

AUSTRALIAN & NEW ZEALAND
**Grapegrower
& Winemaker**

Media Kit 2018

PRINT & ONLINE



Louise Reid

l.reid@winetitles.com.au

t: +61 8 8369 9513

www.winetitles.com.au

[w] winetitles media
WINE INDUSTRY SOLUTIONS

National Journal of the wine industry, since 1963



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
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%.

Marketplace Rates

Rate per insertion – excluding GST

	Casual	3x Rate	6x Rate
9x1 (90mmx59mm)	\$330	\$310	\$294
8x1 (80mmx59mm)	\$290	\$276	\$260
7x1 (70mmx59mm)	\$254	\$240	\$230
6x1 (60mmx59mm)	\$218	\$207	\$196
5x1 (50mmx59mm)	\$181	\$172	\$163
4x1 (minimum)	\$145	\$138	\$130

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;

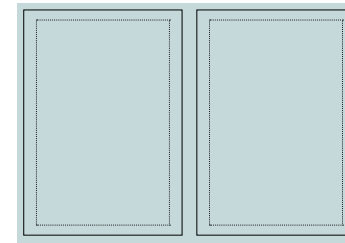
Cost to insert in the Australian & New Zealand run of the magazine: single sheet \$1450, 4 pages \$1635, 8 pages \$2270

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

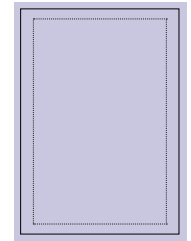
Inserts need to be 290mm deep x 195mm wide (or smaller). A4 size is too large to insert and is treated as an 'onsert' (placed in the plastic bag next to the Journal).

All prices exclude GST.

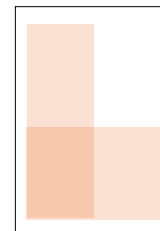
print specifications



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

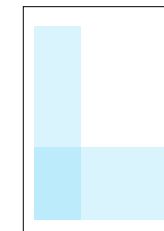


Full page (FP)
 Trim area 297mm high x 210mm wide
 With bleed add 5mm bleed on all sides
 Live type area 287mm high x 180mm wide



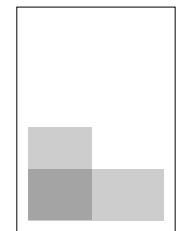
Half Page Vertical (HPV)
 272mm high x 90mm wide

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

GRAPEGROWING
Quality over quantity
Low yields a common experience in 2018 harvest

While it may not be true for all Australian wine regions, a consistent message on the grapevines that this year's harvest has produced high quality parcels of fruit, although yields were down. **Chloe Szentpeteri** spoke to producers in one Victorian region to find out how Vintage 2018 has shaped up for growers and winemakers.



Heatstroke, where regions experience a severe landscape and, finally, the family business. Instead of going through an established channel of distribution, the father and the son decided to manage with a focus on protein.

And while the winery has had its ups and downs with harvests over the years, a change in climate may be setting a harvest trend for not just the winery, but for the Heathcote region as a whole.

Tobias's winemaking, Tobias Amund, has been with the business for ten years after meeting Dan Hopkins in 2007; he made a small batch of non-commercial wine before making a commercial vintage in 2008. Since then, he admits he has become indispensable to the Tellerian team.

Chloe Szentpeteri is a freelance writer and editor based in Melbourne, Australia. She has written for various industry publications and is passionate about wine and viticulture.

Amund said the previous season had been down regular and evenly spread rainfall which had resulted in Tellerian's best ever year for yields, though he said this was an anomaly for a relatively young vineyard.

The yields for both 2015 and 2016 were both lower, but still higher than this year's harvest by around 10%.

So what does the current lower yield mean for growers and winemakers?

With a shortage on volume, but no less demand, growers in Heathcote have been faced to turn away potential buyers.

"On one hand it's a shame for those looking to make wine out of Heathcote

• 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.winetitles.com.au. 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 55,000 page views 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

30% off
 Normal price: \$5050
 Package price: **\$3535**

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

25% off
 Normal price: \$3186
 Special price: **\$2389**

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

20% off
 Normal price: \$2368
 Special price: **\$1894**

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

15% off
 Normal price: \$1822
 Special price: **\$1548**

* PressReader website & North East Media App

All prices exclude 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 our 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: s.logan@winetitles.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 your sales representative.

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.*

