# WINE&VITICULTURE JOURNAL

Media Kit 2021

**PRINT & ONLINE** 

WINE& VITICULTURE sons from the USA to unti-alcohol takes aim at the son): ASVO Awards, Fresh Science presenters at 17th AWITC in

hemaker do about Brettanomyces

sicum flavour from Cabernet Sauvignon wine WRI REPORT: Vintage 2019 – observations from the

30 Botanical products for vine mealybug control in organic

Highlights of the 21st GIESCO international meeting in

46 Examining the impact of grapevine age on vigour,

productivity and berry technological ripeness

55 Developing a smart, rapid screening method for

desirable grapevine rootstock traits

60 The impact of cellar doors: design, experiences and

ustralian wine export value rises while volume falls

Driving the strategic growth of Australian wines in the

ALTERNATIVE VARIETIES: Corvina

BUSINESS & MARKETING

reference s relevant t conform to a standard composition. It can therefore be expected to provide a more predictable and reliable outcome on the when compared to the application of multiple lots of oak chips. Furthermore, this outcome can be readily validated by the winemaker on receipt of the extract (or prior to shipment) by simply adding the product to wine and tasting it.

woo gerrous influence on wine flavour, oak barrels are a signficant cost to wineries.

of the positive influence industry has increasingly adopted alternative maturation methods over the wine industry has increasingly adopted.

of their productry has increasingly adopted alternative maturation methods over the wine industry has increasingly adopted alternative maturation methods over the wine products and cost saving benefits of liquid oak additions are products.

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CONTAMINATION FREE Oak wood (like cork); absorbing volatile cont processing and transr

et al. 2010, Chatonr cork, oak chips usi

of multiple lots a Contamination along the pror

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As the

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Validated analysis

WINE WINE MATURATION

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But it is also a green,

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1909, 19079001 Manager, AMSAT, South Australia

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is that the defined and the

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and a resulting extract analysed. Opport outcome

As large, single, homogenised liquid

psition cannot be known osition has been conducted

a large, single, mornogenised inquid be extract can be manipulated to

cted, even in production to minimise these through

Advantages of liquid oak extracts

As the oak extract will be produced in large, homogenised batches for eac client, a single analysis will accurately reflect the composition for all deliv This analysis can be conducted by independent third party laborate submitted for approval prior to An equivalent service would and/or very costly to offer h deliveries of oak chips con multiple batches and lot

No batch variation An order of oak ch based upon a tastin process can be manipulated

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> > www.winetitles.com.au [W] winetitles media

Wine, Industry, Technology & Innovation



#### **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.

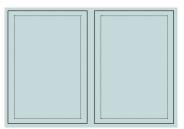
#### **Editorial Coverage**

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.

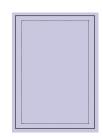
Varietal reports and journal tastings continue to be a Journal trademark - these are highly anticipated by readers each issue.

# print specifications



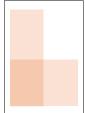
#### Double page spread (DPS)

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



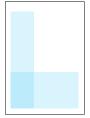
#### Full page (FP)

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



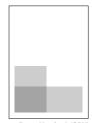
Half Page Vertical (HPV) 272mm high x 90mm wide

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



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

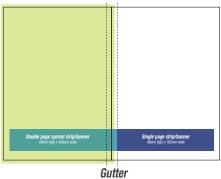
**Third Page Horizontal (TPH)** 90mm high x 185mm wide



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

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

## **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**

print & online rates

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

#### closes in on As a magazine it most accurately ok at options provides the information I require Australian wine tourism in the vineyard and the winery. **Key Facts:** ipe for the picking · Value of a subscription based, engaged readership WINE AUSTRALIA 1.600\* subscribers • Readership of print copies 4,320\* • Serving the industry since 1986 • Target audience: vineyard managers, senior winemaking professionals, engineers, consultants, educators, stop three export markets for Australian 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 Optimum Performance Fermentation Aid Containing Enzymes • It is industry specific and written in an easy to understand format. The articles are interesting and Kauri has received good enquiry levels from winemakers throughout Australia informative. 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.

\*Publishers claim

### 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.





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



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





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**

#### Dec/Jan/Feb 2020-21

#### Winemaking

- Fermentation including yeast, fermenters, bacteria, enzymes
- Waste water management

#### **Viticulture**

Climate change mitigation strategies

#### **Business & Marketing**

- Profitable marketing ventures
- Building and maintaining successful wine businesses

# **AUTUMN 2021**

#### Mar/Apr/May 2021

- Oxidation management
- · Wine finishing including filtration, clarification
- Wine bottling including bottling lines
- Corks, closures, alternatives
- Post-harvest management
- · Soil health and nutrition including fertiliser
- Vineyard development including trellising, murseries, vine planting
- Labelling and packaging

#### **Booking deadline**

26 October 2020

25 January 2021

# **WINTER 2021**

#### Jun/Jul/Aug 2021

#### Winemaking

- Grape & juice handling
- Optimising energy use including refrigeration
- Wine blending

#### **Viticulture**

- Trellising & Pruning
- Cover cropping
- Irrigation
- Frost Control
- Rootstocks/vine improvement

#### **Business & Marketing**

Logistics/wine transportation/storage/warehousing/distribution

# **SPRING 2021**

#### Sept/Oct/Nov 2021

- Winemaking equipment for SMEs
- Wine maturation including oak, barrels, adjuncts, barrell laternatives, barrel storage/racking tanks
- Vine disease and pest control including spraying
- Bird control
- Weed control
- Pre-harvest management
- 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 our 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 Al 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, 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.

