

# THE AUSTRALIAN AND NEW ZEALAND WINE INDUSTRY DIRECTORY

## Media Kit 2021

### ADVERTISING RATES



**Michelle Stevens**  
[m.stevens@winetitles.com.au](mailto:m.stevens@winetitles.com.au)  
t: +61 8 8369 9516  
m: +61 419 822 717  
f: +61 8 8369 9501  
[www.winetitles.com.au](http://www.winetitles.com.au)

**Essential Industry Data at your fingertips — in PRINT and DIGITAL**

**[w] winetitles media**  
WINE INDUSTRY SOLUTIONS





**The Australian & New Zealand Wine Industry Directory is the ‘*wine industry’s bible of essential business data*’, published by Winetitles Media for over 37 years.**

**REACH THE ENTIRE WINE INDUSTRY WITH THE ‘WID’**



# Connecting buyers and suppliers is what the *WID* does best.

**WID's** 500+ pages offer the latest, most comprehensive and detailed information including 2200+ Australian wineries, around 500 New Zealand Wineries, 2000+ Australian Grapegrowers, 5000+ Wine Brands and 1600+ Suppliers Buyers Guide listings with online access to products, information and links.

Within the **WID**, the **Buyers' Guide** offers Australian and New Zealand industry decision makers 'a one stop shop' to search the very best of suppliers products and services. The **Buyers' Guide** circulation delivery is also leveraged digitally and free to Winetitles Media's comprehensive industry data bases, including its leading wine journals' **Grapegrower & Winemaker** and **Wine & Viticulture Journal**, plus the free-to-subscribe eNewsletter **Daily Wine News**.

## EASE OF ACCESS

We've made the **WID** easy to access and easy to use for all of our readers in both **print and digital formats**, and now they can access the digital version on their preferred device, no matter where they are.

## DID YOU KNOW?

In the last year **over 100,000 people** accessed the **WID** online.



# Be seen in the must have Directory to everything in the Wine Industry!

## WE MADE IT FREE!

We've made the **Buyers' Guide** free to access on the Winetitles.com.au website. In 2021 users will be able to access both a full-colour PDF version, along with an interactive **Buyers' Guide** web directory.

Maximise your advertising results with two ads within the **WID**, one in the listings section & one in the **Buyers' Guide**!



■ 77% access the full **WID**  
■ 33% access the FREE **Buyers' Guide**

**TURN OVER TO FIND OUT HOW TO GET A FREE QUARTER PAGE AD IN THE *BUYERS' GUIDE*!**

## GET ALL THIS WHEN YOU ADVERTISE IN THE **WID**:

### PRINT

- **Priority positioning\*** within your chosen classification, based on display advertisement size
- **Key person** listed under the Personnel section
- **Colour logo** in Suppliers Alphabetical section
- **Unlimited listings** in the **Buyers' Guide** section pointing to the page of your display advertisement

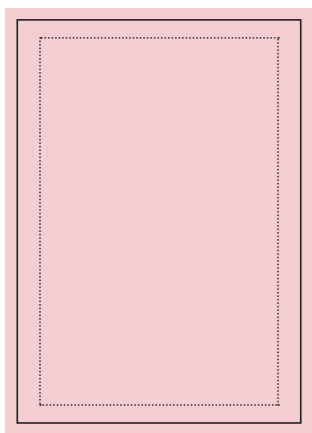
### ONLINE

- **Up to 50 word description** on your landing page providing greater opportunities for promoting your products and services to the wine industry
- Your **display advertisement** linked to your website
- **Colour logo** linked to your website
- **Unlimited listings** all linked to your website and your landing page

**PLUS** your very own printed 2021 **WID** hot off the press and, of course, **WID** online access for the whole year

\*subject to availability

## Advertisement Size and Submission Guide



### Premium Positions

#### Full Page Bleed (FPB)

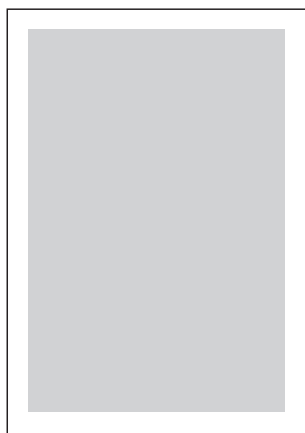
Trim area 297mm high x 210mm wide

#### TCO (Tabs, Covers and Overview)

*strictly limited availability*

Bleed- 5mm on all sides (307mm x 220mm)

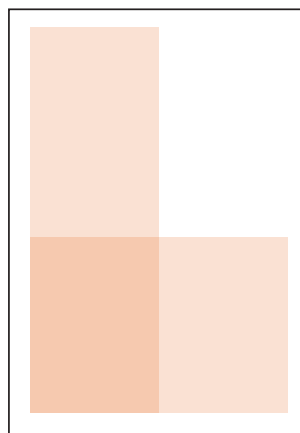
Live type area 287mm high x 180mm wide



### Full Page (FP)

265mm high x 185mm wide

Full page advert with no bleed

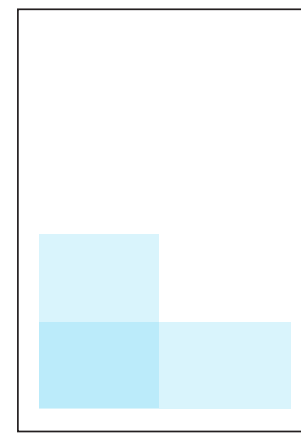


### Half Page (HP)

Horizontal - 130mm high x 185mm wide

Vertical - 265mm high x 90mm wide

Half page advert with no bleed

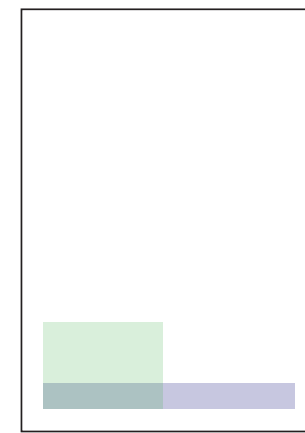


### Quarter Page (QP)

Horizontal - 60mm high x 185mm wide

Vertical - 130mm high x 90mm wide

Quarter page advert with no bleed



### Eighth Page (EP)

60mm high x 90mm wide

### Strip Banner (SB)

30mm high x 185mm

Strip banner advert with no bleed

Rates (all excluding GST)	Full Colour	Mono (ROP)
<b>Full page</b>	\$1995	N/A
<b>Half Page</b> (horizontal or vertical)	\$1675	\$1375
<b>Quarter Page</b> (horizontal or vertical)	\$1150	\$850
<b>Eighth Page</b>	\$730	\$430
<b>Strip Banner</b>	\$730	\$430
<b>Premium Positions*:</b> Covers (inside and back) Tabs and Overview (on request)	\$2875	N/A

*\*Strictly limited availability*

When you purchase a Premium Position ad get a

# FREE QUARTER PAGE ADVERTISEMENT IN THE 2021 *BUYERS' GUIDE*

This gives you access to not just every buyer of the 2021 *WID*, but an additional 30,000 people that visit our free-to-access *Buyers' Guide* online.

## STRICTLY LIMITED AVAILABILITY

Book your premium position while it's hot!

**BOOKING DUE DATE:** 28 September 2020

**ARTWORK DUE DATE:** 16 October 2020

## Buyers' Guide Classifications and Definitions

**Accounting & Tax Consultants**  
**Accreditation Services**  
Quality assurance, organic, bio-dynamic, food safety, OHSW.

**Agitators**

**Amphorae**

**Analytical Services**

**Architects – Winery Design**

**Auctioneers – Wine**

**Barrel Accessories**

Bungs, spears, filling guns, samplers, washing devices, mixers/stirrers.

**Bird & Pest Control**

Bird netting, scare guns, kites.

**Bottles – Glass**

**Bottles – Plastic**

**Cellar Door Fitout**

Includes fittings, racks, glass washers, signage etc.

**Chemicals – Winemaking**

Additives, fining agents, stabilisers; cleaning and sanitising, laboratory reagents.

**Closures – Cork**

Natural cork supplies.

**Closures – Screw Caps & Crown Seals**

**Closures – Synthetic**

**Compressors**

**Computer Services –**

Consultancy Services

& Software

**Conveyors**

**Enzymes**

**Export Services**

**Fermenters**

**Filter Material**

Filtration media (pads, cartridges, DE etc.)

**Filters**

Filtration equipment.

**Filtration Services**

Filtration and wine treatment (includes reverse osmosis, VA removal, alcohol reduction etc)

**Financial Services**

**Flavours & Concentrates**

**Frost Management**

**Gases**

**Grafting**

**Laboratory Equipment**

Hydrometers, pH meters, thermometers and glassware.

**Land Use Planning**

**Legal Services**

**Marketing**

**Materials Handling**

**Mowers**

**Nurseries & Vine Planting**

Material  
Planting material, propagation services.

**Oak Adjunct Systems**

Chips, staves, beans, oak sleeves.

**Packaging – Bag-in Box**

**Packaging Machines & Maintenance**

**Packaging Services – Contract**

**Racks – Barrel**

**Racks – Wine**

**Real Estate Agents**

**Receival Bins**

**Refrigeration Equipment**

**Sanitation Products & Services**

**Scales – Weighing Equipment**

**Soil Specialists**

**Sprayers**

**Stabilisation Equipment**

**Stainless Steel – Other**

**Stainless Steel – Tanks**

Manufacturers of storage tanks.

**Tank Accessories**

Irrigators, racking plates, valves, plungers, mixers/stirrers.

**Viticulture – Organics**

Fungicides, pesticides, herbicides and fertilisers.

**Viticulture Consultants**

**Water Management – Water**

Sales & Purchasing Contracts

**Water Treatment**

Low quality to a standard suitable for irrigation use.

**Wine Storage Services**

Bulk wine storage facilities and climate controlled warehouses for bottled wine storage.

**Winemaking Consultants**

Oenology, wine styling, wine assessment and blending, benchmarking.

**The most current and comprehensive guide of wine and viticulture industry suppliers.**

**Bottling – Contract Facility**  
**Bottling – Mobile Bottling Line**

**Bottling Equipment**

Bottle filling and sealing equipment, including champagne and soft pack.

**Brokers (Grape) & Grape Sales**

**Brokers (Wine) & Wine Sales**

Independent Third Party Brokers, Bulk & Cleanskin Wine Sales.

**Business Services**

Management advice, statistics, strategists, logistics and supply chain.

**Capsules, Hoods & Mueselets**

Metal and plastic capsules and mueselets.

**Cellar Door Accessories**

Includes wine glasses, corkscrews, aprons etc.

**Cooperage**

Manufacture of barrels; barrels and wood suppliers.

**Cooperage Services**

Shaving, repairs.

**Crushers/Destemmers**

**Cultivators & Weeders**

**Designers – Labelling & Packaging**

**Designers – Website**

**Distillation Equipment**

**Distributors – Export**

Overseas Distributors.

**Educational Services**

**Employment Services**

**Energy Providers**

**Environmental Management**

**Harvesters**

**Harvesters – Contract**

**Heat Exchangers**

**Hose & Connectors**

Winery hose and connections.

**Insulation**

Insulation for tanks and pipework.

**Insurance**

**Irrigation**

Sprinklers, pumps, pipelines, irrigators, microjets.

**Labelling Machines**

**Labelling Machines –**

Maintenance

**Labelling Services – Contract**

**Labelling**

**Labelling Supplies – Label**

**Stock**

**Laboratory Design**

**Packaging**

**Packaging Supplies**

**Presses – Wine**

**Printers – Labels**

**Printers – Packaging**

**Process Instrumentation**

Manufacturers or suppliers of control units, meters and components used in setting up winery automation systems.

**Promotional Goods & Services**

**Pruning – Contract**

**Pruning Equipment – Mechanical**

**Pruners**

**Pruning Equipment –**

**Secateurs**

**Public Relations**

**Pumps – Winery**

Must and wine transfer pumps, centrifugal pumps.

**Tank Cleaning Equipment**

Spray nozzles etc.

**Tractors**

**Transport – Bulk Wine**

**(Tanker)**

**Transportation & Freight**

Forwarding – Bottled Wine

**Trellis Supplies**

Posts, wire etc. Does not include vine guards or irrigation fittings.

**Vine Guards & Grow Tubes**

**Vineyard Contractors**

**Vineyard Development Services**

**Vineyard Supplies**

Does not include products already listed under a specific classification.

**Viticulture – Chemicals**

Fungicides, pesticides, herbicides and fertilisers.

**Winemaking Facility – Contract**  
**Winery Automation & Electrical Services**

Automation systems design and implementation.

**Winery Equipment**

Equipment such as centrifuges, valves, portable fittings and other equipment for which there is no specific classification.

**Winery Infrastructure**

Winery construction, buildings, fabric, floorings and doors.

**Winery Maintenance Services**

**Winery Wastewater Management**

**Yeast & Bacteria**

Yeast and fermentation supplements, MLF bacteria etc.



## 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.



### **.indd Adobe InDesign**

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



### **.eps or .ai Adobe Illustrator**

Supply Illustrator EPS or AI files with all images and font files separately. Outlined type format is recommended.



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

## Files can be sent via the following ways:

### Files up to 20 MB:

Can be submitted by email to your sales representative.

Prior to sending files via email please compress using DropStuff or WinZip (PDF files need no further compression).

### Files over 20MB:

WeTransfer provide a free upload service, no sign in necessary.

Visit, upload and send to your sales representative via:  
[www.wetransfer.com](http://www.wetransfer.com)

## Please send to your sales representative

**Michelle Stevens**

**[m.stevens@winetitles.com.au](mailto:m.stevens@winetitles.com.au)**

We prefer high resolution PDF files optimised for printing.

We also accept InDesign, Illustrator and Photoshop (INDD, EPS, TIF, JPG, PSD) files supplied with all supporting fonts and images (in CMYK with a resolution of 300ppi at the final print size).

Artwork (apart from text) supplied in any Microsoft programs (Word, Powerpoint, Excel, Publisher) will need to be recreated and needs to be supplied

with high resolution images/logos at 300dpi. Fees may apply for recreation of artwork supplied in incorrect format and use of images from the Publisher's stock library.

For more information please phone (08) 8369 9516 or email: [m.stevens@winetitles.com.au](mailto:m.stevens@winetitles.com.au)

The publisher accepts no responsibility for any artwork or material that has to be altered to conform to size specifications above.

Measurements are shown depth x width and in mm. Magazine trim size is 297 x 210 (A4). Ads that bleed must be supplied with 5mm bleed to all sides.

### COLOUR GUARANTEE:

Winetitles does not guarantee specific colours within an advertisement unless Winetitles is supplied with a colour corrected hard-copy proof with the electronic files submitted.

*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.*

**Step  
1.**

## Choose advertisement format:

Rate per insertion – excluding GST		Full Colour		Mono
Full page	<input type="checkbox"/>	\$1995	<input type="checkbox"/>	N/A
Half page (horizontal or vertical)	<input type="checkbox"/>	\$1675	<input type="checkbox"/>	\$1375
Quarter page (horizontal or vertical)	<input type="checkbox"/>	\$1150	<input type="checkbox"/>	\$850
Eighth page (horizontal or vertical)	<input type="checkbox"/>	\$730	<input type="checkbox"/>	\$430
Strip Banner	<input type="checkbox"/>	\$730	<input type="checkbox"/>	\$430
Premium Position* (Full page bleed)	<input type="checkbox"/>	\$2875	<input type="checkbox"/>	N/A

\*Strictly limited availability

**Step  
2.**

## Specify material:

- ☐ I will supply an advertisement ready for publication by 16 October 2020. For specifications and information on how to submit a finished advertisement, refer to advertisement size and submission guide.
- ☐ I would like a new advertisement designed for me. I will send new copy and any other necessary material (logos, photographs, etc.) to arrive no later than 16 October 2020. *Please call or email for further information regarding this option.*
- ☐ Repeat 2020 advertisement(s).
- ☐ Repeat 2020 advertisement(s) with alterations.

**Step  
3.**

## Booking authorisation:

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Mobile \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

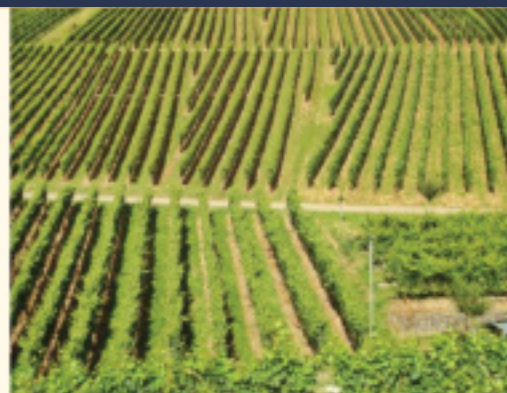
Order No \_\_\_\_\_ Date \_\_\_\_\_

CONDITIONS PLACING ADVERTISEMENTS: The Company does not accept any responsibility for any loss caused by failure of an advertisement to appear in any day, or for any inaccuracy in an advertisement, or for any error in classification of an advertisement. COLOUR GUARANTEE: The Company does not guarantee specific colours within an advertisement unless The Company is supplied with a colour corrected hard-copy proof with the electronic files submitted. CANCELLATIONS: If Advertiser cancels a placement after the booking deadline, The Company will charge Advertiser the casual or contract rate of the placement, whichever is applicable. COPY NOT RECEIVED BY DEADLINE: If Advertiser has booked a placement and The Company does not receive material or artwork by 16 October 2020 for the Wine Industry Directory, The Company may insert material or artwork previously used and/or charge Advertiser accordingly. PAYMENT TERMS: Where credit terms have been approved, Advertiser agrees to make payment within 30 days from the date of The Company's invoice/s. FAILURE TO PAY: In the event that Advertiser fails to pay within 30 days, The Company may reject any further advertising material and/or immediately cancel Advertiser's advertising contract. Advertiser agrees to indemnify The Company for all expenses incurred in connection with the collection of amounts payable, including administrative expenses, debt collection, court costs, and legal fees. FAILURE TO FULFIL CONTRACT: Advertiser agrees that, if Advertiser fails to meet the terms of their advertising contract, Advertiser will pay the casual rate for every insertion Advertiser placed from the commencement of the contract. REVISING ADVERTISING RATES: The Company may revise its advertising rates at any time. COPYRIGHT: Copyright in advertisements created by The Company resides with The Company and advertisements created by The Company may not be reproduced except with The Company's consent. RIGHT TO DECLINE OR MODIFY: The Company reserves the right to decline or modify any advertisement for any reason whatsoever. INDEMNITY: Advertiser agrees to hold harmless and indemnify The Company from all damages, costs and expenses of any nature whatsoever, for which The Company may become liable by reason of its publication of the Advertiser's advertisements.



THE AUSTRALIAN AND NEW ZEALAND  
**WINE INDUSTRY  
DIRECTORY**

**Media Kit 2021** Print & Online



**ESSENTIAL INDUSTRY INFORMATION FOR WINE INDUSTRY OPERATIVES**



Contact Michelle Stevens | [m.stevens@winetitles.com.au](mailto:m.stevens@winetitles.com.au) | t: +61 8 8369 9516 | [www.winetitles.com.au](http://www.winetitles.com.au)