



AUSTRALIAN & NEW ZEALAND

Grapegrower & Winemaker

Media Kit 2021

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

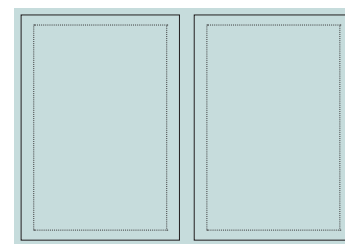
For inserts/onserts:
100gm = 10% loading
150gm = 15% loading
200gm = 20% loading
250gm = 25% loading
500gm = 50% loading
500+ = price on application

Marketplace Rates

Rate per insertion – excluding GST

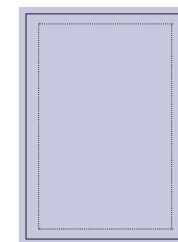
	Casual	3x Rate	6x Rate
9x1 (90mmx59mm)	\$330	\$310	\$294
8x1 (80mmx59mm)	\$290	\$276	\$260
7x1 (70mmx59mm)	\$254	\$240	\$230
6x1 (60mmx59mm)	\$218	\$207	\$196
5x1 (50mmx59mm)	\$181	\$172	\$163
4x1 (minimum)	\$145	\$138	\$130

print
specifications



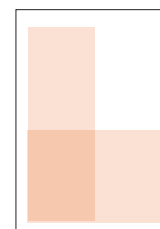
Double page spread (DPS)

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



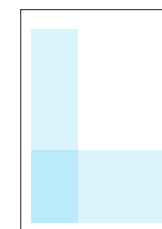
Full page (FP)

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



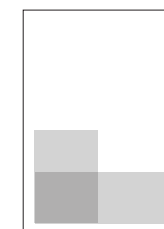
Half Page Vertical (HPV)
272mm high x 90mm wide

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 2021

Edition	Booking	Art material
January	30-Nov	2-Dec
February	4-Jan	6-Jan
March	1-Feb	3-Feb
April	1-Mar	3-Mar
May	29-Mar	31-Mar
June	3-May	5-May
July	7-Jun	9-Jun
August	5-Jul	7-Jul
September	2-Aug	4-Aug
October	6-Sep	8-Sep
November	1-Oct	6-Oct
December	1-Nov	3-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.

“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



• 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.

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 2021 features

January 2021

THEME: VINTAGE PREPARATION

FEATURES:

- GG** Bird Control; Precision Viticulture
- WM** Winery Pumps; Forklifts & Handling
- BT** Website Design
- SM** International Logistics & Handling
- Booking deadline:** 30 November
- Artwork deadline:** 2 December

February 2021

THEME: BOTTLES & BOTTLING LINES

FEATURES:

- GG** Vineyard Tractors & ATVs
- WM** Bottling Lines; Waste Water Management
- BT** Cork & Cork Composition; IT software
- SM** Distribution & Security; Bottles & Cans
- Booking deadline:** 4 January
- Artwork deadline:** 6 January

March 2021

THEME: VINEYARD FOCUS

FEATURES:

- GG** Fertilisers
- WM** Filtration
- BT** Education & Training
- SM** Bottle Design
- Booking deadline:** 1 February
- Artwork deadline:** 3 February

April 2021

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:** 1 March
- Artwork deadline:** 3 March

May 2021

THEME: PACKWINE

FEATURES:

- GG** Nursery Stocks; Vineyard Trellising & Repairs; Pruning & Equipment
- WM** PACKWINE Event
- BT** Energy Alternatives & Efficiency
- SM** Online sales
- Booking deadline:** 29 March
- Artwork deadline:** 31 March

June 2021

THEME: LABELLING, PACKAGING, CAPS & CLOSURES

FEATURES:

- GG** Soil Management
- WM** Crushing & Pressing; Winery Tanks
- BT** Finance
- SM** Closures
- Booking deadline:** 3 May
- Artwork deadline:** 5 May

July 2021

THEME: VINTAGE 2021 REPORT

FEATURES:

- N** 2021 Vintage Report
- GG** Frost Management
- WM** Additives & Gases
- BT** Industry HR Roundtable
- SM** IT sales innovations
- Booking deadline:** 7 June
- Artwork deadline:** 9 June

August 2021

THEME: EXPORTS – BOTTLED & BULK

FEATURES:

- GG** Trellising, Posts & Equipment; Irrigation
- WM** Refrigeration
- BT** Winery Design & Construction
- SM** Social Media
- Booking deadline:** 5 July
- Artwork deadline:** 7 July

September 2021

THEME: BARRELS, OAK & ADDITIVES

FEATURES:

- GG** Pest & Disease
- WM** Oak; Oak Alternatives; Barrel Storage
- BT** Education & Training
- SM** Wine Marketing
- Booking deadline:** 2 August
- Artwork deadline:** 4 August

October 2021

THEME: EQUIPMENT SURVEY

FEATURES:

- GG** Mechanical Harvesting; Fertilisers & Vine Nutrition
- WM** Winery Equipment
- BT** Vineyard/Winery Valuation & Sales
- SM** Bottling, Labelling & Packaging
- Booking deadline:** 6 September
- Artwork deadline:** 8 September

November 2021

THEME: CELLAR DOOR – DIRECT TO CONSUMER

FEATURES:

- GG** Fertilisers
- WM** Winery Pumps
- BT** Cellar Door/Wine Clubs IT
- SM** Cellar Door Supplies
- Booking deadline:** 1 October
- Artwork deadline:** 6 October

December 2021

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:** 1 November
- Artwork deadline:** 3 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: 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.

