# Media Kit 19/20

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**PRINT & ONLINE** 



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National Journal of the wine industry, since 1963



## 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.

## Media Kit 19/20 Print & Online

# 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
<b>Full page</b> (A4)	\$2350	\$2200	\$1850	\$1600
Half page (horizontal or vertical)	\$1450	\$1350	\$1250	\$1100
<b>Third page</b> (horizontal or vertical)	\$990	\$900	\$850	\$750
<b>Quarter page</b> (horizontal or vertical)	\$850	\$750	\$700	\$625

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

#### **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 guotation. 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.

#### Inserts -Weight Loading

For inserts/onserts over 4 pages:

100gm = 10% loading 150gm = 15% loading 200gm = 20% loading 250gm = 25% loading

## **Marketplace Rates**

Rate per insertion – excluding GST

	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		





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



orint



90mm hiah x 185mm wide



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

130mm hiah x 185mm wide

272mm high x 59mm wide Half Page Horizontal (HPH) Third Page Horizontal (TPH) Quarter Page Vertical (QPV) 130mm hiah x 90mm wide

Quarter Page Horizontal (QPH) 60mm hiah x 185mm wide

## Advertising deadlines 19/20

Edition	Booking	Art material
July	3-Jun	5-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
Мау	6-Apr	8-Apr
June	4-May	6-May

## 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.

# Quality over quantity

GRAPEGROWING

Low yields a common experience in 2018 harvest Low yields a common experience of the two intervents of two year's harvest has produced high quality parcels of fruit, although yields were down. Chice sectors a poke to producers in one Victorian region to find out how Vintage 2018 has shaped up for growns and the sector sectors.

Heathcole wine passes a diverse landscape region soils and a warm climate

particularly well to many and, of course, the a built its reputation on. e Central Victoria, Heathcote and from north to south, and with a focus on premise.

he first vines back in 2002. Daniel Hopkins, joined the

nanoaper. Daniel had made a small batch of non-commercial annages. Danner and abbled in marketing, basiness white before making a commercial visitage the set Nike and Decessive invaluable to the Telbarian term.

Chandon - before moving into property, and, finally, the family business. Instead of going through an established channel of distribution, the father and son duo at Tellarian decided to manage the roate to market by selling directly. in the Bendigo, Goubarn And while the winery has had its ups

atter Hopkins, Jonnel the terminants with the bosiness for len years 2010, being to learch the har been with the bosiness for len years and fast some with set of the years Tellarian's winemaker, Tobias Ansted, realis, with Bendigo and pockets of wotern Victoria mendoos approxidational and pockets of the second se

By Ansterd's account, 2018 has seen where by names a summer one and the summer and a sum of the s local producers. "For the region I think you'll find the vineyards are down a he more than 20.30%, and I believe some of the dry

western Victoria recreding low pields. In the latter, this was in part due to late and sales – working in 2000. Since there making a commercial visiting also serverely affected atomers at and sales – working in 2000. Since then, his advice has become the 5A boolder in the Coccase are invaluable and Danasing invaluable to the Tellmini form — Pathware serverely. sational frost which in early November hit vineyards hard in the Grampion region. This occurrence of black free also severely affected growers across

Anoted said the provinger a down regular and evenly spread a which had resulted in Tellarian's best ever your for yields, through he said this was an evenuly for a relatively young sineyand.

Silotari prev herved The yields for both 2015 and 2016 server. the last a party day manual last both lower, but still higher than this people's user of the other party year's harvest by around 25%.

Logisl Justice and with near for growers and winemakers? that is loss with with smaller with a shortage on volume, but no loss do he its pairs at this stage demand, growers in Heathcote have been issued to turn away potential buyers.

adata andre Cognitiv 301 Informati Instant a what does to be rath of her mained time

'On one hand it's a sharme for thesa holding to make wine out of Heathcone

# arowing environ



denote spokents in 20 Droppin Law RD annotat Colling and specific test off made are easily selected and ing a the period ball dense i an anne mais or to despet or the then some. Call or email to unipe at 1.20g and power output to work all day and man to related the pro . As the similar battery pack request a desce

NAME ADDRESS OF ADDRESS OF

## as a result of seeing an advertisement in the Grapegrower & Winemaker

• 58% of readers have purchased a product

of the fract is very strong, not only in thirse but in alternative varieties Ansted explained.

"It's a region that is made up of smaller grower producers and then some larger straryards that are really set up as growers. first, but selec don't necessarily produce to she doe the current lower yield anything in the way of scine.

"Three are a few larger companies who have staryards have but no accountlying

"For example, Treasury have vineyards here, Brown Brothers, Dr Bortoli, and Treels all have vinerands here as there's a hit of diversity in terms of simeyords," #

grapeworks

08 8

 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** I look 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

teen the Bendigo, Goabarn And while the story has had its up. "Viterands that have access to some Stateday Ranges wine regions." and down with harvests over the years, "Viterands that have access to some a change in climate may be setting a form of irrigation were available house. acedon Ranges wine regions. and doesn's with harvests over the years. Viceyards that have access to some present viceyard and a change in climate may be setting a form of irrigation were probably better for the Heathore region as a whole. (b)

# 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.



# GRAPEGROWER & WINEMAKER 2019/20 features

## July 2019

#### FEATURES:

- GG 2019 Vintage Report
- **GG** Irrigation (inc. monitoring); Winter Vine Management
- **WM** Oak barrels & alternatives
- **BT** Wine Industry HR ROUNDTABLE: Labour needs/shortages Education
- SM Behind New Zealand's US success
- Booking deadline: 3 June
- Artwork deadline: 5 June

# August 2019

#### 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

#### 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

#### 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

#### 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

#### 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

#### FEATURES:

#### 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

#### FEATURES:

- **GG** Vineyard Equipment & Supplies
- **WM** Tanks & Wine Storage
- SM Labelling & Packaging (Equipment & Suppliers)

BT I.T.

Booking deadline: 13 January Artwork deadline: 15 January

# March 2020

#### FEATURES:

- 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

#### FEATURES:

- 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

#### FEATURES:

- **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

#### FEATURES:

- GG Soil Management & Health Vineyard Equipment
- WM TBC
- 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 –  $\space{-1.5}$ 



#### .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.

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.

#### ID .indd Adob Suppl

### Adobe InDesign

Supply InDesign files with all images and font files separately.

Supply all images/logos in separate files in 300dpi resolution.

## Media Kit 19/20 Print & Online

# Grapegrower &Winemaker

Chanks 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.

