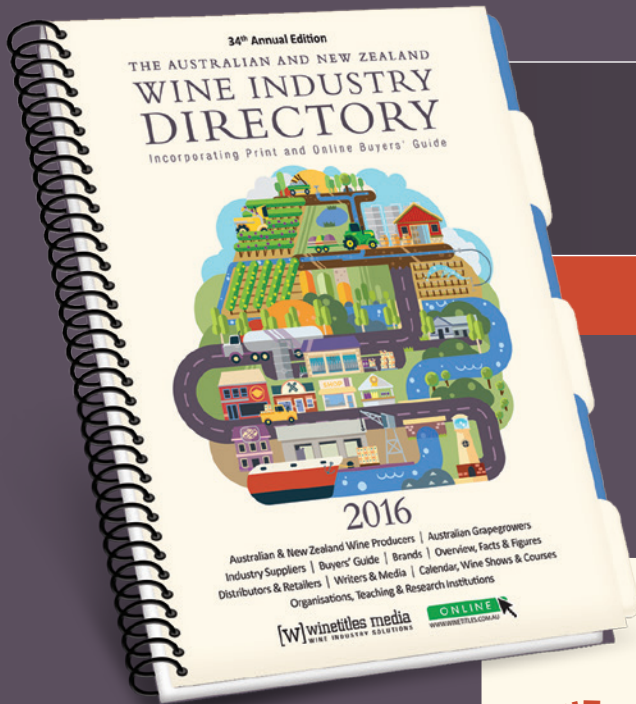


# THE MUST HAVE GUIDE TO EVERYTHING IN THE WINE INDUSTRY

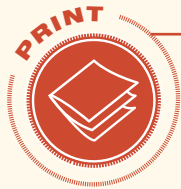


## ADVERTISE IN 2017

### Extend your Reach... PRINT AND ONLINE

Connecting buyers and suppliers is what the *Directory* does best.

### Display advertising will ensure you reap the benefits:



- **91% of Wine Industry Directory buyers use the print edition**
- **Priority positioning** within your chosen classification, based on display advertisement size
- **Key person** listed under the Personnel section
- **Colour logo** in Suppliers Alphabetical section
- **Unlimited listings** in the Buyers' Guide section pointing to the page of your display advertisement



- **96% of Wine Industry Directory buyers use the online edition**
- **Up to 50 word description** on your landing page providing greater opportunities for promoting your products and services to the wine industry
- Your **display advertisement** linked through to your website
- **Colour logo** linked through to your website
- **Unlimited listings** all linked through to your website and your landing page

**PLUS**

A copy of the printed 2017 *Directory* (includes WID Online access)



listed in the printed *Directory* and linked from your landing page.

### ADDITIONAL DISTRIBUTION

of Buyers' Guide to all *Grapegrower & Winemaker* and *Wine & Viticulture Journal* subscribers, for **greater industry reach**

**BOOKING DUE DATE:** 25<sup>th</sup> September 2016 | **ARTWORK DUE DATE:** 16<sup>th</sup> October 2016

Winetitles Media Pty Ltd ABN 57 109 570 336 630 Regency Road, Broadview, South Australia 5083

Nicole Evans | Ph +61 8 8369 9515 | Fax +61 8 8369 9501 | E [n.evans@winetitles.com.au](mailto:n.evans@winetitles.com.au) | W [winetitles.com.au](http://winetitles.com.au)

## Accounting & Tax Consultants Accreditation Services

Quality assurance, organic, bio-dynamic, food safety, OHSW.

## Agitators

## Amphorae

## Analytical Services

## Architects – Winery Design

## Auctioneers – Wine

## Barrel Accessories

Bungs, spears, filling guns, samplers, washing devices, mixers/stirrers.

## Bird & Pest Control

Bird netting, scare guns, kites.

## Bottles – Glass

## Bottles – Plastic

## Bottling – Contract Facility

## Bottling – Mobile Bottling

## Line

## Bottling Equipment

Bottle filling and sealing equipment, including champagne and soft pack.

## Brokers (Grape) & Grape Sales

## Brokers (Wine) & Wine Sales

Independent Third Party Brokers, Bulk & Cleanskin Wine Sales.

## Business Services

Management advice, statistics, strategists, logistics and supply chain.

## Capsules, Hoods & Muselets

Metal and plastic capsules and muselets.

## Cellar Door Accessories

Includes wine glasses, corkscrews, aprons etc.

## Cellar Door Fitout

Includes fittings, racks, glass washers, signage etc.

## Chemicals – Winemaking

Additives, fining agents, stabilisers; cleaning and sanitising, laboratory reagents.

## Closures – Cork

Natural cork supplies.

## Closures – Screw Caps & Crown Seals

## Closures – Synthetic

## Compressors

## Computer Services –

## Consultancy Services & Software

## Conveyors

## Cooperage

Manufacture of barrels; barrels and wood suppliers.

## Cooperage Services

Shaving, repairs.

## Crushers/Destemmers

## Cultivators & Weeders

## Designers – Labelling & Packaging

## Designers – Website

## Distillation Equipment

## Distributors – Export

Overseas Distributors.

## Educational Services

## Employment Services

## Energy Providers

## Environmental Management

## Enzymes

## Export Services

## Fermenters

## Filter Material

Filtration media (pads, cartridges, DE etc.)

## Filters

Filtration equipment.

## Filtration Services

Filtration and wine treatment (includes reverse osmosis, VA removal, alcohol reduction etc)

## Financial Services

## Flavours & Concentrates

## Frost Management

## Gases

## Grafting

## Harvesters

## Harvesters – Contract

## Heat Exchangers

## Hose & Connectors

Winery hose and connections.

## Insulation

Insulation for tanks and pipework.

## Insurance

## Irrigation

Sprinklers, pumps, pipelines, irrigators, microjets.

## Labelling Machines

## Labelling Machines –

## Maintenance

## Labelling Services – Contract

## Labelling

## Labelling Supplies – Label

## Stock

## Laboratory Design

## Laboratory Equipment

Hydrometers, pH meters, thermometers and glassware.

## Land Use Planning

## Legal Services

## Marketing

## Materials Handling

## Mowers

## Nurseries & Vine Planting

## Material

Planting material, propagation services.

## Oak Adjunct Systems

Chips, staves, beans, oak sleeves.

## Packaging – Bag-in Box

## Packaging Machines &

## Maintenance

## Packaging Services – Contract

## Packaging

## Packaging Supplies

## Presses – Wine

## Printers – Labels

## Printers – Packaging

## Process Instrumentation

Manufacturers or suppliers of control units, meters and components used in setting up winery automation systems.

## Promotional Goods & Services

## Pruning – Contract

## Pruning Equipment –

## Mechanical Pruners

## Pruning Equipment –

## Secateurs

## Public Relations

## Pumps – Winery

Must and wine transfer pumps, centrifugal pumps.

## Racks – Barrel

## Racks – Wine

## Real Estate Agents

## Receival Bins

## Refrigeration Equipment

## Sanitation Products & Services

## Scales – Weighing

## Equipment

## Soil Specialists

## Sprayers

## Stabilisation Equipment

## Stainless Steel – Other

## Stainless Steel – Tanks

Manufacturers of storage tanks.

## Tank Accessories

Irrigators, racking plates, valves, plungers, mixers/stirrers.

## Tank Cleaning Equipment

Spray nozzles etc.

## Tractors

## Transport – Bulk Wine

## (Tanker)

## Transportation & Freight

## Forwarding – Bottled Wine

## Trellis Supplies

Posts, wire etc. Does not include vine guards or irrigation fittings.

## Vine Guards & Grow Tubes

## Vineyard Contractors

## Vineyard Development

## Services

## Vineyard Management

## Services

## Vineyard Supplies

Does not include products already listed under a specific classification.

## Viticulture – Chemicals

Fungicides, pesticides, herbicides and fertilisers.

## Viticulture – Organics

Fungicides, pesticides, herbicides and fertilisers.

## Viticulture Consultants

## Water Management – Water

## Sales & Purchasing

## Contracts

## Water Treatment

Low quality to a standard suitable for irrigation use.

## Wine Storage Services

Bulk wine storage facilities and climate controlled warehouses for bottled wine storage.

## Winemaking Consultants

Oenology, wine styling, wine assessment and blending, benchmarking.

## Winemaking Facility – Contract

## Winery Automation &

## Electrical Services

Automation systems design and implementation.

## Winery Equipment

Equipment such as centrifuges, valves, portable fittings and other equipment for which there is no specific classification.

## Winery Infrastructure

Winery construction, buildings, fabric, floorings and doors.

## Winery Maintenance

## Services

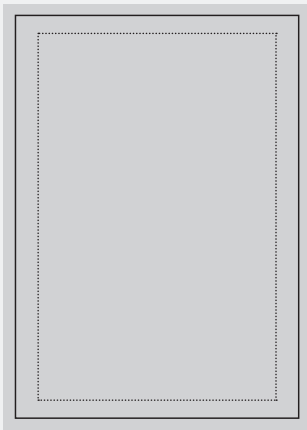
## Winery Wastewater

## Management

## Yeast & Bacteria

Yeast and fermentation supplements, MLF bacteria etc.

## Advertisement Size and Submission Guide

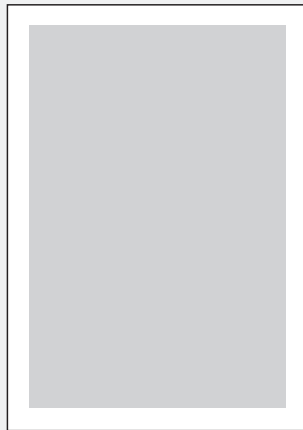


FPB 297 x 210

**TCO (Tabs, Covers and Overview)**

*strictly limited availability*

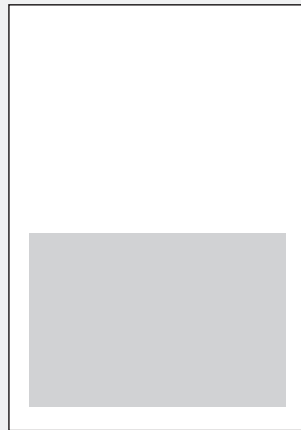
For bleed add 5mm on all sides (307 x 220)



FP 265 x 185

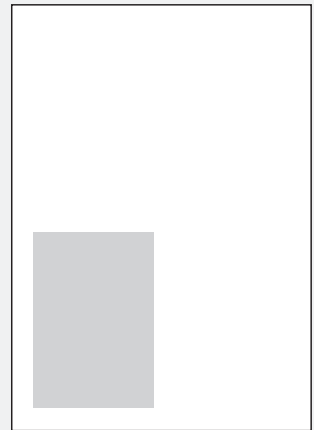
**Full Page**

Full page adverts with no bleed



HPH 130 x 185

**Half Page Horizontal**



QPV 130 x 90

**Quarter Page Vertical**

### How to submit advertisements:

Final artwork and advertising material is best supplied as print optimised PDF file via email or large file sending services to [widartwork@winetitles.com.au](mailto:widartwork@winetitles.com.au) or on CD to:

**630 Regency Road, Broadview, South Australia 5083**

Measurements are shown depth x width and in mm. Magazine trim size is 297 x 210 (A4). Ads that bleed must be supplied with 5mm bleed to all sides.

We prefer high resolution PDF files optimised for printing. We also accept InDesign, Illustrator and Photoshop (INDD, EPS, TIF, JPG, PSD) files supplied with all supporting fonts and images (in CMYK with a resolution of 300ppi at the final print size). Artwork (apart from text) supplied in any Microsoft programs (Word, Powerpoint, Excel, Publisher) will need to be recreated and needs to be supplied with high resolution images/logos at 300dpi. Fees may apply for recreation of artwork supplied in incorrect format and use of images from the Publisher's stock library. For more information please phone (08) 8369 9523 or email: [widartwork@winetitles.com.au](mailto:widartwork@winetitles.com.au)

**COLOUR GUARANTEE:** Winetitles Media does not guarantee specific colours within an advertisement unless Winetitles Media is supplied with a colour corrected hard-copy proof with the electronic files submitted.

The publisher accepts no responsibility for any artwork or material that has to be altered to conform to size specifications above.

# Rates and Booking Form

**Fax to: +61 8 8369 9599 or  
email to: [n.evans@winetitles.com.au](mailto:n.evans@winetitles.com.au)  
by 25<sup>th</sup> September 2016**

**Step 1.**

## Choose advertisement format:

Rate per insertion – GST inclusive	Full Colour	Mono
Full page	<input type="checkbox"/> \$2895	n/a
Half page (horizontal)	<input type="checkbox"/> \$1995	<input type="checkbox"/> \$1496
Quarter page (vertical)	<input type="checkbox"/> \$1395	<input type="checkbox"/> \$1012
Premium Positions: Covers (inside and back), Tabs and Overview (on request) <i>*Strictly limited availability.</i>	<input type="checkbox"/> \$POA*	

**Premium Position Benefits**  
Receive the following benefits (valued over \$2000)

- Daily Wine News tile advert (one month)
- Winetitles tile advert (one month)
- Two announcements on Daily Wine News
- Editorial and picture on monthly Product Showcase email out (one issue).  
Distributed to the Winetitles customer database (over 20,000 emails)

CONDITIONS: Artwork and announcement copy to be supplied by client. Scheduling chosen by Winetitles Media. If artwork and/or announcement copy not supplied when prompted opportunity becomes invalid. Effective for bookings approved from 1 June 2016 to 25 September 2016.

**Step 2.**

## Specify material:

- I will supply an advertisement ready for publication by 16<sup>th</sup> October 2016. For specifications and information on how to submit a finished advertisement, refer to advertisement size and submission guide.
- I would like a new advertisement designed for me. I will send new copy and any other necessary material (logos, photographs, etc.) to arrive no later than 16<sup>th</sup> October 2016. Please call or email for further information regarding this option.
- Repeat 2016 advertisement(s).
- Repeat 2016 advertisement(s) with alterations.

**Step 3.**

## Specify placement:

- PRINT** – I would like a preferred position. Please place my advertisement in the \_\_\_\_\_ buyers' guide classification (refer to buyers' guide classifications and definitions)  
Preferred positions will incur a loading fee of \$330 (incl. GST); all other advertisements will be placed at the discretion of the editor.
- ONLINE** – I would like to be listed in the TOP 10 in the \_\_\_\_\_ online buyers' guide classification (refer to buyers' guide classifications and definitions)  
Preferred positions will incur a loading fee of \$220 (incl. GST); this fee will not be added until a consultant has contacted you to discuss.
- NO specific placement or specified buyers' guide category.** No preferred position  
Advertisements will be placed at the discretion of the editor.

**Step 4.**

## Booking authorisation:

Name	Position	
<hr/>		
Company		
<hr/>		
Address	Postcode	
<hr/>		
Email		
<hr/>		
Phone	Mobile	Fax
<hr/>		
Signature	Order No	Date
<hr/>		

CONDITIONS PLACING ADVERTISEMENTS: The Company does not accept any responsibility for any loss caused by failure of an advertisement to appear in any day, or for any inaccuracy in an advertisement, or for any error in classification of an advertisement. COLOUR GUARANTEE: The Company does not guarantee specific colours within an advertisement unless The Company is supplied with a colour corrected hard-copy proof with the electronic files submitted. CANCELLATIONS: If Advertiser cancels a placement after the booking deadline, The Company will charge Advertiser the casual or contract rate of the placement, whichever is applicable. COPY NOT RECEIVED BY DEADLINE: If Advertiser has booked a placement and The Company does not receive material or artwork by 16th October 2016 for the *Wine Industry Directory*, The Company may insert material or artwork previously used and/or charge Advertiser accordingly. PAYMENT TERMS: Where credit terms have been approved, Advertiser agrees to make payment within 30 days from the date of The Company's invoice/s. FAILURE TO PAY: In the event that Advertiser fails to pay within 30 days, The Company may reject any further advertising material and/or immediately cancel Advertiser's advertising contract. Advertiser agrees to indemnify The Company for all expenses incurred in connection with the collection of amounts payable, including administrative expenses, debt collection, court costs, and legal fees. FAILURE TO FULFIL CONTRACT: Advertiser agrees that, if Advertiser fails to meet the terms of their advertising contract, Advertiser will pay the casual rate for every insertion Advertiser placed from the commencement of the contract. REVISING ADVERTISING RATES: The Company may revise its advertising rates at any time. COPYRIGHT: Copyright in advertisements created by The Company resides with The Company and advertisements created by The Company may not be reproduced except with The Company's consent. RIGHT TO DECLINE OR MODIFY: The Company reserves the right to decline or modify any advertisement for any reason whatsoever. INDEMNITY: Advertiser agrees to hold harmless and indemnify The Company from all damages, costs and expenses of any nature whatsoever, for which The Company may become liable by reason of its publication of the Advertiser's advertisements.