



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."

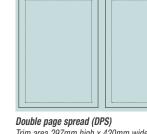
Jared Stringer, General Manager/Winemaker, Bird in Hand, Adelaide Hills.

Print & Online Rates

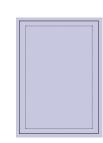
Published monthly

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

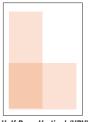
Preferred Position - Loading 10%; Covers 20%. Agency Commission 10%.



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



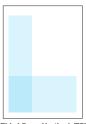
Full page (FP) Trim area 297mm high x 210mm wide With bleed add 5mm bleed on all sides Live type area 287mm high x 180mm wide



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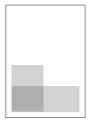
Half Page Vertical (HPV) 272mm high x 90mm wide

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 – excluding GST

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	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 19/20

Edition	Booking	Art material 5-Jun	
July	3-Jun		
August	8-Jul	10-Jul	
September	5-Aug	7-Aug	
October	9-Sep	11-Sep	
November	7-Oct	9-Oct	
December	4-Nov	6-Nov	
January	8-Dec	10-Dec	
February	6-Jan	8-Jan	
March	3-Feb	5-Feb	
April	2-Mar	4-Mar	
May	6-Apr	8-Apr	
June	4-May	6-May	

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.

Media Kit 19/20 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.

GRAPEGROWING Quality over quantity • 58% of readers have purchased a product Low yields a common experience in 2018 harvest as a result of seeing an advertisement in the While it may not be true for all Australian wine regions, a consistent message on the grapevines that work to produced high quality parcels of fruit, although yields were down Chios Scenbeton to find out how Vintage 2018 has shaped up for growers. Grapegrower & Winemaker year's harvest has produced high quality parcels of fruit, although yields were down. Chice spoke to producers in one Victorian region to find out how Vintage 2018 has shaped up for growers. Anoted said the previous shown regular and evenly spread a which had resulted in Tellurian's best over in Shirar but in alternative varieties, year for yields, though he said this was an Ansted explained. assembly for a relatively young vineyand. B's a region that is made up of smaller The yields for both 2015 and 2016 sugge grower producers and then some larger both lower, but still higher than this vineyands that are really set up as growers year's harvest by around 25%. first, but who don't necessarily produce to what does the current lower yield swything in the way of wine. mean for growers and winemakers? There are a few larger companies who With a shortage on volume, but no less he he for quality at this stage have vineyards here but no winemaking. demand, growers in Heathcote have been For example, Treasury have vineyards foced to turn away potential buyers. County to 2007, Editorium Surveyor in Up one hand it's a shame for those. Tyrells all have vineyards here so there's here, Brown Brothers, De Bortoli, and solicate does on the rights of last To not have been self-up to the state of the growing environmen Heathcote wine ipasses a diverse landscape Chandon - before moving into property, region soils and a warm climate and, finally, the family business. If particularly well to many varieties, and, of course, the Instead of going through an established By Ansted's account, 2018 has seen wine region built its reputation on. channel of distribution, the father and by Athicu a account 2010 mas account grape yields decrease for the majority of in Central Victoria, Heathcote son duo at Tellurian decided to manage kms from north to south, and with a focus on premise. local producers. the route to market by selling directly, een the Bendigo, Goulburn And while the winery has had its ups tween the Bendigo, Goulburn and Macedon Ranges wine regions.

And while the winery has had its ups and downs with harvests over the years, a change in climate may be setting a form of irrigation were probably better. grapeworks "For the region I think you'll find the and Macedon Ranges wine regions.

me to Tellurian vineyard and a change in climate may be setting a change in climate may be setting a form of irrigation were probably better of than those numbers, he said vineyards are down a bit more than vineyatus are down a but more than 20-30%, and I believe some of the dry the first vines back in 2002. n. Daniel Hopkins, joined the Lilurian's winemaker, Tobias Ansied, results, with Bendigo and pockets of the sas been with the business for ten years western Victoria recording low width. an's manager, Daniel had made a small batch of non-commercial • 52% of readers plan on making capital dabbled in marketing, business wine before making a commercial vinage wine story.

In 2018 Story at Land Story and Story at Land western Victoria recording low yields. in the latter, this was in part due to late and sales working in 2008. Since then, his advice has become equipment purchases in the 17/18 financial year and sares working in 2000, surcemen invaluable to the Telluran team. easonal frost which in early November hit vineyards hard in the Grampians region. This occurrence of black frost region. This occurrence of orack flow also severely affected growers across 28 Droppie Cate RD operators conflict. Culting the SA border in the Coonawarra and alle species had cuts mades are easily selected and weight at 1.2kg and power 43% of new readers subscribed based on the efficies it now standar. Makins can be champed on the pay to salcot the pay. So, The plentine battery pack. respect a down output to work all day and then some. Call or email to

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."

Bart van Olphen, Winemaker, Chalmers Wines Australia

magazine being recommended to them.

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 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



PLUS 1 Full page ad

digital

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





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



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





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

Grapegrower & Winemaker

GRAPEGROWER & WINEMAKER 2019/20 features

July 2019

THEME: BARRELS, OAK & ADDITIVES FEATURES:

GG 2019 Vintage Report

GG Irrigation (inc. monitoring); Winter Vine Management

WM Oak - barrels & alternatives

BT Wine Industry HR
ROUNDTABLE: Labour in

ROUNDTABLE: Labour needs/shortages Education

SM Behind New Zealand's US success

Booking deadline: 3 June
Artwork deadline: 5 June

August 2019

THEME: EXPORTS - BOTTLED & BULK FEATURES:

GG Training & Trellising; Fertiliser, Nutrition & Soils

Vineyard Equipment

WM Wine additives (yeast, additives & gases) Analytical Services, Wine storage

BT Wine Exporting, Insurance Brokers/Agents WEA Event Guide

SM The future of cork and closures

Booking deadline: 8 July **Artwork deadline:** 9 July

September 2019

THEME: WINERY INNOVATION & DESIGN FEATURES:

GG Spring vine management Organic viticulture, Grape harvesters Refrigeration, Grape Harvesters

WM Crushing & Pressing Equipment Oak Alternatives

BT Alternative Energy

SM Wine Marketing Labelling & Packaging

Booking deadline: 5 August **Artwork deadline:** 7 August

October 2019

THEME: CELLAR DOOR: DIRECT TO CONSUMER

FEATURES:

GG Pest management and bird control Preparing for Harvest

WM Crushing & Pressing, Oak Bottling and Packaging

BT Cellar door innovations

SM Marketing for small wineries; **Booking deadline:** 9 September **Artwork deadline:** 11 September

November 2019

THEME: RISK MANAGEMENT

FEATURES:

GG Post-Flowering Vineyard Guide; Fertilizers, Nutrition, Irrigation

WM Winery equipment Filtration, Pumps, Tanks

BT Insurance Brokers

SM Labelling,

Innovative Packaging

Booking deadline: 7 October **Artwork deadline:** 9 October

December 2019

THEME: FERMENTATION

FEATURES:

GG Bird Control, Vineyard Equipment

WM Fermentation temperature & refrigeration Oak

Laboratory Services & Equipment

BT Top technology trends from past year

SM Bulk wine broking
Bottling, Labelling & Packaging

Booking deadline: 4 November

Artwork deadline: 6 November

January 2020

THEME: TBC

EDITORIAL SURVEY: Analytical Services

(Lab Equipment/Services) **GG** Vineyard Equipment

WM Fermentation; Materials Handling

SM Bottling
BT Export

Booking deadline: 9 December Artwork deadline: 11 December

February 2020

THEME: TBC

GG Vineyard Equipment & Supplies

WM Tanks & Wine Storage

Labelling & Packaging (Equipment & Suppliers)

BT I.T.

Booking deadline: 13 January **Artwork deadline:** 15 January

March 2020

THEME: TBC

GG Pruning Innovations

WM Filtration; Wine Barrel Racks & Handling

SM Bottle Design & Innovation

BT Insurance & Finance

Booking deadline: 10 February **Artwork deadline:** 12 February

April 2020

THEME: TBC

N Top 20 Aust & NZ Wineries

GG Post Vintage Planning
(Fertilisers & Nutrition; Training & Trellising)

Vinestock & Nurseries)

WM TBC

SM Bottling Equipment & Contract Services

BT Mergers & Acquisitions
Booking deadline: 9 March
Artwork deadline: 11 March

May 2020

THEME: TBC

GG Post-Harvest Vineyard Care Pruning, Frost Management

WM TBC

SM Bottle Supplies

BT Education

Booking deadline: 13 April Artwork deadline: 15 April

June 2020

THEME: TBC

GG Soil Management & Health Vineyard Equipment

WM Crushing & pressing

SM Website Design

BT Bulk Wine; Export

Booking deadline: 11 May Artwork deadline: 13 May



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 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

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. 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.



66 Thanks to all involved in G&W for so many many years of excellence and great assistance. I have used much of the material found in many issues as I went along the 68 years of winemaking/ grapegrowing/wine marketing finding good value in so much."

Jim Irvine, Winemaker, Marjico Wines, Barossa Valley.

