

AUSTRALIAN & NEW ZEALAND
**Grapegrower
& Winemaker**

Media Kit 2018 Print & Online

National Journal of the wine industry, since 1963



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Magazine Profile

Grapegrower & Winemaker is Australia's longest established and most authoritative wine industry journal covering the Australian and New Zealand wine industries.

As a brand, *Grapegrower & Winemaker* is highly regarded and recognised for servicing the broad range of news and information needs required by readers to keep them abreast of changing wine industry markets and ahead of their competitors.

Grapegrower & Winemaker subscribers represent all industry categories including grape growers, propagationists, wine makers (private and corporate), cellar door, managers, marketers, engineers, suppliers and educators.

It is regarded highly as a valuable communication and marketing tool by both producers and the industry's extensive range of suppliers of goods and services.

“ I look forward to my GG&WM copy arriving each month. Being a bit further away from the capital cities I don't get to go to as many forums or seminars as I'd like so the best way to keep up to date with new and interesting techniques and research is through reading the magazine.”

Bart van Olphen, Winemaker,
 Chalmers Wines Australia

Editorial Coverage

Grapegrower & Winemaker is the award winning core industry medium for the communication of practical solution based information for wine and viticulture decision makers. It is published in an easy to read format.

Annually 12 issues are produced, which offer comprehensive coverage on the latest industry news and information, conveniently segmented into regular sections of news, grape growing, wine making, sales and marketing and business and technology. It is the official newsletter distribution choice of the Wine Australia and Australian Vignerons.

“ A good read that helps me stay across issues within my industry.”

Chris Pfeiffer, Pfeiffer Wines, Victoria

“ I always look forward to ripping open the latest copy to read about the latest news and developments in our industry.”

Mark Nikolich - senior winemaker, Rob Dolan Wines, Yarra Valley, Victoria.

Key stats:

- **58%** of readers have purchased a product as a result of seeing an advertisement in the *Grapegrower & Winemaker*
- **98%** of readers choose to read the print version of *Grapegrower & Winemaker*
- **52%** of readers plan on making capital equipment purchases in the 17/18 financial year
- **43%** of new readers subscribed based on the magazine being recommended to them (would you recommend an inferior product to your peers?)
- **More than 62%** of readers share the *Grapegrower & Winemaker* with others in their business or household, with over 26% sharing with more than 4 other people

“ G & W has long been a great source of news and information within the industry. A stalwart in our cellar lunch room.”

Jared Stringer. General Manager/
 Winemaker, Bird in Hand, Adelaide Hills.

“ Very informative and practical publication.”

George Cremasco, Mount Towrong Vineyard, Victoria

Key Facts:

- Value of a subscription based, engaged readership
- Unsurpassed in penetration into the SME winegrowing demographic
- Only monthly wine industry journal in Australia
- Market leader and world recognised: 54 years old in 2018
- Target audience: SMEs, vigneron, business owners, winemakers, grapegrowers, education sector, seeking practical, solution based content
- Online enhancements: current issue available as an iPad friendly pdf with hyperlinked adverts, searchable archive of articles for longevity of content and adverts
- Available in App format for increased engagement and distribution.
- Readership of print copies: 6800
- Distribution: 88% Australia, 5% NZD, 7% Overseas
- Magazine of choice of leading wine industry organisations.

*Feedback and key stats from our 2017 Readership Survey



Look inside

young gun

Steve Baraglia: A tale of two valleys

Although his first attempt at winery work probably in "some obscure" valley in Australia, Steve Baraglia has managed to connect himself to the most promising young winemakers in Australia. He was a star in the Clare Valley but moved his career to the Barossa Valley and now works at the top of the wine world.

Baraglia's first winery was in the Clare Valley. He worked for 10 years at the top of the wine world. He was a star in the Clare Valley but moved his career to the Barossa Valley and now works at the top of the wine world.

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Every vintage is different and with it comes unique challenges but losing someone who was a friend and mentor and whom I had worked with for 10 years has by far been the most challenging.

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grapegrowing

Keeping vineyards healthy: Dion Mundy, plant pathologist

If there is one job that requires an immense amount of patience, then viticulture research is it. Dion Mundy, plant pathologist, has spent his career in the vineyard, working to keep them healthy and productive.



Dion Mundy, plant pathologist, working in the vineyard.

It is 10 YEARS since Dion Mundy moved to the vineyard. He was then a young man, full of energy and ready to take on the world. He has since become a plant pathologist, working to keep vineyards healthy and productive. He has spent his career in the vineyard, working to keep them healthy and productive.

SUPERIOR HEDGING SYSTEMS

The only system that can be used in any vineyard.

• Available in 10m, 15m or 20m lengths
• Can be used in any vineyard
• Can be used in any vineyard

WHITCO

THE ONLY SYSTEM THAT CAN BE USED IN ANY VINEYARD

New Zealand Vintage Report: 2016 delivers quality AND quantity

ALTHOUGH NEW ZEALAND'S vintage has delivered a large quantity of wine, the quality has remained high. The 2016 vintage is a testament to the skill and dedication of New Zealand winemakers. The weather was ideal, and the grapes were healthy and productive. The wine is of high quality and quantity.

NORTH ISLAND
The weather was ideal, and the grapes were healthy and productive. The wine is of high quality and quantity.

WAIKATO
The weather was ideal, and the grapes were healthy and productive. The wine is of high quality and quantity.

SOUTH ISLAND
The weather was ideal, and the grapes were healthy and productive. The wine is of high quality and quantity.

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Is 'brand Australia' dead?

Australia's largest wine company, Treasury Wine Estates, recently announced an initiative to put a spotlight on the regionality of their wine as never reported on (previous page). The message was clear: Australia is not just a wine brand, it's a way of life.

PERCEPTIONS OF AUSTRALIA
The quality of the wine is a reflection of the quality of the land. The wine is of high quality and quantity.

From Vineyard to the shelf and everything in between

MGA understands the many challenges involved in producing a top quality wine. From the vineyard to the shelf, MGA provides the solutions you need to protect your wine during every step of production.

AGRIFAST
The weather was ideal, and the grapes were healthy and productive. The wine is of high quality and quantity.

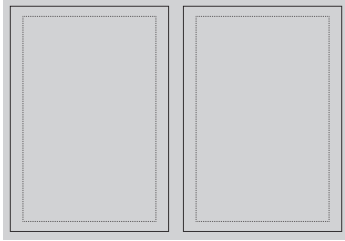
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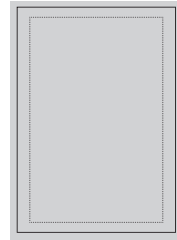
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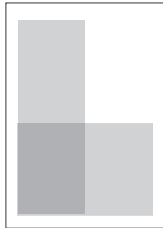
print specifications



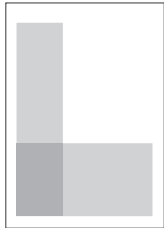
Double page spread (DPS)
Trim area 297mm high x 420mm wide
With bleed add 5mm bleed on all sides
Live type area 287mm high x 180mm wide
15mm from the spine*



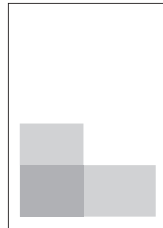
Full page (FP)
Trim area 297mm high x 210mm wide
With bleed add 5mm bleed on all sides
Live type area 287mm high x 180mm wide*



Half Page Vertical (HPV)
272mm high x 90mm wide



Third Page Vertical (TPV)
272mm high x 59mm wide



Quarter Page Vertical (QPV)
130mm high x 90mm wide

Half Page Horizontal (HPH)
130mm high x 185mm wide

Third Page Horizontal (TPH)
90mm high x 185mm wide

Quarter Page Horizontal (QPH)
60mm high x 185mm wide

Marketplace Rates

Rate per insertion – GST inclusive

	Casual	3x Rate	6x Rate
9x1 (90x59)	\$360	\$342	\$324
8x1 (80x59)	\$320	\$304	\$288
7x1 (70x59)	\$280	\$266	\$252
6x1 (60x59)	\$240	\$228	\$216
5x1 (50x59)	\$200	\$190	\$180
4x1 (minimum)	\$160	\$152	\$144

9x1 (90x59)	\$270	\$257	\$243
8x1 (80x59)	\$240	\$228	\$216
7x1 (70x59)	\$210	\$200	\$189
6x1 (60x59)	\$180	\$171	\$162
5x1 (50x59)	\$150	\$142	\$135
4x1 (minimum)	\$120	\$114	\$108

Print & Online Rates

Published monthly

Rates per insertion - excluding GST	Full Colour	Full Colour	Full Colour	Full Colour
	Casual	3x Rate	6x Rate	12x Rate
Double page spread*	\$4400	\$4000	\$3700	\$3000
Full page* (A4)	\$2350	\$2200	\$1850	\$1600
Half page (horizontal or vertical)	\$1450	\$1350	\$1250	\$1100
Third page (horizontal or vertical)	\$990	\$900	\$850	\$750
Quarter page (horizontal or vertical)	\$850	\$750	\$700	\$625

Preferred Position – Loading 10%; Covers 20%. Agency Commission 10%.

* All double page and full page ads receive a free logo under the Premium Sponsors section of the GW's monthly Out Now which is emailed to over 20,000 wine industry professionals

Inserts - Catalogues, Brochures, Flyers, CD's

By Arrangement;

Cost to insert in the Australian & New Zealand run of the magazine:
Single sheet \$1600 4 pages \$1800, 8 pages \$2500

Inserts need to be 290mm deep x 195mm wide (or smaller). A4 size is too large to insert and is treated as an 'onsert' (placed in the plastic bag next to the Journal).

(GST inclusive. We can also insert for individual Australian states; National only; New Zealand only; Overseas. Ask for a quotation)

mono colour



GRAPEGROWER & WINEMAKER 2018 features

Jan 2018

THEME
VINTAGE PREPARATION

FEATURES

- GG** Fungal Management - Spray Plans and Spraying
- GG** Vineyard Safety
- WM** Winery Materials Handling
- WM** Fermentation
- BT** Cellar Door Innovation
- BT** Grape Contracts

Booking deadline: 13 December
 Artwork deadline: 15 December

Feb 2018

THEME
CLIMATE CHANGE AND NEW WINE VARIETIES

FEATURES

- GG** New Varieties and Root Stocks
- GG** Post-Vintage Vineyard Management
- WM** Fining and Filtration
- SM** Bottle Design, Labelling and Packaging
- BT** Distribution & Logistics and Warehousing

Booking deadline: 15 January
 Artwork deadline: 18 January

Mar 2018

THEME
ENERGY ALTERNATIVES

FEATURES

- WM** Solar and Wind Power Options;
- WM** Red Wine Blending
- SM** Wine Capsules
- BT** Winery Architecture and Construction
- BT** Insurance & Finance

Booking deadline: 12 February
 Artwork deadline: 15 February

Apr 2018

THEME
TOP 20

FEATURES

- ST** Top 20 -Australian and New Zealand Wine Companies
- GG** Post Harvest Vine Care
- WM** Bottling Equipment
- SM** Marketing & Communications
- BT** Export Compliance
- BT** IT and Technology Trends

Booking deadline: 13 March
 Artwork deadline: 16 March

May 2018

THEME
WINE BOTTLES AND BOTTLING LINES

FEATURES

- GG** Winter Vineyard Management
- WM** Bottles and Bottling Lines
- WM** Winery Automation
- SM** Wine Marketing
- BT** Careers

Booking deadline: 16 April
 Artwork deadline: 19 April

June 2018

THEME
VINEYARD ESTABLISHMENT AND REPLANTING

FEATURES

- GG** Vineyard Establishment
- GG** Vineyard Tractors and ATV's
- WM** Winery Construction and Equipment
- SM** Websites and Social Media
- BT** International Logistics and Handling

Booking deadline: 15 May
 Artwork deadline: 17 May

July 2018

THEME
WINE PACKAGING AND MARKETING

FEATURES

- GG** Irrigation Planning
- WM** Labels, Caps and Closures
- WM** Analytical Services
- SM** Label Design and Printing
- BT** Wine Industry HR

Booking deadline: 12 June
 Artwork deadline: 14 June

August 2018

THEME
BARRELS, OAK AND ADDITIVES

FEATURES

- GG** Training & Trellising
- WM** Barrels and Oak
- SM** Warehousing and Distribution; Design
- BT** Export, Insurance

Booking deadline: 16 July
 Artwork deadline: 19 July

September 2018

THEME
WINERY INNOVATION AND DESIGN

FEATURES

- GG** Grape Harvesters and Vineyard Equipment
- GG** Spring Vine Management
- WM** Winery Equipment
- SM** Labelling & Packaging
- BT** Vineyard and Winery Values

Booking deadline: 13 August
 Artwork deadline: 16 August

October 2018

THEME
CELLAR DOOR: DIRECT TO CUSTOMER

FEATURES

- GG** Vineyard Technology
- WM** Bottling and Packaging
- WM** Yeasts and Enzymes; Additives; Gases
- SM** Cellar Door Marketing
- BT** IT and Web Design

Booking deadline: 10 September
 Artwork deadline: 13 September

November 2018

THEME
EXPORT AND BULK WINE

FEATURES

- GG** Post-Flowering Vineyard Guide
- WM** Filtration
- WM** Analytical Services
- SM** Export, Bulk Wine Trading
- BT** Finance and Banking

Booking deadline: 15 October
 Artwork deadline: 18 October

December 2018

THEME
RISK MANAGEMENT

FEATURES

- GG** Vineyard Machinery
- WM** Winery Wastewater
- WM** Refrigeration
- SM** Closures, Labelling & Packaging
- BT** Wine Business Risk Management
- BT** Education, Training and Careers

Booking deadline: 12 November
 Artwork deadline: 15 November



Advertorial Submissions

Australian & New Zealand Grapegrower & Winemaker welcomes news from suppliers about technology, products or services in the wine industry – especially supplier success stories.

We are members of Wine Industry Suppliers Australia (WISA) and support the important role suppliers play in ensuring Australia's grapegrowers and winemakers are competitive and able to excel in the global wine industry through productivity and quality.

This information is to assist you in preparing an article submission, or simply in canvassing an idea for an article with our editors and journalists.

- When you forward an article for consideration, keep it short (300 words). News-focused copy is preferred (e.g. launch of a new product, new research involving your technology, a client who has utilized your product to success). Our editors will then contact you if we need to flesh out your story into a broader case study, or discuss with you receipt of additional information.
- It is Grapegrower & Winemaker's preference to print the price (or a guide to price) of products and/or services in articles.
- Please conclude your article with contact details for yourself (or other relevant salesperson/spokesperson) with telephone and email details.
- Articles should be saved as Word documents and emailed to our editor (address: editor@grapeandwine.com.au)
- Advertisers are welcome to submit photographs for publication with their advertorials. If submitting electronic photographs, our preference is for JPEG files. Attach each photograph as a separate JPEG file (i.e., not imbedded within the advertorial document).
- Please ensure photos are of sufficient size and quality (resolution of 300dpi).
- Articles are placed at the editor's discretion and may be cut for clarity or space.

How to submit advertisements

Advertising material should be submitted in the following ways.*
We will accept –



.pdf **Adobe Acrobat**

Please supply artwork using the highest quality settings, with hyperlinks box checked. A preset for this is available from Winetitles.



.eps or .ai **Adobe Illustrator**

Supply Illustrator EPS or AI files with all images and font files separately. Outlined type format is recommended.



.indd **Adobe InDesign**

Supply InDesign or QuarkXpress files with all images and font files separately.



.doc **Microsoft Word**

Drawings in Word documents will be recreated by Winetitles staff to meet printing quality.



Supply all images/logos in separate files in CMYK colour at 300dpi resolution. DO NOT use images/logos from websites as their resolution of 72dpi does not meet print quality standards.

Files can be burnt to CD and mailed to the following address:

Production department
630 Regency Rd,
Broadview SA 5083

Files up to 20 MB can be submitted by email to sales@grapeandwine.com.au

Prior to sending native files via email please compress using DropStuff or WinZip, PDF files need no further compression. FTP service for large files available on request, or YouSendIt.com provide a free upload service, just sign in, its easy.

**We want to display your advertisement to its full potential. Our friendly production staff will be happy to help you with any queries you may have regarding the submission of your advertisements. If you are unsure of how to supply your artwork, please phone (08) 8369 9500 for more information or email the address above.*



Save money with print and online package deals

Maximise your reach and advertising dollars by combining print and online advertising.

Choose one of our affordable packages shown here or let us build a custom program that suits your individual needs.

- Grapegrower & Winemaker ONLINE**
 - Ad subscribers can view the magazine online at www.winebiz.com.au and 'click-thru' from your advertisement to your website. All print ads are included in the online version.
- Daily Wine News**
 - An e-newsletter sent to over 11,000 subscribers daily. All advertisements and announcements hyperlink to your web address.
- winetitles.com.au**
 - Australia's major wine industry portal with over 80,000 hits per month. Your tile advertisement hyperlinks to your web address.
 - Have your Buyers Guide listing upgraded to be hyperlinked to your web address or to include an advertisement.

Platinum

offer exclusive to one advertiser each edition



1000 word editorial
 PLUS 1 Full page ad



Content and advert displayed
 on e-book and App



Tile advertisement on
 Daily Wine News



1 month large tile
 advert on Winebiz

Special price: **\$3832**
 Normal price: **\$5555**
SAVE \$1723 (31%)
 Prices include GST

Gold



Full page ad



Content and advert displayed
 on e-book and App



2 Tile advertisements on
 Daily Wine News



1 month large tile
 advert on Winebiz

Special price: **\$2453**
 Normal price: **\$3505**
SAVE \$1052 (30%)
 Prices include GST

Silver



Half page ad



Content and advert displayed
 on e-book and App



1 Tile advertisement on
 Daily Wine News



1 month large tile
 advert on Winebiz

Special price: **\$1745**
 Normal price: **\$2605**
SAVE \$860 (33%)
 Prices include GST

Bronze



Quarter page ad



Content and advert displayed
 on e-book and App



1 Tile advertisement on
 Daily Wine News



1 month large tile
 advert on Winebiz

Special price: **\$1403**
 Normal price: **\$2005**
SAVE \$602 (30%)
 Prices include GST