

## Digital Media Kit FY21/22

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# Our business is **YOUR BUSINESS**

Winetitles Media has Australia and New Zealand's most extensive range of platforms directly targeting the wine and viticulture industry.

**Winetitles**  
- the leading  
media source  
for the wine  
industry,  
since 1963



## **winetitles.com.au**

Direct traffic to your website with Australia's leading wine industry web portal, [www.winetitles.com.au](http://www.winetitles.com.au)  
Home to Australia's leading wine trade publications, *Grapegrower & Winemaker*, *Wine & Viticulture Journal*, *Wine Industry Directory* and *Daily Wine News*.

Wine industry visitors are driven to the Winetitles site from *Daily Wine News*, social media and tops Google's search ranking for common terms such as "wine industry news" and "wine news", among others.  
An invaluable resource for the wine and viticulture industry in Australia and New Zealand.



## **Daily Wine News**

Distributed to over 9,400 readers and growing daily, *Daily Wine News* offers a snapshot of wine business, research and marketing content gleaned from Australian and international wine media sources.  
It's the only wine e-newsletter emailed each weekday to the inbox of key executives and decision makers in the wine industry.

We offer advertisers a range of advertising options designed to maximise their exposure to this market. Advertisements are hyperlinked to nominated website pages, assisting our customers in driving online traffic their way.  
Flexible timing and placement means advertisers can change their message to suit a particular season or to coincide with a new product release.

## Meet **YOUR AUDIENCE**

# 55,000



Website views  
per month



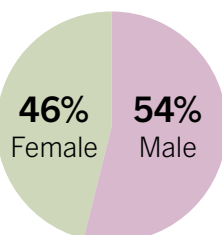
# 9,400

33% open rate  
9% click through rate

subscribe to *Daily Wine News*\*

\* Subscribe for free to the wine industry's e-newsletter - delivered to your inbox.

AVERAGE AGE  
**30**



### **Social MEDIA**

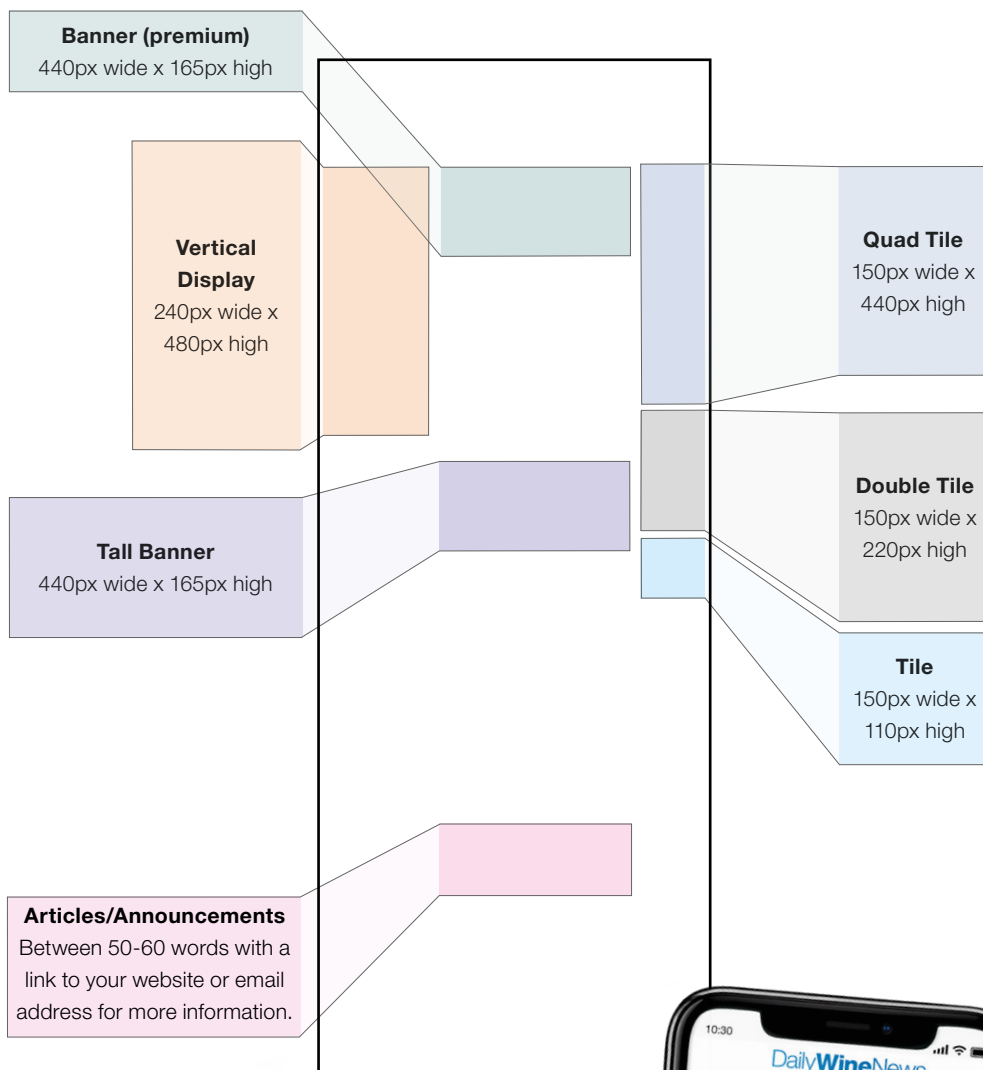
Talk to us today about our advertising packages on Winetitle's social media platforms.

FACEBOOK	<b>5,770</b>
INSTAGRAM	<b>1,890</b>
TWITTER	<b>6,500</b>

\* Social Media Followers as of November 2020.

# Choose your **PLACE** - Daily Wine News

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 us for more information.



## How to submit advertisements

### Files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd, .mpeg. Material will be compressed for web at our own discretion. Flash and Shockwave files cannot be accepted.

### URL

Please provide the URL (web address) for your ad to link to.

### Delivery

Files smaller than 20MB can be emailed. Files larger than 20MB can be provided via WeTransfer (free), Dropbox or other file transfer sites.



### Vertical Display

This option is the largest and most prominent advertising option which maximises exposure of your advertisement. Only three positions available.

### Quad Tile

The largest tile option to maximise the exposure of your advertisement.

### Banners

Banners integrate your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. \*Choice of sizes and positions. *Space strictly limited.*

\*subject to availability

### Double Tile

Double Tile advertisements promote your company logo, product image and/or short description and website/email link for maximum impact.

### Tile

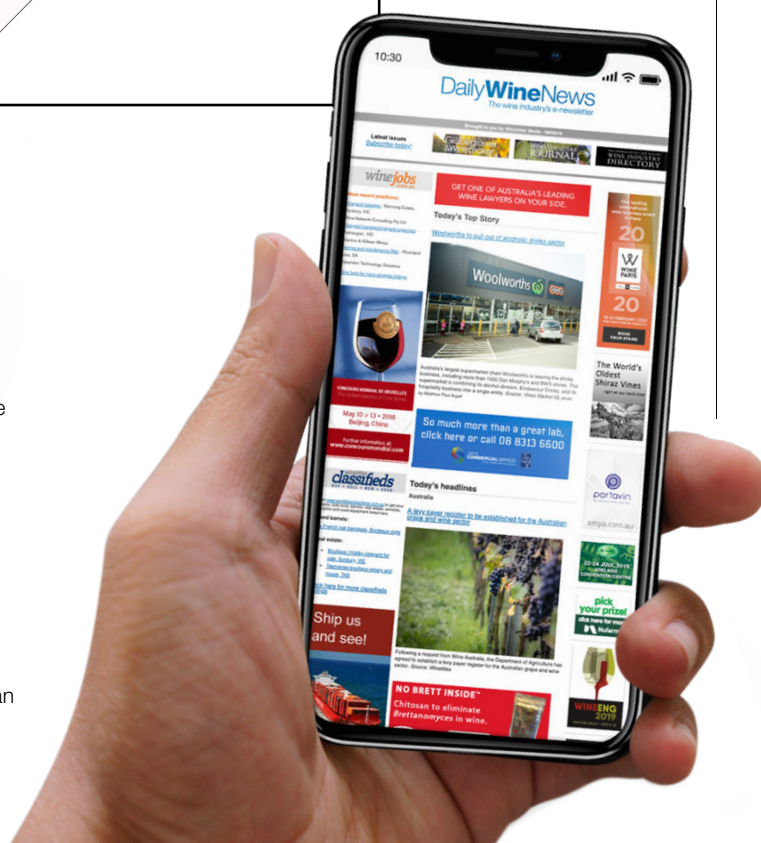
Tile advertisements promote company logo, one-liner and website/email link to click through.

### Articles/Announcements

Corporate press releases or announcement below the news section of the **Daily Wine News**. It appears as a news link in **Daily Wine News** and is highly visible and actively read by subscribers.

### Terms and conditions

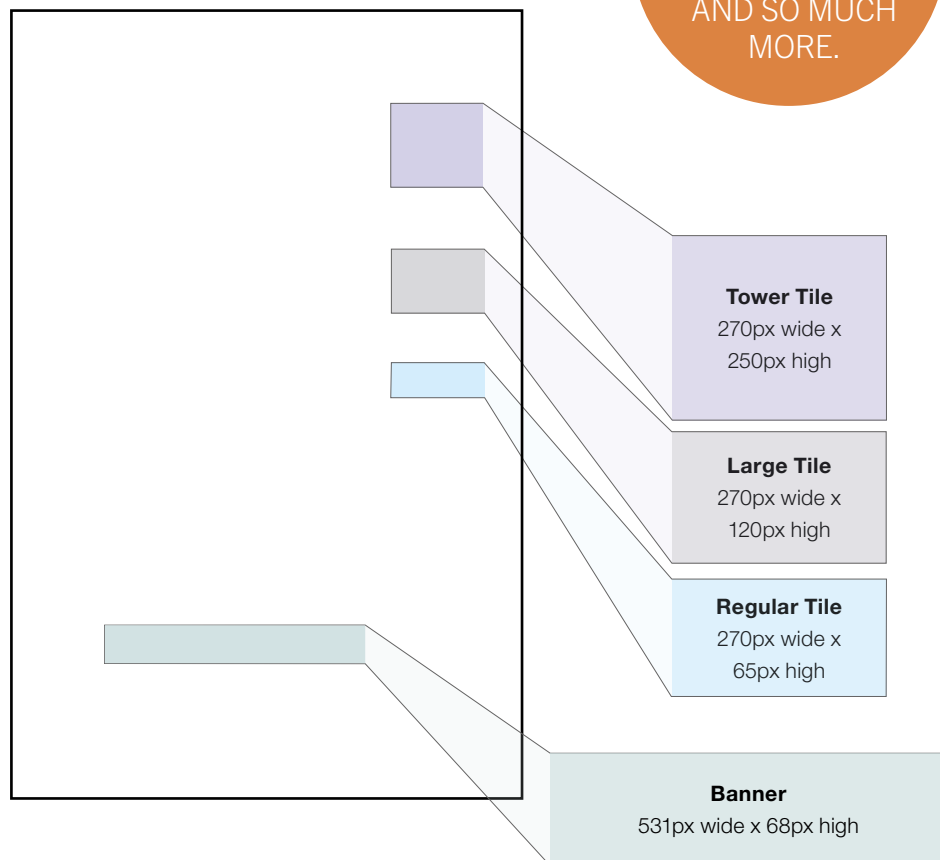
Banner, Tile, Double Tile and Display advertisements are purchased on a per-month basis and billed monthly in advance. Articles/Announcements are purchased on a weekly basis. *Daily Wine News* advertising is always subject to availability. \*Except where otherwise specified. Digital ads go live on the first Monday of every month. Artwork & URL required by Tuesday the week prior.



# Choose your **PLACE** - Winetitles Website

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 us for more information.

WE CAN BUILD  
YOUR AD  
CAMPAIGN, DESIGN  
YOUR GRAPHICS,  
AND SO MUCH  
MORE.



**FYI**

## Banners

Banners integrate your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. \*Choice of sizes and positions. *Space strictly limited.*

\*subject to availability

## Tower Tile

Tower Tile advertisements promote your company logo, product image, short description and website/email link for maximum impact.

## Large Tile

Large Tile advertisements promote company logo, product image and/or one-liner and website/email link to click through.

## Regular Tile

Regular Tile advertisements promote company logo, one-liner and/or website/email link to click through.

## How to submit advertisements

### Files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd, .mpeg. Material will be compressed for web at our own discretion. Flash and Shockwave files cannot be accepted.

### URL

Please provide the URL (web address) for your ad to link to.

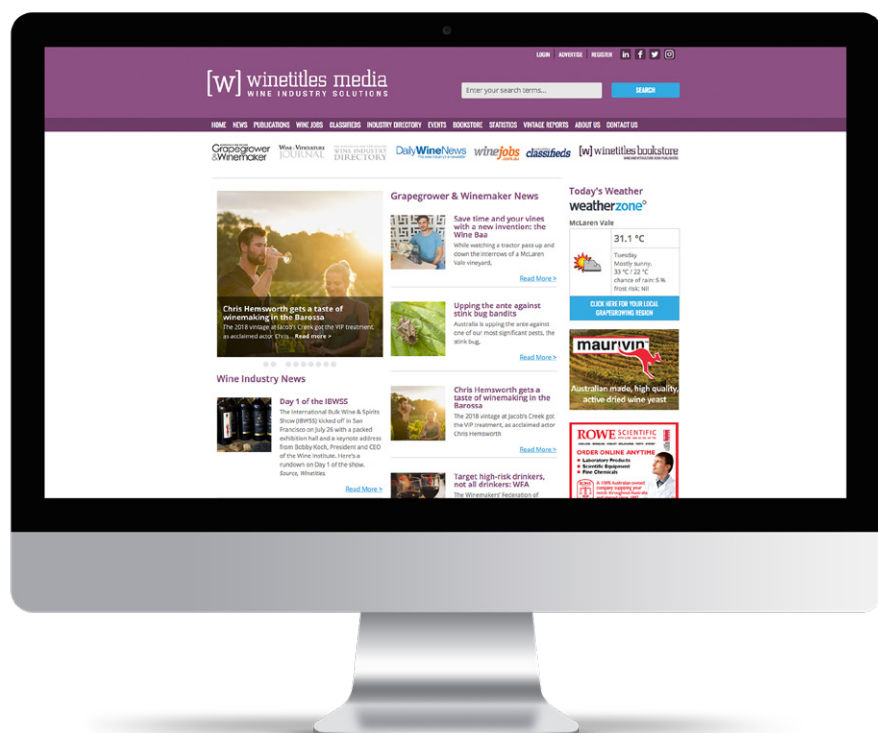
### Delivery

Files smaller than 20MB can be emailed. Files larger than 20MB can be provided via WeTransfer (free), Dropbox or other file transfer sites.

**Advertisements refreshed on the first Monday of every month. Artwork & URL required by Tuesday the week prior.**

### Terms and conditions

Banner and tile advertisements are purchased on a per-month basis and billed monthly in advance. Winetitles advertising is always subject to availability.





# How MUCH?



Talk to us today about our EDM advertising packages

## Digital RATES

Rates per month - excluding GST

### Multiple insertion discount:

3 insertions - 10%, 6 insertions - 15%, 12 insertions - 20%

### Daily Wine News

Banner (premium)	\$1,105
Vertical Display - primary	\$840
Vertical Display - secondary	\$735
Tall Banner - primary	\$840
Tall Banner (position 2-3)	\$735
Tall Banner (lower)	\$630
Quad Tile	\$735
Double Tile	\$630
Tile	\$475
Articles/Announcements (1 week)	\$175

### Winetitles Website

Tower Tile	\$735
Large Tile	\$630
Regular Tile	\$420
Banner	\$945

## PRINT AND DIGITAL PACKAGES

Maximise your reach and advertising dollars by combining print and online advertising. Talk to us today build a custom program that suits your individual needs.



## BOOKING DEADLINES

Advertisements refreshed on the first Monday of every month. Artwork & URL required by Tuesday the week prior.