

AUSTRALIAN & NEW ZEALAND
**Grapegrower
& Winemaker**

Media Kit 2020

PRINT & ONLINE



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[w] winetitles media
WINE INDUSTRY SOLUTIONS

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, vigneron, 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%.

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.

Inserts - Weight Loading

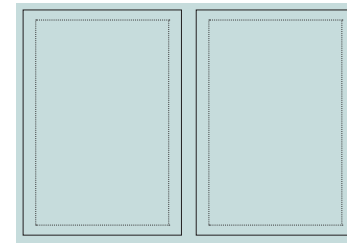
For inserts/onserts:
 100gm = 10% loading
 150gm = 15% loading
 200gm = 20% loading
 250gm = 25% loading
 500gm = 50% loading
 500+ = price on application

Marketplace Rates

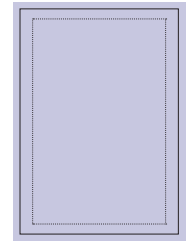
Rate per insertion – excluding GST

	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

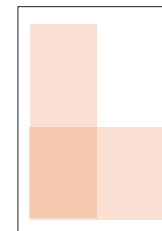
print specifications



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

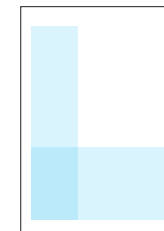


Full page (FP)
 Trim area 297mm high x 210mm wide
 With bleed add 5mm bleed on all sides
 Live type area 287mm high x 180mm wide



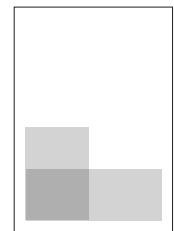
Half Page Vertical (HPV)
 272mm high x 90mm wide

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

Advertising deadlines 2020

Edition	Booking	Art material
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
July	1-Jun	3-Jun
August	6-Jul	8-Jul
September	3-Aug	5-Aug
October	7-Sep	9-Sep
November	2-Oct	7-Oct
December	2-Nov	4-Nov

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
Low yields a common experience in 2018 harvest

While it may not be true for all Australian wine regions, a consistent message on the grapevines that this year's harvest has produced high quality parcels of fruit, although yields were down. **Chloe Szentpeteri** spoke to producers in one Victorian region to find out how Vintage 2018 has shaped up for growers and winemakers.



Tellurian principal, Daniel Hopkins, and chief winemaker, Tobias Ansted

The Heathcote wine region encompasses a diverse landscape of red soils and a warm climate which lends itself particularly well to many premium varieties, and, of course, the region built its reputation on Pinot Noir. Located in Central Victoria, Heathcote is about 80 kms from north to south, and sits between the Bendigo, Goulburn Valley and Macedon Ranges wine regions. It's home to Tellurian vineyard and winery, where founder Ian Hopkins planted the first vines back in 2002. His son, Daniel Hopkins, joined the winery in 2010, helping to launch the business domestically and to release its first vintage. Tellurian's manager, Daniel had previously dabbled in marketing, business administration and sales - working for brands such as Nike and Domine. After meeting Ian Hopkins in 2007, he decided to make a commercial vintage in 2008. Since then, his advice has become invaluable to the Tellurian team.

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 Tellurian decided to manage the route to market by selling directly, with a focus on premise. And while the winery has had its ups and downs with harvests over the years, a change in climate may be setting a harvest trend for not just the winery, but for the Heathcote region as a whole. Tellurian's winemaker, Tobias Ansted, has been with the business for ten years and has seen vintages fly by. After meeting Ian Hopkins in 2007, he decided to make a small batch of non-commercial wine before making a commercial vintage in 2008. Since then, his advice has become invaluable to the Tellurian team.

By Ansted's account, 2018 has seen wine grape yields decrease for the majority of local producers. "For the region I think you'll find the vineyards are down a bit more than 20-30%, and I believe some of the dry grown vineyards would be down even more than that. "Vineyards that have access to some form of irrigation were probably better off than those numbers," he said. Other Victorian regions reported similar results, with Bendigo and pockets of western Victoria recording low yields. In the latter, this was in part due to late seasonal frost which in early November hit vineyards hard in the Grampians region. This occurrence of black frost also severely affected growers across the SA border in the Coonawarra and Padthaway regions.

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...the whole world quantity has been down regular and evenly spread... which had resulted in Tellurian's best ever year for yields, though he said this was an anomaly for a relatively young vineyard. The yields for both 2015 and 2016 were both lower, but still higher than this year's harvest by around 15%. So what does the current lower yield mean for growers and winemakers? With a shortage on volume, but no less demand, growers in Heathcote have been forced to turn away potential buyers. "On one hand it's a shame for those looking to make wine out of Heathcote... Heathcote fruit is very strong, not only in Shiraz but in alternative varieties," Ansted explained. "It's a region that is made up of smaller grower producers and then some larger vineyards that are really set up as growers first, but who don't necessarily produce anything in the way of wine. "There are a few larger companies who have vineyards here but no winemaking. For example, Treasury have vineyards here, Brown Brothers, De Bortoli, and Tyrrell all have vineyards here so there's a bit of diversity in terms of vineyards."

snapmax
VineGuards
 for a perfect growing environment

grapeworks CONSUMABLES

LIGHTER. THINNER. FASTER.

COBSA

SEASON 2018 MODEL
 MADE IN ITALY
 HIGH DURABILITY

• 58% of readers have purchased a product as a result of seeing an advertisement in the Grapegrower & Winemaker

• 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.

“ 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

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



up to 1000 word editorial
PLUS 1 Full page ad



**Tile advertisement on
 Daily Wine News (1 month)**



**Large tile advert on
 Winetitles Website (1 month)**

30% off
 Normal price: \$5450
 Package price: **\$3815**

Gold



Full page ad



**Tile advertisement on
 Daily Wine News (1 month)**



**Large tile advert on
 Winetitles Website (1 month)**

25% off
 Normal price: \$3400
 Special price: **\$2550**

Silver



Half page ad



**Tile advertisement on
 Daily Wine News (1 month)**



**Large tile advert on
 Winetitles Website (1 month)**

20% off
 Normal price: \$2500
 Special price: **\$2000**

Bronze



Quarter page ad



**Tile advertisement on
 Daily Wine News (1 month)**



**Large tile advert on
 Winetitles Website (1 month)**

15% off
 Normal price: \$1900
 Special price: **\$1615**

GRAPEGROWER & WINEMAKER 2020 features

January 2020

THEME: VINTAGE PREPARATION

FEATURES:

- GG** Bird Control
- WM** Winery Pumps; Forklifts & Handling
- BT** Website Design
- SM** International Logistics & Handling

Booking deadline: 8 December

Artwork deadline: 10 December

February 2020

THEME: BOTTLES & BOTTLING LINES

FEATURES:

- GG** Vineyard Tractors & ATVs
- WM** Bottling Lines; Waste Water Management
- BT** Cork & Cork Composition
- SM** Distribution & Security

Booking deadline: 6 January

Artwork deadline: 8 January

March 2020

THEME: VINEYARD FOCUS

FEATURES:

- GG** Fertilisers
- WM** Filtration
- BT** Education & Training
- SM** Bottle Design

Booking deadline: 3 February

Artwork deadline: 5 February

April 2020

THEME: TOP 20

FEATURES:

- N** Top 20 Wine Companies Annual Review
- GG** Vineyard Safety/OHSW
- WM** Additives & Gases; Wine Capsules
- BT** Insurance & Finance
- SM** Label Printing

Booking deadline: 2 March

Artwork deadline: 4 March

May 2020

THEME: WINEGRAPE VARIETIES

FEATURES:

- GG** Nursery Stocks; Vineyard Trellising & Repairs; Pruning & Equipment
- WM** IT in the Winery
- BT** Energy Alternatives & Efficiency
- SM** TBC

Booking deadline: 6 April

Artwork deadline: 8 April

June 2020

THEME: LABELLING, PACKAGING, CAPS & CLOSURES

FEATURES:

- GG** Soil Management
- WM** Crushing & Pressing; Winery Tanks
- BT** Finance
- SM** Closures

Booking deadline: 4 May

Artwork deadline: 6 May

July 2020

THEME: VINTAGE 2020 REPORT

FEATURES:

- N** 2020 Vintage Report
- GG** Frost Management
- WM** Additives & Gases
- BT** TBC
- SM** IT sales innovations

Booking deadline: 1 June

Artwork deadline: 3 June

August 2020

THEME: EXPORTS – BOTTLED & BULK

FEATURES:

- GG** Trellising, Posts & Equipment; Irrigation
- WM** Refrigeration
- BT** Winery Design & Construction
- SM** TBC

Booking deadline: 6 July

Artwork deadline: 8 July

September 2020

THEME: BARRELS, OAK & ADDITIVES

FEATURES:

- GG** Pest & Disease
- WM** Oak; Oak Alternatives; Barrel Storage
- BT** Education & Training
- SM** TBC

Booking deadline: 3 August

Artwork deadline: 5 August

October 2020

THEME: EQUIPMENT SURVEY

FEATURES:

- GG** Mechanical Harvesting; Fertilisers & Vine Nutrition
- WM** Winery Equipment
- BT** Vineyard/Winery Valuation & Sales
- SM** TBC

Booking deadline: 7 September

Artwork deadline: 9 September

November 2020

THEME: CELLAR DOOR – DIRECT TO CONSUMER

FEATURES:

- GG** Fertilisers
- WM** Winery Pumps
- BT** Cellar Door/Wine Clubs IT
- SM** Cellar Door Supplies

Booking deadline: 2 October

Artwork deadline: 7 October

December 2020

THEME: VINTAGE PREPARATION

FEATURES:

- GG** Vintage Employment; Pest & Disease
- WM** Wine Analytical Services & Equipment
- BT** Bulk Wine Markets & Broking
- SM** TBC

Booking deadline: 2 November

Artwork deadline: 4 November

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 out 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.



.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. FTP service for large files available on request, or YouSendIt.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.*

“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.

