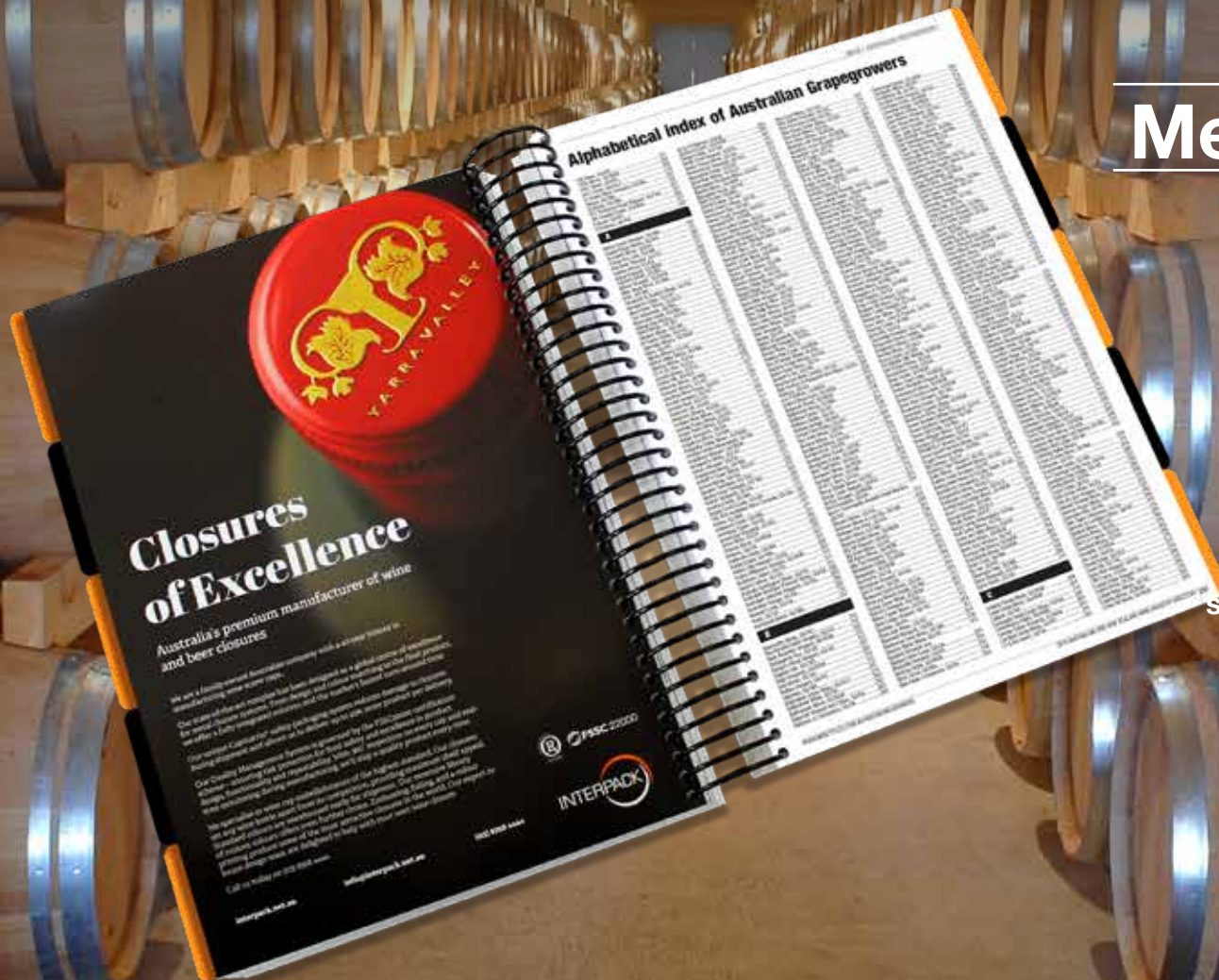


# THE AUSTRALIAN AND NEW ZEALAND WINE INDUSTRY DIRECTORY



**Media Kit 2019**

PRINT & ONLINE

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**[W] winetitles media**  
WINE INDUSTRY SOLUTIONS

Incorporating Print and Online Buyers' Guide



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

We've been doing it for over 30 years.

## Display advertising benefits:

### PRINT

- **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

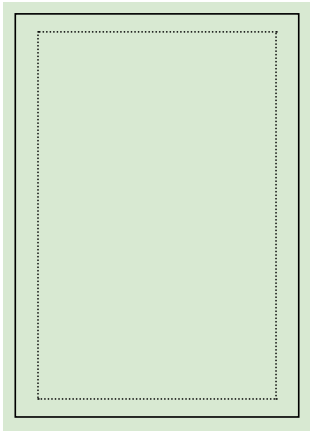
### ONLINE

- **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 to your website
- **Colour logo** linked to your website
- **Unlimited listings** all linked to your website and your landing page

**PLUS** - copy of the printed 2019 *Directory* (including WID online access)

\*subject to availability

## Advertisement Size and Submission Guide



### Premium Positions

#### Full Page Bleed (FPB)

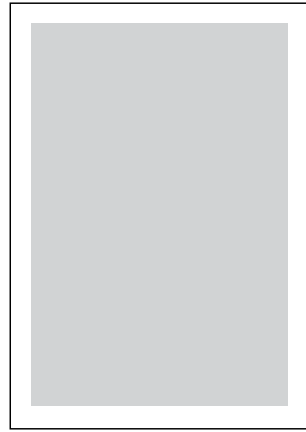
Trim area 297mm high x 210mm wide

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

strictly limited availability

Bleed- 5mm on all sides (307mm x 220mm)

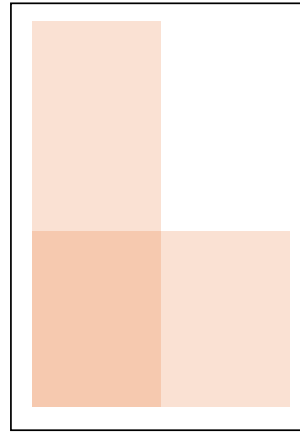
Live type area 287mm high x 180mm wide



### Full Page (FP)

265mm high x 185mm wide

Full page advert with no bleed

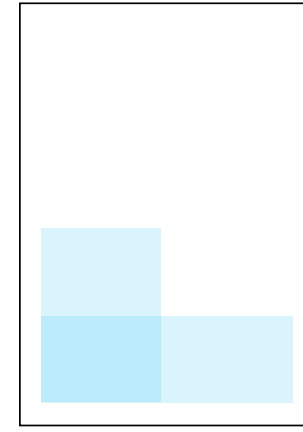


### Half Page (HP)

Horizontal - 130mm high x 185mm wide

Vertical - 265mm high x 90mm wide

Half page advert with no bleed

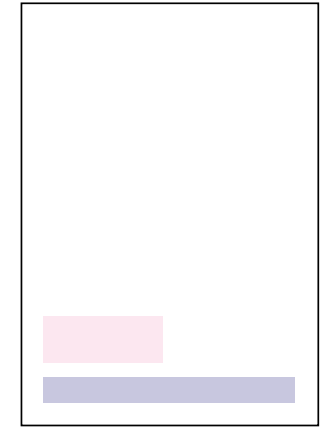


### Quarter Page (QP)

Horizontal - 60mm high x 185mm wide

Vertical - 130mm high x 90mm wide

Quarter page advert with no bleed



### Eighth Page (EP)

60mm high x 90mm wide

### Strip Banner (SB)

30mm high x 185mm

Strip banner advert with no bleed

^Rates	Full Colour	Mono
<b>Full page</b>	\$2360	N/A
<b>Half Page</b> (horizontal or vertical)	\$1815	\$1360
<b>Quarter Page</b> (horizontal or vertical)	\$1270	\$920
<b>Eighth Page</b>	POA	POA
<b>Strip Banner</b>	POA	POA
<b>Premium Positions:</b> Covers (inside and back) Tabs and Overview (on request) *Strictly limited availability	POA	N/A

### Premium Position Benefits

Receive the following benefits (valued over \$1300)

- Sponsor of the Week Buyers' Guide tile advert on Daily Wine News
- www.winetimes.com.au tile advert (one month)
- Two announcements on Daily Wine News

CONDITIONS: Artwork and announcement copy to be supplied by client. Scheduling chosen by Winetimes. If artwork and/or announcement copy not supplied when prompted opportunity becomes invalid. Effective for bookings approved from.....

^prices exclude GST

## Save 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.

### Platinum



2 publications + Directory + Daily Wine News + Winetitles Website = 30% OFF Rate Card Prices

The Platinum package is represented by a light grey background. It includes two grey vertical bars for '2 publications', a grey vertical bar for 'Directory', a grey monitor icon for 'Daily Wine News', and another grey monitor icon for 'Winetitles Website'. The components are connected by plus signs, followed by an equals sign leading to a grey box containing the discount: '30% OFF Rate Card Prices'.

### Gold



2 publications + Directory + Daily Wine News OR Winetitles Website = 25% OFF Rate Card Prices

The Gold package is represented by a light yellow background. It includes two yellow vertical bars for '2 publications', a yellow vertical bar for 'Directory', a yellow monitor icon for 'Daily Wine News', and another yellow monitor icon for 'Winetitles Website'. The components are connected by plus signs, followed by 'OR' and another plus sign, then an equals sign leading to a yellow box containing the discount: '25% OFF Rate Card Prices'.

### Silver



1 publication + Directory + Daily Wine News + Winetitles Website = 20% OFF Rate Card Prices

The Silver package is represented by a light grey background. It includes one grey vertical bar for '1 publication', a grey vertical bar for 'Directory', a grey monitor icon for 'Daily Wine News', and another grey monitor icon for 'Winetitles Website'. The components are connected by plus signs, followed by an equals sign leading to a grey box containing the discount: '20% OFF Rate Card Prices'.

### Bronze



1 publication + Directory + Daily Wine News OR Winetitles Website = 15% OFF Rate Card Prices

The Bronze package is represented by a light brown background. It includes one brown vertical bar for '1 publication', a brown vertical bar for 'Directory', a brown monitor icon for 'Daily Wine News', and another brown monitor icon for 'Winetitles Website'. The components are connected by plus signs, followed by 'OR' and another plus sign, then an equals sign leading to a brown box containing the discount: '15% OFF Rate Card Prices'.

## Buyers' Guide Classifications and Definitions

<b>Accounting &amp; Tax Consultants</b>	<b>Cellar Door Fitout</b> Includes fittings, racks, glass washers, signage etc.	<b>Filter Material</b> Filtration media (pads, cartridges, DE etc.)	<b>Land Use Planning</b>	<b>Racks – Wine</b>	<b>Viticulture – Organics</b> Fungicides, pesticides, herbicides and fertilisers.
<b>Accreditation Services</b> Quality assurance, organic, bio-dynamic, food safety, OHSW.	<b>Chemicals – Winemaking</b> Additives, fining agents, stabilisers; cleaning and sanitising, laboratory reagents.	<b>Filters</b> Filtration equipment.	<b>Legal Services</b>	<b>Real Estate Agents</b>	<b>Viticulture Consultants</b>
<b>Agitators</b>	<b>Closures – Cork</b> Natural cork supplies.	<b>Filtration Services</b> Filtration and wine treatment (includes reverse osmosis, VA removal, alcohol reduction etc)	<b>Marketing</b>	<b>Receival Bins</b>	<b>Water Management – Water</b> Sales & Purchasing Contracts
<b>Amphorae</b>	<b>Closures – Screw Caps &amp; Crown Seals</b>	<b>Financial Services</b>	<b>Materials Handling</b>	<b>Refrigeration Equipment</b>	<b>Water Treatment</b> Low quality to a standard suitable for irrigation use.
<b>Analytical Services</b>	<b>Closures – Synthetic</b>	<b>Flavours &amp; Concentrates</b>	<b>Mowers</b>	<b>Sanitation Products &amp; Services</b>	<b>Wine Storage Services</b> Bulk wine storage facilities and climate controlled warehouses for bottled wine storage.
<b>Architects – Winery Design</b>	<b>Compressors</b>	<b>Frost Management</b>	<b>Nurseries &amp; Vine Planting</b> Material Planting material, propagation services.	<b>Scales – Weighing Equipment</b>	<b>Winemaking Consultants</b> Oenology, wine styling, wine assessment and blending, benchmarking.
<b>Auctioneers – Wine</b>	<b>Computer Services – Consultancy Services &amp; Software</b>	<b>Gases</b>	<b>Oak Adjunct Systems</b> Chips, staves, beans, oak sleeves.	<b>Soil Specialists</b>	<b>Winemaking Facility – Contract</b>
<b>Barrel Accessories</b> Bungs, spears, filling guns, samplers, washing devices, mixers/stirrers.	<b>Conveyors</b>	<b>Grafting</b>	<b>Packaging – Bag-in Box</b>	<b>Sprayers</b>	<b>Winery Automation &amp; Electrical Services</b> Automation systems design and implementation.
<b>Bird &amp; Pest Control</b> Bird netting, scare guns, kites.	<b>Cooperage</b> Manufacture of barrels; barrels and wood suppliers.	<b>Harvesters</b>	<b>Packaging Machines &amp; Maintenance</b>	<b>Stabilisation Equipment</b>	<b>Winery Equipment</b> Equipment such as centrifuges, valves, portable fittings and other equipment for which there is no specific classification.
<b>Bottles – Glass</b>	<b>Cooperage Services</b> Shaving, repairs.	<b>Harvesters – Contract</b>	<b>Packaging Services – Contract</b>	<b>Stainless Steel – Other</b>	<b>Winery Infrastructure</b> Winery construction, buildings, fabric, floorings and doors.
<b>Bottles – Plastic</b>	<b>Crushers/Destemmers</b>	<b>Heat Exchangers</b>	<b>Packaging Supplies</b>	<b>Stainless Steel – Tanks</b> Manufacturers of storage tanks.	<b>Winery Maintenance Services</b>
<b>Bottling – Contract Facility</b>	<b>Cultivators &amp; Weeders</b>	<b>Hose &amp; Connectors</b> Winery hose and connections.	<b>Presses – Wine</b>	<b>Tank Accessories</b> Irrigators, racking plates, valves, plungers, mixers/stirrers.	<b>Winery Wastewater Management</b>
<b>Bottling – Mobile Bottling Line</b>	<b>Designers – Labelling &amp; Packaging</b>	<b>Insulation</b> Insulation for tanks and pipework.	<b>Printers – Labels</b>	<b>Tank Cleaning Equipment</b> Spray nozzles etc.	<b>Yeast &amp; Bacteria</b> Yeast and fermentation supplements, MLF bacteria etc.
<b>Bottling Equipment</b> Bottle filling and sealing equipment, including champagne and soft pack.	<b>Designers – Website</b>	<b>Irrigation</b> Sprinklers, pumps, pipelines, irrigators, microjets.	<b>Printers – Packaging</b>	<b>Tractors</b>	
<b>Brokers (Grape) &amp; Grape Sales</b>	<b>Distillation Equipment</b>	<b>Insurance</b>	<b>Process Instrumentation</b> Manufacturers or suppliers of control units, meters and components used in setting up winery automation systems.	<b>Transport – Bulk Wine (Tanker)</b>	
<b>Brokers (Wine) &amp; Wine Sales</b> Independent Third Party Brokers, Bulk & Cleanskin Wine Sales.	<b>Distributors – Export</b> Overseas Distributors.	<b>Labelling Machines</b>	<b>Promotional Goods &amp; Services</b>	<b>Transportation &amp; Freight</b> Forwarding – Bottled Wine	
<b>Business Services</b> Management advice, statistics, strategists, logistics and supply chain.	<b>Educational Services</b>	<b>Labelling Machines – Maintenance</b>	<b>Pruning – Contract</b>	<b>Trellis Supplies</b> Posts, wire etc. Does not include vine guards or irrigation fittings.	
<b>Capsules, Hoods &amp; Muselets</b> Metal and plastic capsules and muselets.	<b>Employment Services</b>	<b>Labelling Services – Contract</b>	<b>Pruning Equipment – Mechanical Pruners</b>	<b>Vine Guards &amp; Grow Tubes</b>	
<b>Cellar Door Accessories</b> Includes wine glasses, corkscrews, aprons etc.	<b>Energy Providers</b>	<b>Labelling Supplies – Label Stock</b>	<b>Pruning Equipment – Secateurs</b>	<b>Vineyard Contractors</b>	
	<b>Environmental Management</b>	<b>Laboratory Design</b>	<b>Public Relations</b>	<b>Vineyard Development Services</b>	
	<b>Enzymes</b>	<b>Laboratory Equipment</b> Hydrometers, pH meters, thermometers and glassware.	<b>Pumps – Winery</b> Must and wine transfer pumps, centrifugal pumps.	<b>Vineyard Supplies</b> Does not include products already listed under a specific classification.	
	<b>Export Services</b>		<b>Racks – Barrel</b>	<b>Viticulture – Chemicals</b> Fungicides, pesticides, herbicides and fertilisers.	
	<b>Fermenters</b>				

## How to submit advertisements

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)

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

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.

### COLOUR GUARANTEE:

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



### **.pdf** **Adobe Acrobat**

Please supply artwork using the highest quality settings, with hyperlinks box checked.



### **.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

Winetitles Media  
630 Regency Rd,  
Broadview SA 5083

PO Box 907  
Prospect East SA 5083

Files up to 20 MB can be submitted by email to [widartwork@winetitles.com.au](mailto:widartwork@winetitles.com.au)

Prior to sending native files via email, please compress using DropStuff or WinZip. PDF files need no further compression.

WeTransfer.com provide a free upload service, its easy - just go to [www.wetransfer.com](http://www.wetransfer.com) and choose free.

*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.*



# Rates and Booking Form

**Step 1.**

## Choose advertisement format:

Rate per insertion – excluding GST	Full Colour	Mono
Full page	<input type="checkbox"/> \$2360	<input type="checkbox"/> N/A
Half page (horizontal or vertical)	<input type="checkbox"/> \$1815	<input type="checkbox"/> \$1360
Quarter page (horizontal or vertical)	<input type="checkbox"/> \$1270	<input type="checkbox"/> \$920
Eighth page (horizontal or vertical)	<input type="checkbox"/> POA	<input type="checkbox"/> POA
Strip Banner	<input type="checkbox"/> POA	<input type="checkbox"/> POA
Premium Positions <i>*Strictly limited availability</i>	<input type="checkbox"/> POA*	<input type="checkbox"/> N/A

## Premium Position Benefits

Receive the following benefits (valued over \$1100)

- Daily Wine News tile advert (one month)
- www.winetitles.com.au tile advert (one month)
- Two announcements on Daily Wine News

CONDITIONS: Artwork and announcement copy to be supplied by client. Scheduling chosen by Winetitles. If artwork and/or announcement copy not supplied when prompted opportunity becomes invalid. Effective for bookings approved from 1 July 2018 to 25 October 2018.

**Step 2.**

## Specify material:

- I will supply an advertisement ready for publication by 16 November 2018. 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 2 November 2018. *Please call or email for further information regarding this option.*
- Repeat 2018 advertisement(s).
- Repeat 2018 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 \$300 (ex 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 \$200 (ex 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 \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Mobile \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

Order No \_\_\_\_\_ Date \_\_\_\_\_

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 16 November 2018 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.

THE AUSTRALIAN AND NEW ZEALAND  
WINE INDUSTRY  
DIRECTORY

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Contact Louise Reid | [l.reid@winetitles.com.au](mailto:l.reid@winetitles.com.au) | t: +61 8 8369 9513 | [www.winetitles.com.au](http://www.winetitles.com.au)  
Contact Suzanne Phosuwan | [s.phosuwan@winetitles.com.au](mailto:s.phosuwan@winetitles.com.au) | t: +61 8 8369 9525 | [www.winetitles.com.au](http://www.winetitles.com.au)