities Countries



Gender ⓘ



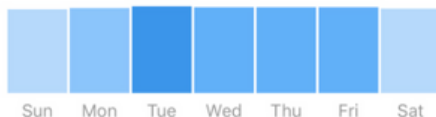
Age Range ⓘ

All Men Women



Followers ⓘ

Hours Days



Morning Live Viewer Profile

Demographic	Avg Wkly Rch	Profile %
Individuals 2+	582,000	100%
<u>Gender</u>		
Women	344,000	59%
Men	238,000	41%
<u>Age</u>		
Individuals 2-17	75,000	13%
Adults 18-34	69,000	12%
Adults 35-54	93,000	16%
Adults 55-64	103,000	18%
Adults 65+	242,000	42%
<u>Occupation</u>		
Managers/Professionals	57,000	10%
Technical/Trade	25,000	4%
Sales	38,000	7%
Clerical/Labourer	12,000	2%
Self-Employed	12,000	2%
<u>Education</u>		
College+	249,000	43%
University+	79,000	14%
<u>Household Information</u>		
Home Owned	458,000	79%
Kids in Home	150,000	26%
HHI Under \$30,000	79,000	14%
HHI \$30,000-\$50,000	121,000	21%
HHI \$50,000-\$75,000	133,000	23%
HHI \$75,000-\$100,000	99,000	17%
HHI \$100,000+	130,000	22%

VIEW *the* VIBE



**LEADING VIBE
AUTHORITY
OF THE 6IX.**

TORONTO LIFESTYLE

Toronto's first video restaurant and spa guide since 2010, later evolving into a well recognized digital Toronto-lifestyle authority, producing fun, edgy and informational editorial content. Establishing itself as a voice for the hottest restaurants and trending lifestyle stories, and VIBE videos.

AUDIENCE

Female	59%
Male	41%
Urban	92%
Key Age	25-34
Avg. HHI	\$102K
UV*	Views
Monthly	Monthly
700K+	3.1M+
Facebook	5K+
Instagram	25K+
Twitter	5K+
Newsletter	12K+

GENT'S POST

REDEFINING
MASCULINITY FOR
THE MODERN MAN.

MEN'S LIFESTYLE

Death to Toxic Masculinity, a Sartorial Resurrection. Encouraging Limitless Expression and Empowerment through Education.

Influencing what Gents want, crave, rock, need and wanders for.

AUDIENCE

Male	84%
Female	16%
Urban	89%
Key Age	25-34
Avg. HHI	\$120K
UV*	Views
Monthly	Monthly
TBC	TBC
Facebook	N/A
Instagram	7K+
Twitter	N/A
Newsletter	10K+



**WANDERING THROUGH
THE WORLD OF
GASTRONOMY.**

FOOD/DRINK + TRAVEL

WanderEater provides first-hand insight on the latest and greatest products that #WETested, while also providing readers with everything culinary, design, travel and mixology related to keep them busy, in good spirits and entertained, now more than ever before.

AUDIENCE

Female	54%
Male	46%
Urban	81%
Key Age	25-34
Avg. HHI	TBC
UV*	Views
Monthly	Monthly
650K+	1.2M+
Instagram	11k+
TikTok	
Pinterest	
Newsletter	12K+

For More Visit her Websites
www.AngelaAiello.co
www.SuperWineGirl.com

AIELLO.
and co



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BRINGING
Adventure
TO THE
Business
OF TASTE.



