

AUSTRALIAN & NEW ZEALAND

Grapegrower & Winemaker

APRIL 2020

TOP 20

**AUSTRALIA'S LARGEST WINE COMPANIES
AND THE BEST OF NEW ZEALAND**



2020 ANNUAL THEME: CLIMATE CHANGE | ISSUE THEME: TOP 20 WINE COMPANIES

AUSTRALIAN & NEW ZEALAND

Grapegrower & Winemaker

Media Kit 2020

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National Journal of the wine industry, since 1963

[w] winetitles media
WINE INDUSTRY SOLUTIONS



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

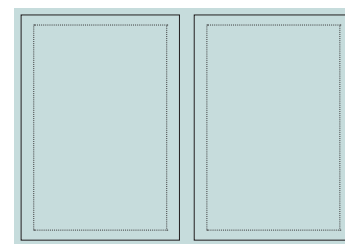
For inserts/onserts:
100gm = 10% loading
150gm = 15% loading
200gm = 20% loading
250gm = 25% loading
500gm = 50% loading
500+ = price on application

Marketplace Rates

Rate per insertion – excluding GST

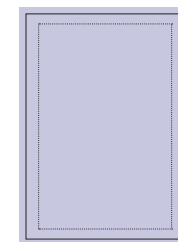
	Casual	3x Rate	6x Rate
9x1 (90mmx59mm)	\$330	\$310	\$294
8x1 (80mmx59mm)	\$290	\$276	\$260
7x1 (70mmx59mm)	\$254	\$240	\$230
6x1 (60mmx59mm)	\$218	\$207	\$196
5x1 (50mmx59mm)	\$181	\$172	\$163
4x1 (minimum)	\$145	\$138	\$130

print
specifications



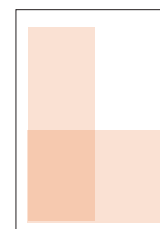
Double page spread (DPS)

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



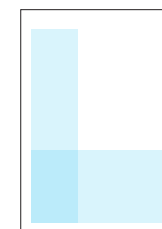
Full page (FP)

Trim area 297mm high x 210mm wide
With bleed add 5mm bleed on all sides
Live type area 287mm high x 180mm wide



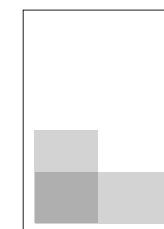
Half Page Vertical (HPV)
272mm high x 90mm wide

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
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
January 21	8-Dec	10-Dec

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.

YOUNG GUNS Brothers in wine



The sun setting over the Hughes brothers' Mewstone Wines vineyard in Flowerpot, Tasmania.

On the southern cusp of Tasmania, just south of Birchs Bay, lies Mewstone Wines, at the extreme edge of Australian cool climate wine production. Brothers Jonny and Matt Hughes craft their wines under the Mewstone label alongside their unique Hughes&Hughes collection, which includes the 'Living Wines' label. Journalist **Samuel Squire** caught up with the pair to chat about their life in wine and how they get on working as brothers in a often challenging and competitive industry.

Effective Jonny Hughes opened up about the moment that sparked his current life in wine: a walk in his father's Freycinet National Park with his father. On that walk, he said he asked what he should be doing, given that at the time he was fresh out of a graduate job with a little idea of which direction to head. His father suggested that I should pick an industry I was interested in and take my time to discover exactly what to do," Jonny said.

"I knew I wanted to travel; I knew I didn't want to wear a tie; and, I knew I liked all things food and wine. It wasn't long before I picked wine and started my journey."

Jonny said that the decision to choose a career in wine developed slowly but that he was perfectly with his desire to work actively and without "being tied to a desk."

Jonny added that working in wine initially had been "something I had ever

imagined growing up, but it started sneaking into my thoughts after I started uni". "If I hadn't jumped into wine, I guess I'd be using my economics degree in an office somewhere, which is becoming very hard for me to even imagine doing these days," he continued.

"I make the wine and look after the vines too but as my brother and I have our strengths."

Brother Matt's journey toward a career in wine started after being "called back to Tasmania" while he was working in an unrelated profession in Sydney. He describes his time since entering the winemaking world as "enjoyable but with a learning curve."

Called back to Tasmania

"I was happily working in Sydney but was looking for a way to get back to Tasmania once I had kids," Matt said.

"We found the old cherry farm in 2010 and decided it was a worthy site to have ever since."

Matt mentioned that wine was never something he would have wanted to get into solo. Once he had his brother to work out the nitty-gritty of starting a wine business, all that remained was taking the dive.

"I definitely never considered working in the wine industry until Jonny became involved. Once I knew we had a potential winemaker in the family, I started looking at what might work," he said.

"We grew up in country Tasmania, so the lure of escaping life in the office became very strong, but working out how to do it was the hard bit."

"But in my time in the wine industry so far, I have become a 'jack of all trades'. My current role reads: business manager, website administrator, wine

"It sounds clichéd, but we're genuinely learning every day," Jonny continued. "We're always looking for ways to improve our vineyard."

"The second planting improved on the first, and the third will hopefully improve on that further."

"In the winery we'll always trial new ideas, some will work and be incorporated, and some will fail but will be remembered."

Advice for new winemakers

Starting up a new wine business, vineyard and winery can be a daunting process for many newcomers to the industry. However, this young gun pair believe that teamwork is the key.

Ultimately, though, Jonny said learning about the region you want to produce wine in should allow you to play to its strength.

"Hope for the best but plan for the worst. In our short time we've already had some big highs and equally low lows. We work with nature and that makes wine inherently uncertain," he said.

"We've always had a plan but have been willing to adapt it quickly to respond to opportunity or deal with adversity."

"Play to the strengths of your local region, place is so important in wine; people want to hear your story and locals will always be your biggest supporters."

GM

Brothers in wine, Jonny Hughes (left) and Matt Hughes.

THE ENVIRONMENTALLY FRIENDLY TRELLISING SYSTEM

Launched into Australia in 2012 ECO TRELLIS® sales have grown rapidly especially with growers who grow their grapes sustainably and/or organically.

ECO TRELLIS® posts are environmentally friendly as they do not leach chemicals into the ground and are recyclable. The posts are efficient and easy to install or to retrofit into mature vineyards. Pre-determined clip holes and the self-releasing KLIMA clips are very easy to put into the posts providing excellent flexibility and time and cost savings at installation, pruning and harvesting time.

Companies across Australia using ECO TRELLIS®

Indader Hill, Andrew Place Wines, Angove Family Winemakers, Barossa Valley Estate, Byrne Wine Group, Cape Mentelle, Casella Family Brands, Domaine Chandon, De Bortoli, Fogarty Wine Group, Hand Picked Wines, Henschke, Jancis Tasmania, Peter Lehman, Poley Wines, Taylors Wines and Treasury Wine Estates.

NZ Tube Mills Australia NSW:

Adrian Tyrrell 0427 852 239 | SA and TAS: Lukas Mojzisek 0468 573 874
VIC: Nathan Johnstone 0428 772 705 | SA and TAS: Lukas Mojzisek 0468 573 874
Head Office: 0864 4 576 1800 | sales@ecotrellis.co.nz | www.ecotrellis.com | www.klima.com

• 98% of our readers rated G&W good to excellent

• Around half of our readers have purchased a product/service after seeing it advertised in G&W

• Majority of our readers are interested in environmental concerns and information on climate change

• Readers find the content engaging and relevant to the current industry.

“Your media format keeps our Group in regular contact with national wine industry trends. As we are a national company with manufacturing in Melbourne, Sydney, Perth and New Zealand. This is very important to our business when it comes to servicing all wine communities.”

Andrew Smith (GM) - Labelmakers Group WA Division

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** Wine Industry HR Roundtable: Labour needs/shortages
- 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; Export
- SM** Social Media
- Booking deadline:** 6 July
- Artwork deadline:** 8 July

September 2020

THEME: BARRELS, OAK & ADDITIVES

FEATURES:

- GG** Pest & Disease; Spring Vine Management
- WM** GW & WEA Forum & Trade Review; Oak; Oak Alternatives; Barrel Storage
- BT** Education & Training
- SM** Wine Marketing
- 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** Bottling, Labelling & Packaging
- 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** Bottling, Labelling & Packaging
- 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 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: h.mick@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 Package Adobe InDesign

Supply a packaged InDesign folder with all images and font files included.



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.

For anything larger than 20 MB please use the free service WeTransfer. www.wetransfer.com

**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.

