

WINE & VITICULTURE JOURNAL

Media Kit 2021

PRINT & ONLINE



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[W] winetitles media
WINE INDUSTRY SOLUTIONS

Wine, Industry, Technology & Innovation

Phylloxera prevention in Australia - current trends, observations and options

By Tony Hoare
Hoare Consulting, PO Box 1106, McLaren Vale 5171, South Australia Email: tony@hoareconsulting.com.au

Phil, the human-sized phylloxera, is hard to miss in a crowd. Phil has been created to purposefully stand out from the awareness about public and industry relatives which are the microcosm of Phil. Phil is a small, yellow, insect-like creature that is a devastating pest of vineyards. Phil is a small, yellow, insect-like creature that is a devastating pest of vineyards. Phil is a small, yellow, insect-like creature that is a devastating pest of vineyards.



Phil, the human-sized phylloxera bug, is spearheading vine Australia's new campaign which is hitchhiking with the 'Phil' which asks tourists not to let Phil and his close to vines or down vine rows.

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Magazine Profile

The focus of the *Wine & Viticulture Journal* is on research, innovation and technology, and includes topics that relate to business and marketing and winemaking and viticulture, complemented by news, opinion and national industry association columns, and varietal reports.

It's essential reading for wine industry professionals and producers including vineyard managers, senior winemaking professionals, engineers, consultants, marketers and educators.

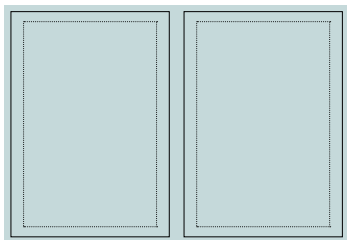
Editorial Coverage

The *Wine & Viticulture Journal* includes comprehensive articles and relevant news on winemaking and grapegrowing techniques and innovations, alternative varieties, regional news, wine business and marketing issues.

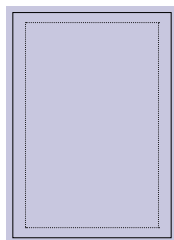
Contributing writers are highly regarded with columns and opinions from leading wine industry figures, plus the latest technical updates from Departments of Primary Industries, The Australian Wine Research Institute and universities.

Varietal reports and journal tastings continue to be a Journal trademark - these are highly anticipated by readers each issue.

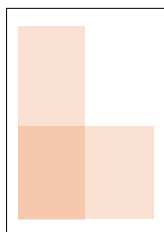
print specifications



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

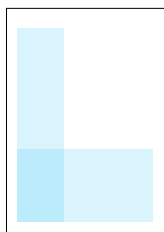


Full page (FP)
Trim area 297mm high x 210mm wide
With bleed add 5mm bleed on all sides
Live type area 287mm high x 180mm wide



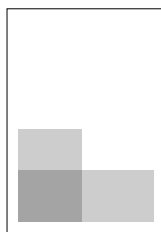
Half Page Vertical (HPV)
272mm high x 90mm wide

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



Third Page Vertical (TPV)
272mm high x 59mm wide

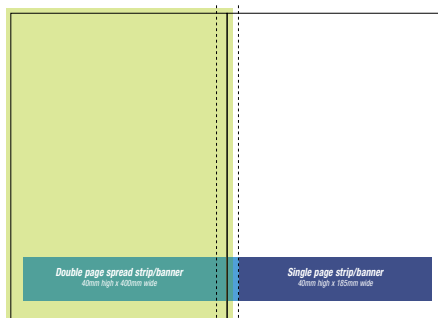
Third Page Horizontal (TPH)
90mm high x 185mm wide



Quarter Page Vertical (QPV)
130mm high x 90mm wide

Quarter Page Horizontal (QPH)
60mm high x 185mm wide

Tasting Notes advertising guide



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

Double page spread strip/banner
40mm high x 400mm wide

Single page spread strip/banner
40mm high x 185mm wide

Gutter
30mm

Due to the binding process. No important information in this area

print & online rates

Published quarterly

Rates per insertion - excluding GST	Full Colour	Full Colour	Full Colour
	Casual	2x Rate	4x Rate
Double page spread	\$3800	\$3100	\$2500
Full page (A4)	\$1950	\$1650	\$1400
Half page (horizontal or vertical)	\$1250	\$950	\$850
Third page (horizontal or vertical)	\$950	\$750	\$650
Quarter page (horizontal or vertical)	\$650	\$550	\$500

Preferred Position – Loading 10%; Covers 20%. Agency Commission 10%.

Rates above include print and online versions.

Inserts

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 next to the Journal). Single sheet \$1150, 4 pages \$1470, 8 pages \$1730.

Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion.
- Content must be newsworthy.
- If a picture is required total words will be less.

By Arrangement; Preferred Position

– Loading 10%; Covers 20%.
Agency Commission 10%.

Advertising deadlines 2021

Edition	Booking	Art material
Summer	26 Oct 20	28 Oct 19
Autumn	25 Jan 21	27 Jan 21
Winter	23 Apr 21	28 Apr 21
Spring	26 Jul 21	28 Jul 21

Key Facts:

- Value of a subscription based, engaged readership
- 1,600* subscribers
- Readership of print copies 4,320*
- Serving the industry since 1986
- Target audience: vineyard managers, senior winemaking professionals, engineers, consultants, educators, students, marketers, researchers, distributors, CEOs and investors.
- Online enhancements: current issue available as an iPad/tablet friendly pdf with hyperlinked adverts, searchable archive of articles for longevity of content and adverts

“Kauri has received good enquiry levels from winemakers throughout Australia and New Zealand following our ads in WVJ over the past ten years; it's good value advertising, and it is a well read publication.

“As a magazine it most accurately provides the information I require in the vineyard and the winery.



“It is industry specific and written in an easy to understand format. The articles are interesting and informative.

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.

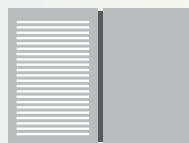
- **Wine & Viticulture Journal ONLINE**
- All print ads are included in the online version.

- **Daily Wine News**
- An e-newsletter sent to over 8,800 subscribers daily. All advertisements and announcements hyperlink to your nominated online address.

- **winetitles.com.au**
- Australia's major wine industry portal with over 55,000 page views per month. Your tile advertisement hyperlinks to your nominated online address.

Platinum

offer exclusive to one advertiser each edition



1000 word editorial
PLUS 1 Full page ad



Content and advert displayed
digitally via Website & App*



Announcement on
Daily Wine News



1 month large tile
advert on Winetitles

30% off
Normal price: \$4650
Package price: **\$3225**

Gold



Full page ad



Content and advert displayed
digitally via Website & App*



2 Announcements on
Daily Wine News



1 month large tile
advert on Winetitles

25% off
Normal price: \$2800
Package price: **\$2100**

Silver



Half page ad



Content and advert displayed
digitally via Website & App*



1 Announcement on
Daily Wine News



1 month large tile
advert on Winetitles

20% off
Normal price: \$2100
Package price: **\$1680**

Bronze



Quarter page ad



Content and advert displayed
digitally via Website & App*



1 Announcement on
Daily Wine News



1 month large tile
advert on Winetitles

15% off
Normal price: \$1500
Package price: **\$1275**

	SUMMER 2020/2021	AUTUMN 2021
	Dec/Jan/Feb 2020-21	Mar/Apr/May 2021
Winemaking	<ul style="list-style-type: none"> • Fermentation – including yeast, fermenters, bacteria, enzymes • Waste water management 	<ul style="list-style-type: none"> • Oxidation management • Wine finishing - including filtration, clarification • Wine bottling - including bottling lines • Corks, closures, alternatives
Viticulture	<ul style="list-style-type: none"> • Climate change mitigation strategies 	<ul style="list-style-type: none"> • Post-harvest management • Soil health and nutrition – including fertiliser • Vineyard development – including trellising, nurseries, vine planting
Business & Marketing	<ul style="list-style-type: none"> • Profitable marketing ventures • Building and maintaining successful wine businesses 	<ul style="list-style-type: none"> • Labelling and packaging
Booking deadline	26 October 2020	25 January 2021

	WINTER 2021	SPRING 2021
	Jun/Jul/Aug 2021	Sept/Oct/Nov 2021
Winemaking	<ul style="list-style-type: none"> • Grape & juice handling • Optimising energy use – including refrigeration • Wine blending 	<ul style="list-style-type: none"> • Winemaking equipment for SMEs • Wine maturation - including oak, barrels, adjuncts, barrel alternatives, barrel storage/racking tanks
Viticulture	<ul style="list-style-type: none"> • Trellising & Pruning • Cover cropping • Irrigation • Frost Control • Rootstocks/vine improvement 	<ul style="list-style-type: none"> • Vine disease and pest control – including spraying • Bird control • Weed control • Pre-harvest management
Business & Marketing	<ul style="list-style-type: none"> • Logistics/wine transportation/storage/warehousing/distribution 	<ul style="list-style-type: none"> • Cellar door & tasting rooms – including design, cellar door offerings and maximising the customer experience • Brand design/marketing
Booking deadline	23 April 2021	26 July 2021

Advertorial Submissions

Wine & Viticulture Journal 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 *Wine & Viticulture Journal'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. WeTransfer.com provide a free upload service, just sign in, it's 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.*

