

DailyWineNews

The wine industry's e-newsletter

Media Kit 19/20



Wherever you go, we're with you!

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[w] winetitles media
WINE INDUSTRY SOLUTIONS

Daily Wine News Profile

Distributed to over 8,800 and growing daily, *Daily Wine News* offers a snapshot of wine business, research and marketing content gleaned from Australian and international wine media sources.

It's the only wine e-newsletter emailed each weekday to the inbox of key executives and decision makers in the wine industry.

We offer advertisers a range of advertising options designed to maximise their exposure to this market.

Advertisements are hyperlinked to nominated website pages, assisting our customers in driving online traffic their way.

Flexible timing and placement means advertisers can change their message to suit a particular season or to coincide with a new product release.

8,800 subscribers
33% open rate
9% click through rate



Advertisements

Banner

Banner ads are placed between news stories throughout the Daily Wine News. The premium* option places your company at the top of Daily Wine News. Only one position available. *Space strictly limited.*

Verticle Display

This option is the largest and most prominent advertising option which maximises exposure of your advertisement. Only two positions available. *Space strictly limited.*

Quad Tile

The largest tile option to maximise the exposure of your advertisement.

Tall Banner

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. *Choice of positions. *Space strictly limited.*

Double Tile

Double Tile advertisements promote your company logo, product image and/or short description and website/email link for maximum impact.

Tile

Tile advertisements promote company logo, one-liner and website/email link to click through.

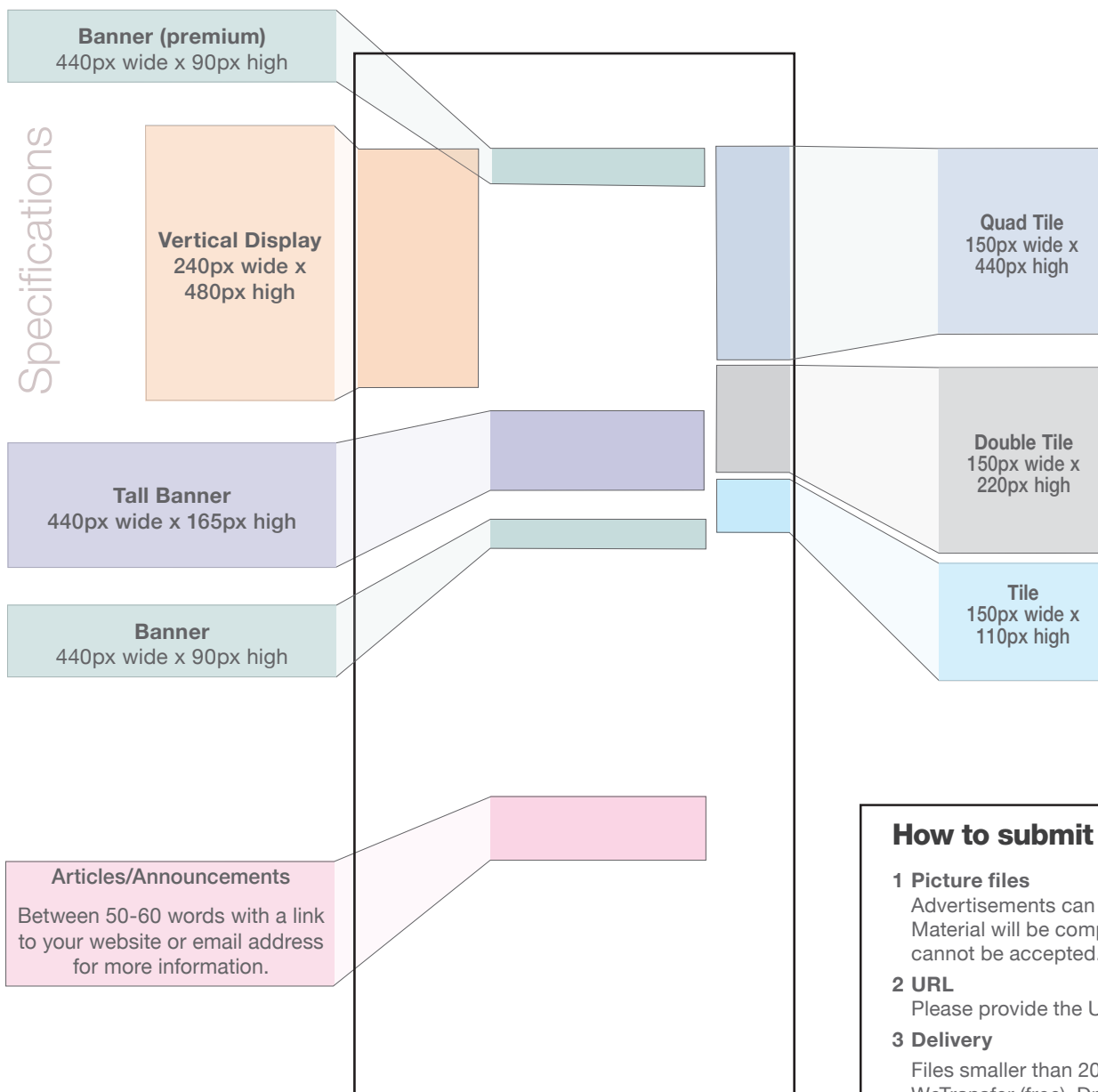
Articles/Announcements

Corporate press releases or announcement below the news section of the Daily Wine News. It appears as a news link in Daily Wine News and is highly visible and actively read by subscribers.

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 us for more information.

*subject to availability

^Excludes weekends and public holidays



Rates

*Published monthly

*Rates per month ex GST	1 month
Banner (premium)	\$880
Banner	\$450
Vertical Display - primary	\$800
Vertical Display - secondary	\$700
Tall Banner - primary	\$800
Tall Banner (position 2-3)	\$700
Tall Banner (lower)	\$600
Quad Tile	\$700
Double Tile	\$600
Tile	\$450
Articles/Announcements (1 week)	\$165
Product of the month	\$100
Logo	\$100

Multiple insertion discount:

3 insertions - 10%, 6 insertions - 15%, 12 insertions - 20%

How to submit advertisements

1 Picture files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd, .mpeg. Material will be compressed for web at our own discretion. Flash and Shockwave files cannot be accepted.

2 URL

Please provide the URL (web address) for your ad to link to.

3 Delivery

Files smaller than 20MB can be emailed. Files larger than 20MB can be provided via WeTransfer (free), Dropbox or other file transfer sites.

Terms and conditions

Banner, Tile, Double Tile and Display advertisements are purchased on a per-month basis and billed monthly in advance. Articles/Announcements are purchased on a weekly basis. Daily Wine News advertising is always subject to availability. *Except where otherwise specified. Digital ads go live on the first Monday of every month. Artwork & URL required by Tuesday the week prior.



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Wherever you go, we're with you!

Wine Industry news at your fingertips—
delivered to your inbox *daily.

Subscribe for **FREE**
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*excludes weekends and public holidays