



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, vignerons, 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.

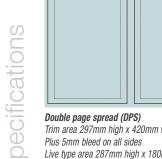


Print & Online Rates

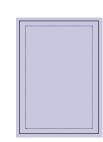
Published monthly

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

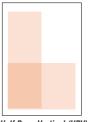
Preferred Position - Loading 10%; Covers 20%. Agency Commission 10%.



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

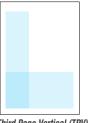


Full page (FP) Trim area 297mm high x 210mm wide With bleed add 5mm bleed on all sides Live type area 287mm high x 180mm wide



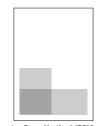
Half Page Vertical (HPV) 272mm high x 90mm wide Half Page Horizontal (HPH)

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

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.

Media Kit 2018 Print & Online

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.

Quality over quantity Low yields a common experience in 2018 harvest Low yields a common experience in 2010 flavors

White it may not be true for all Australian wine regions, a consistent message on the grazeway are furnest has produced high quality parcels of frue, although yields were down. Choos sometimes to find out how Vintage 2018 has shaped to for promise. year a furnish has produced high quality parcels of fruit, although yields were down. Chice Seeple spoke to producers in one Victorian region to find out how Vintage 2018 has shaped to far growns. Annual said the previous seas short regular and county spread to and Chamaingray harms.

about had revealed in Telliment's best ever in Storag but in absonuous vinceties. you for yields, though by said this was an monaty for a relatively young uneyard. The yould by both 2015 and 2016 were. both lower, but still higher than this

So what does the current leaves yield supplying in the way of some ment for growing and winemakers?

year's harvost by around 15%.

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is he for quity if this stage both a shortege on volume, but no less descrif, growers in Heathcote here been Escord to same away potential business.

'On ore hard it's a share for those holing to make wine out of Hawhone • 58% of readers have purchased a product as a result of seeing an advertisement in the Grapegrower & Winemaker

Anatog explained

"It's a segion that is made up of smaller grower producers and their some larger rineyards that are really set up as growing first, but who don't occessoral produce

There are a few larger companies who have whoey walls have but no winemaking

Tor example, Ireasury have receptable here, Brown Brothers, Dr Bornds, and Tycells all have obscurate here so about a a but of alternaty in terms of vinewards." •

grapeworks THINNER.

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suigned to move any other small ther some. Call or email to

• 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.

66 Hook 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."

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GRAPEGROWING

Bart van Olphen, Winemaker, Chalmers Wines Australia



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 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.









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

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

Gold





Content and advert displayed digitally via Website & App*



2 Tile advertisements on 1 month large tile advert on Winetitles Website Daily Wine News



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

Silver





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





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%)**

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: 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 Al 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

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 YouSendlt.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.



