

# WINE & VITICULTURE JOURNAL

## Media Kit 2019

PRINT & ONLINE



CONTENTS

- 46 We need to be thinking about all alcohol drinkers in China
- 47 2017: the Australian wine sector's year in review
- 49 Brief, follow-on FTAs and global wine trade
- 50
- 51
- 52
- 53
- 54
- 55
- 56
- 57
- 58
- 59
- 60
- 61
- 62
- 63
- 64
- 65
- 66
- 67
- 68
- 69
- 70
- 71
- 72
- 73
- 74
- 75
- 76
- 77
- 78
- 79
- 80
- 81
- 82
- 83
- 84
- 85
- 86
- 87
- 88
- 89
- 90
- 91
- 92
- 93
- 94
- 95
- 96
- 97
- 98
- 99
- 100

Wine, Industry, Technology & Innovation

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WINE INDUSTRY SOLUTIONS



## Magazine Profile

The focus of the *Wine & Viticulture Journal* is on research, innovation and technology, and includes topics that relate to business and marketing and winemaking and viticulture, complemented by news, opinion and national industry association columns, and varietal reports.

It's essential reading for wine industry professionals and producers including vineyard managers, senior winemaking professionals, engineers, consultants, marketers and educators.

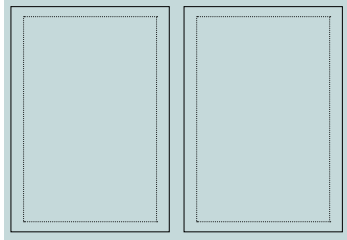
## Editorial Coverage

The *Wine & Viticulture Journal* includes comprehensive articles and relevant news on winemaking and grapegrowing techniques and innovations, alternative varieties, regional news, wine business and marketing issues.

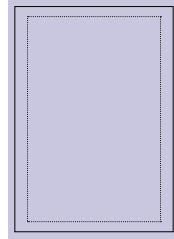
Contributing writers are highly regarded with columns and opinions from leading wine industry figures, plus the latest technical updates from Departments of Primary Industries, The Australian Wine Research Institute and universities.

Varietal reports and journal tastings continue to be a Journal trademark - these are highly anticipated by readers each issue.

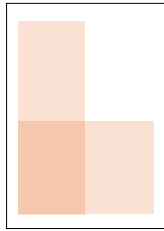
### print specifications



**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

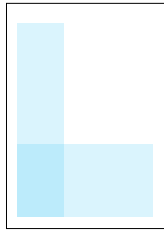


**Full page (FP)**  
Trim area 297mm high x 210mm wide  
With bleed add 5mm bleed on all sides  
Live type area 287mm high x 180mm wide



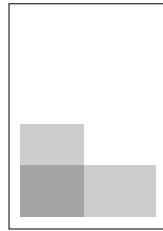
**Half Page Vertical (HPV)**  
272mm high x 90mm wide

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



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

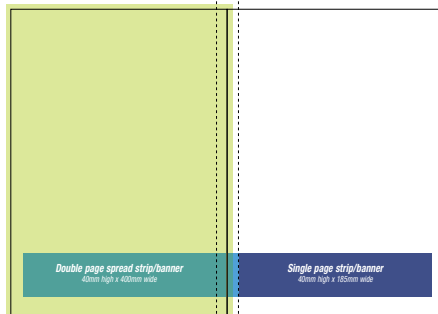
**Third Page Horizontal (TPH)**  
90mm high x 185mm wide



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

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

### Tasting Notes advertising guide



**Gutter**  
30mm

**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

**Double page spread strip/banner**

40mm high x 400mm wide

**Single page spread strip/banner**

40mm high x 185mm wide

Due to the binding process. No important information in this area

### print & online rates

#### Published quarterly

Rates per insertion - excluding GST	Full Colour	Full Colour	Full Colour
	Casual	3x Rate	6x Rate
<b>Double page spread</b>	\$3800	\$3100	\$2500
<b>Full page (A4)</b>	\$1950	\$1650	\$1400
<b>Half page (horizontal or vertical)</b>	\$1250	\$950	\$850
<b>Third page (horizontal or vertical)</b>	\$950	\$750	\$650
<b>Quarter page (horizontal or vertical)</b>	\$650	\$550	\$500

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

Rates above include print and online versions.

#### Inserts

Inserts need to be 290mm deep x 195mm wide (or smaller). A4 size is too large to insert and is treated as an 'insert' (placed in the plastic next to the Journal). Single sheet \$1150, 4 pages \$1470, 8 pages \$1730.

#### Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion.
- Content must be newsworthy.
- If a picture is required total words will be less.

By Arrangement; Preferred Position

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

#### Advertising deadlines 2018-19

Edition	Booking	Art material
Spring	20 Aug 18	24 Aug 18
Summer	19 Nov 18	23 Nov 18
Autumn	18 Feb 19	22 Feb 19
Winter	20 May 19	24 May 19

**Key Facts:**

- Value of a subscription based, engaged readership
- 1,600\* subscribers
- Readership of print copies 4,320\*
- Serving the industry since 1986
- Target audience: vineyard managers, senior winemaking professionals, engineers, consultants, educators, students, marketers, researchers, distributors, CEOs and investors.
- Online enhancements: current issue available as an iPad/tablet friendly pdf with hyperlinked adverts, searchable archive of articles for longevity of content and adverts

As a magazine it most accurately provides the information I require in the vineyard and the winery.



It is industry specific and written in an easy to understand format. The articles are interesting and informative.

Kauri has received good enquiry levels from winemakers throughout Australia and New Zealand following our ads in WVJ over the past ten years; it's good value advertising, and it is a well read publication.

\*Publishers claim

### 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.

- **Wine & Viticulture Journal ONLINE**  
- 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 nominated online address.

- **winetitles.com.au**  
- Australia's major wine industry portal with over 55,000 page views per month. Your tile advertisement hyperlinks to your nominated online address.

### Platinum

offer exclusive to one advertiser each edition



1000 word editorial  
PLUS 1 Full page ad



Content and advert displayed  
digitally via Website & App\*



Announcement on  
Daily Wine News



1 month large tile  
advert on Winetitles

**30% off**  
Normal price: \$3727  
Package price: **\$2608**

### Gold



Full page ad



Content and advert displayed  
digitally via Website & App\*



2 Announcements on  
Daily Wine News



1 month large tile  
advert on Winetitles

**25% off**  
Normal price: \$2360  
Package price: **\$1770**

### Silver



Half page ad



Content and advert displayed  
digitally via Website & App\*



1 Announcement on  
Daily Wine News



1 month large tile  
advert on Winetitles

**20% off**  
Normal price: \$1555  
Package price: **\$1244**

### Bronze



Quarter page ad



Content and advert displayed  
digitally via Website & App\*



1 Announcement on  
Daily Wine News



1 month large tile  
advert on Winetitles

**15% off**  
Normal price: \$1457  
Package price: **\$1238**

## SPRING 2018

Sept/Oct/Nov 2018

### Winemaking

- Winemaking equipment for SMEs
- Wine maturation - including oak, barrels, adjuncts, barrell laternatives, barrel storage/racking tanks

### Viticulture

- Vine disease and pest control – including spraying
- Bird control
- Weed control
- Irrigation
- Pre-harvest management

### Business & Marketing

- Cellar door & tasting rooms – including design, cellar door offerings and maximising the customer experience
- Brand design/marketing
- Vineyard/winery sales - yearly review

## SUMMER 2018

Dec/Jan/Feb 2018-19

- Fermentation – including yeast, fermenters, bacteria, enzymes
- Optimising energy use – including refrigeration
- Waste water management

- Climate change mitigation strategies

- Profitable marketing ventures
- Building and maintaining successful wine businesses

### Booking deadline

20 August 2018

19 November 2018

## AUTUMN 2019

Mar/Apr/May 2019

### Winemaking

- Oxidation management
- Wine finishing - including filtration, clarification
- Wine bottling - including bottling lines
- Corks, closures, alternatives

### Viticulture

- Pre-harvest management
- Soil health and nutrition – including fertiliser
- Vineyard development – including trellising, nurseries, vine planting

### Business & Marketing

- Labelling and packaging

## WINTER 2019

Jun/Jul/Aug 2019

- Grape & juice handling
- Wine maturation
- Wine blending

- Trellising & Pruning
- Cover cropping
- Irrigation
- Frost Control
- Rootstocks/vine improvement

- Logistics/wine transportation/storage/warehousing/distribution

### Booking deadline

28 January 2019

29 April 2019

## Advertorial Submissions

*Wine & Viticulture Journal* 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 *Wine & Viticulture Journal'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

PO Box 907  
Prospect East 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. WeTransfer.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.*



MARCH/APRIL 2018 Volume 31 Number 3

# WINE & VITICULTURE JOURNAL



**VINEYARD INNOVATIONS & TECHNOLOGY**  
• Machine learning and artificial intelligence in viticulture  
• Hyperspectral imaging of botrytis  
• GAIA to reveal quantity and health of Australia's vineyards  
• Why so little new research about juice handling?  
• Tasting: 520+ Cabernet Sauvignon

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**POST-BOTTLING WINE QUALITY**  
• Knowledge advances in the development of sulfur post-bottling  
• Development of smoke taint in wine during bottle ageing  
• Impact of sooty mould on wine and winemaking  
• Oenological approaches to preventing light-struck taste  
• What makes a red wine green?

# WINE & VITICULTURE JOURNAL



MARCH/APRIL 2018 Volume 31 Number 2

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