Media Kit 2021

PRINT & ONLINE



Louise Reid I.reid@winetitles.com.au t: +61 8 8369 9513 f: +61 8 8369 9501 www.winetitles.com.au [W] winetitles media

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.

66 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 2021 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
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.

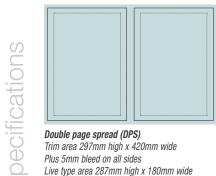
Inserts -Weight Loading

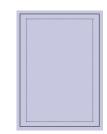
For inserts/onserts: 100gm = 10% loading 150gm = 15% loading 200gm = 20% loading 250gm = 25% loading 500gm = 50% loading 500 + = price onapplication

Marketplace Rates

Rate per insertion – excluding GST

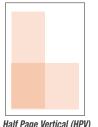
	Casual	3x Rate	6x Rate	
9x1 (90mmx59mm)	\$330	\$310	\$294	
8x1 (80mmx59mm)	\$290	\$276	\$260	
7x1 (70mmx59mm)	\$254	\$240	\$230	
6x1 (60mmx59mm)	\$218	\$207	\$196	
5x1 (50mmx59mm)	\$181	\$172	\$163	
4x1 (minimum)	\$145	\$138	\$130	



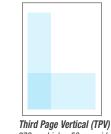


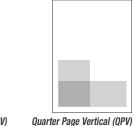
Double page spread (DPS) Trim area 297mm high x 420mm wide Plus 5mm bleed on all sides Live type area 287mm high x 180mm wide 15mm from the spine

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





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

Half Page Horizontal (HPH) 130mm hiah x 185mm wide

272mm high x 59mm wide Third Page Horizontal (TPH)

90mm hiah x 185mm wide

130mm high x 90mm wide Quarter Page Horizontal (QPH)

60mm hiah 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.

Quality over quantity

GRAPEGROWING

Low yields a common experience in 2018 harvest Low yields a common experience in a consistent message on the grapevinels that will be it may not be true for all Australian wine regions, a consistent message on the grapevinels that the while it may not be true for all Australian vine regions, a consistent message on the grapevinels that the while a produced high quality parces of fruit, although yields were down, **Chice Scentholds**. While it may not be true for all Australian wine regions, a consistent message on the grapevineis that year's harvest has produced high quality parcels of fruit, although yields were down. Chice Scentpetri snoke to producers in one Victorian region to find out how Vintage 2018 has shaped up for growers Verifies transpondenced high quality parcels of fruit, although yields were down. Chice States that Year's harvest has produced high quality parcels of fruit, although yields were down. Chice States that Spoke to producers in one Victorian region to find out how Vintage 2018 has shaped up for growers sout winemakers.

Heathcole wine region Chandon - before moving into property,

Heathcote wine region Channon secon more fine a papases a diverse landscape and, finally, the family business 1 soils and a warm climate self particularly well to many Instead of going through an established channel of disardisers set particularly well to many sound or going surveys an established active, and, of course, the channel of distribution, the father and soundary at Talastan double. Central Victoria, Heathcore the route to market by selling directly.

from north to south, and the Bendigo, Goulhurn And while the winery has had its ups

el Ropkins, joined the Tellurian's winemaker, Tobias Ansted, results, with Bendigo and pockets of the tenness for ten terms, western Victoria recording backets of

rr, Daniel had made a small bach of non-commercial stated have shall a state to be the second state of the second sta working in 2000. Since then, his advice has become the SA border in the c at Domaine invaluable to the Teilurian (cam

arteties, and, of course, the channel of distribution, the father and for the region 1 think soull find the gion built its reputation on. Son doo at Tellurian decided to manage vineyards are down a bit more than the route to market by selling directly. 20-306, and 1 believe some of the down of By Ansted's account, 2018 has seen wind grape yields decrease for the majority of the Bendigs, Goulburn And while the winery has had its ups "Vineyards that have access to some a charace in climate may be setting a form of irritation uses whether to the setting a form of irritation uses whether to the setting a form of irritation uses whether to the setting a form of irritation uses whether to the setting a form of irritation uses whether to the setting a form of irritation uses and built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of irritation uses are built of the setting a form of the setting a form of the setting a form of irritation uses are built of the setting a form of the s 20-30%, and I believe some of the dry Tellurian vineyard and a charge in climate may be setting a form of itrigation were probably better e iomater fan Hopking barvest trend for not just the winey, but of than those numbers, be of the Heatboate region as a whole. grown vineyards would be down even

sphins, joined the **Tenurins winemaker**, Tobias Ansted, results, with Bendigo and Pockets of ring to hunch the has been with the business for len years western Victoria recording low yield. in the latter, this was in pert due to lat seasonal frost which in early November hit vineyards hard in the Grampian region. This occurrence of black frost also severely affected growers a

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

Media Kit 2021 Print & Online

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

which had revulted in Telberian's best ever in Shirar bur in alternative varieties. he fruit is very strong, not only war for vields, through he said this was an Ansted explained. avenualy for a relatively young vineyand.

'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 to what does the current lower yield anything in the way of scine.

"There are a few larger companies who have vineyards here but no winemaking

"For example, Treasury have vineyards here, Brown Brothers, De Bortoli, and Tyrells all have vinepards here so there's a bit of diversity in terms of simepauls," #

08 8

grapework



approval to device synthesis reporting it the perfect belows of proper line at another control. Cating weaps at Ling and prove the second make an and another and output to work all day and servers it are more inside on to charged on the them some. Call or email to and the property of the strength of the streng

 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.

growing environn

the party large excellent," Annual Identify providenced W hile party for some has The yields for both 2015 and 2016 were both lower, but still higher than this year's harvest by around 1996. a copied pretty well with nean for growers and winemakers?

Anoted said the previous a

down regular and evenly spread ra

(open/10.20), Isheraris hervor a

could see

what does to be risk of last

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 sharme for thesay looking to make wine out of Heathcone

sealed are of the older parts but to have youth with smaller its he its pairs of this stopad the standard

on the vistage

Save money with print and online package deals

Maximise your reach and advertising dollars by combining print and online advertising.

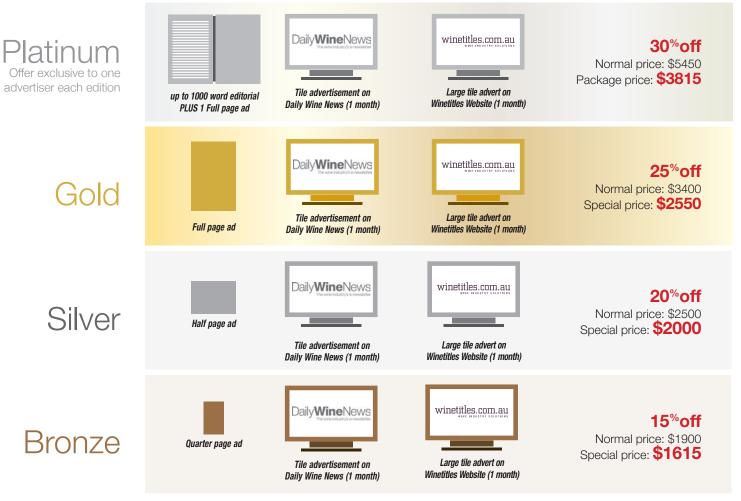
Choose one of our affordable packages shown here or let us build a custom program that suits your individual needs.

- 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.



Media Kit 2021 Print & Online

Grapegrower &Winemaker

GRAPEGROWER & WINEMAKER 2021 features

January 2021

THEME: VINTAGE PREPARATION

FEATURES:

- GGBird Control; Precision ViticultureWMWinery 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

N News

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.



.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.

LD .indd Adobe Supply

Adobe InDesign

Supply InDesign files with all images and font files separately.

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

Media Kit 2021 Print & Online

Grapegrower &Winemaker

NOVEMBER 2020 AUSTRALIAN & NEW ZEALAND **66** 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 Ģ 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.