

AUSTRALIAN & NEW ZEALAND  
**Grapegrower  
& Winemaker**

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## Media Kit 2018

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PRINT & ONLINE



National Journal of the wine industry, since 1963

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WINE INDUSTRY SOLUTIONS



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

## 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: established 1963.
- Target audience: SMEs, vigneron, business owners, winemakers, grapegrowers, education sector.
- Available in print and online. Subscribers can access via an app on smart phone or tablet.
- Readership of print copies: 6800
- Magazine of choice of leading wine industry organisations.

“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.

# 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
<b>Double page spread</b>	\$4400	\$4000	\$3700	\$3000
<b>Full page (A4)</b>	\$2350	\$2200	\$1850	\$1600
<b>Half page (horizontal or vertical)</b>	\$1450	\$1350	\$1250	\$1100
<b>Third page (horizontal or vertical)</b>	\$990	\$900	\$850	\$750
<b>Quarter page (horizontal or vertical)</b>	\$850	\$750	\$700	\$625

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

## Marketplace Rates

Rate per insertion – GST inclusive

	Casual	3x Rate	6x Rate
9x1 (90mmx59mm)	\$360	\$342	\$324
8x1 (80mmx59mm)	\$320	\$304	\$288
7x1 (70mmx59mm)	\$280	\$266	\$252
6x1 (60mmx59mm)	\$240	\$228	\$216
5x1 (50mmx59mm)	\$200	\$190	\$180
4x1 (minimum)	\$160	\$152	\$144

## Advertising deadlines 2018

Edition	Booking	Art material
January	13-Dec	15-Dec
February	15-Jan	18-Jan
March	12-Feb	15-Feb
April	13-Mar	16-Mar
May	16-Apr	19-Apr
June	14-May	19-May
July	12-Jun	14-Jun
August	16-Jul	19-Jul
September	13-Aug	16-Aug
October	10-Sep	13-Sep
November	15-Oct	18-Oct
December	12-Nov	15-Nov

## Inserts - Catalogues, Brochures, Flyers, CD's

By Arrangement;

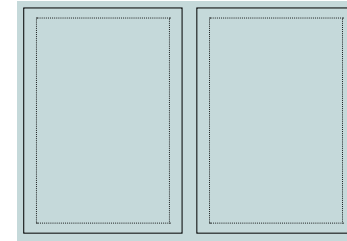
Cost to insert in the Australian & New Zealand run of the magazine: Single sheet \$1600 4 pages \$1800, 8 pages \$2500

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

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).

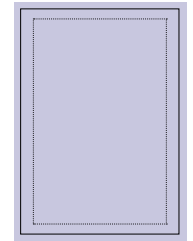
All prices include GST.

print specifications



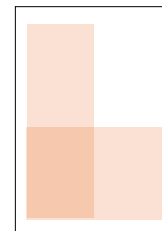
### Double page spread (DPS)

Trim area 297mm high x 420mm wide  
Plus 5mm bleed on all sides  
Live type area 287mm high x 180mm wide  
15mm from the spine



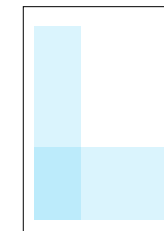
### Full page (FP)

Trim area 297mm high x 210mm wide  
With bleed add 5mm bleed on all sides  
Live type area 287mm high x 180mm wide



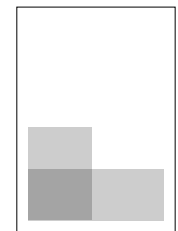
**Half Page Vertical (HPV)**  
272mm high x 90mm wide

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



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

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



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

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

**Editorial Coverage**

Grapegrower & Winemaker an award winning core industry medium which communicates practical solution based information for wine and viticulture decision makers.

This monthly publication offers comprehensive coverage on the latest industry news and information, conveniently segmented into regular sections of news, grape growing, wine making, business and technology, sales and marketing. It is the official newsletter distribution choice of the Wine Australia and Australian Vignerons.

“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



• 58% of readers have purchased a product as a result of seeing an advertisement in the 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.

• 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.

## 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](http://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 8,800 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  
 digitally via Website & App\*



Tile advertisement on  
 Daily Wine News



1 month large tile  
 advert on Winetitles Website

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

### Gold



Full page ad



Content and advert displayed  
 digitally via Website & App\*



2 Tile advertisements on  
 Daily Wine News



1 month large tile  
 advert on Winetitles Website

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

### Silver



Half page ad



Content and advert displayed  
 digitally via Website & App\*



1 Tile advertisement on  
 Daily Wine News



1 month large tile  
 advert on Winetitles Website

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

### Bronze



Quarter page ad



Content and advert displayed  
 digitally via Website & App\*



1 Tile advertisement on  
 Daily Wine News



1 month large tile  
 advert on Winetitles Website

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

\* PressReader website & North East Media App

NB: Prices include GST

## 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
- 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:**

- GG** Post-Vintage Vineyard Management
- 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:** 14 May

**Artwork deadline:** 19 May

### July 2018

**THEME: WINE PACKAGING & 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 & 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](mailto: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 embedded 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 files with all images and font files separately.



Supply all images/logos in separate files in 300dpi resolution.

Files can be sent 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](mailto: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 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 contact your sales representative.*

