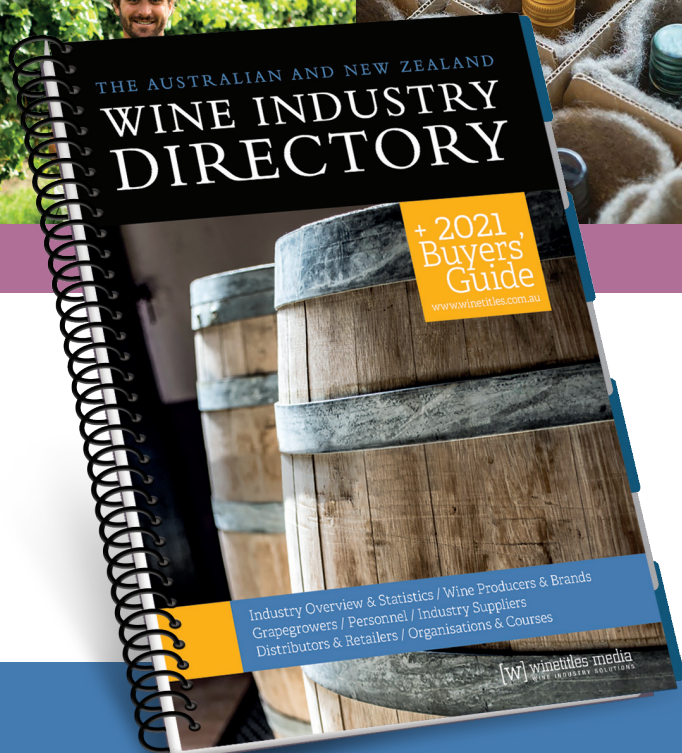


# THE AUSTRALIAN AND NEW ZEALAND WINE INDUSTRY DIRECTORY

**2022  
BE SEEN  
in our 40<sup>th</sup>  
anniversary  
issue!**



## Media Kit 2022

**Michelle Stevens**

[m.stevens@winetitles.com.au](mailto:m.stevens@winetitles.com.au)

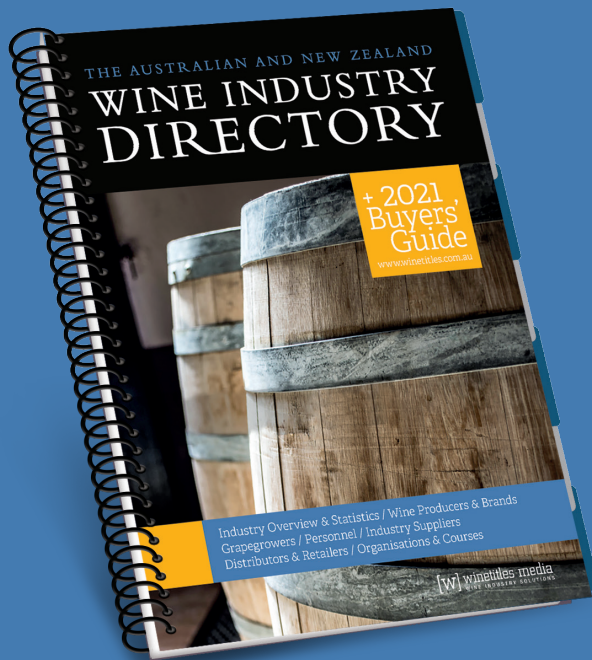
+61 8 8369 9516

+61 419 822 717

[www.winetitles.com.au](http://www.winetitles.com.au)

**[w] winetitles media**  
WINE INDUSTRY SOLUTIONS





# What is the Wine Industry Directory?

Published by Winetitles Media, the Directory is affectionately known as the wine industry bible - **it's the entire wine industry in one book.**

The Directory has been linking wine industry businesses in Australia and New Zealand for 40 years.

Our audience knows it is the fastest and most reliable way to find trusted suppliers in the wine industry.



## We are ... Targeted

The Wine Industry Directory is incredibly proud to produce the annual "who's who" for the Australian and New Zealand wine industry. The Directory connects the wine industry to suppliers, information, statistics and each other.

## Authentic

The Directory's authenticity comes from 40 years of being involved, and keeping up-to-date, with the wine industry. We produce Australia and New Zealand's only comprehensive B2B directory - over 500 pages of direct connections to the wine industry, brought to you by the business that has supported and connected with the wine industry for the past 40 years.

## Connected

The industry knows and trusts the Wine Industry Directory. They know it's the first and best way to find what they need in the industry.

**It sits on the desks of the decision makers in the Australian and New Zealand wine industry.**

# Why advertise in the Wine Industry Directory?



1

Get your company & message in front of customers as they research purchases.

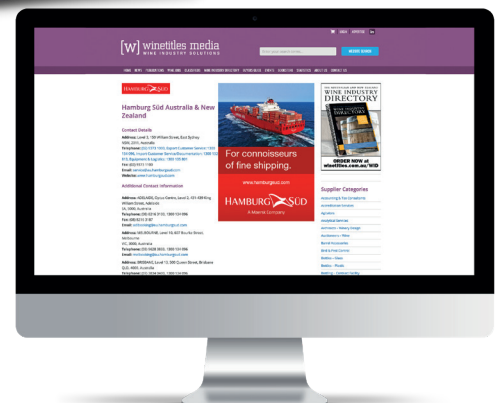
2

Get year-round exposure: the Directory is referred to year-round giving you repeat exposure to wine industry decision makers.

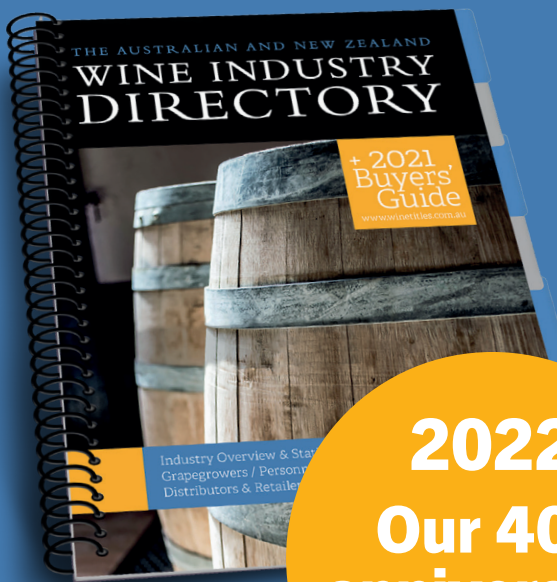
3

It works! Every year, hundreds of successful companies advertise and renew their advertising in the Directory and Buyer's Guide.

**Be at the fingertips of the wine industry decision makers and reach thousands of wineries, grapegrowers, wine brands, suppliers, organisations and associations who use the Directory.**







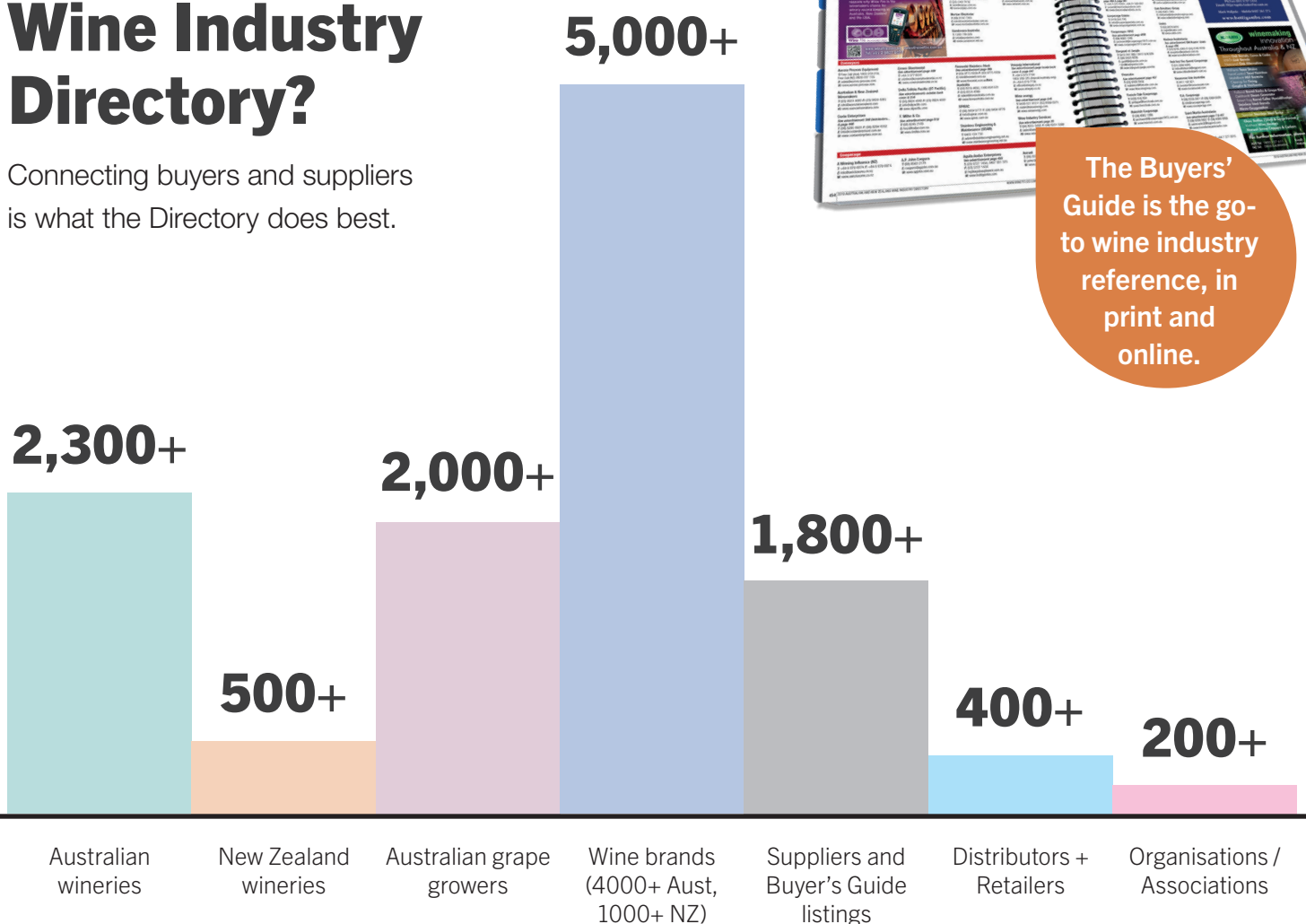
**2022**  
**Our 40<sup>th</sup>**  
**anniversary**  
**issue!**

**BE SEEN!**  
**Over 100,000\***  
**people access**  
**the Directory**  
**each year.**

The Wine Industry Directory easy to access and easy to use for all of our readers in both print and digital formats. \*Publisher's claim

## Who is in the Wine Industry Directory?

Connecting buyers and suppliers is what the Directory does best.

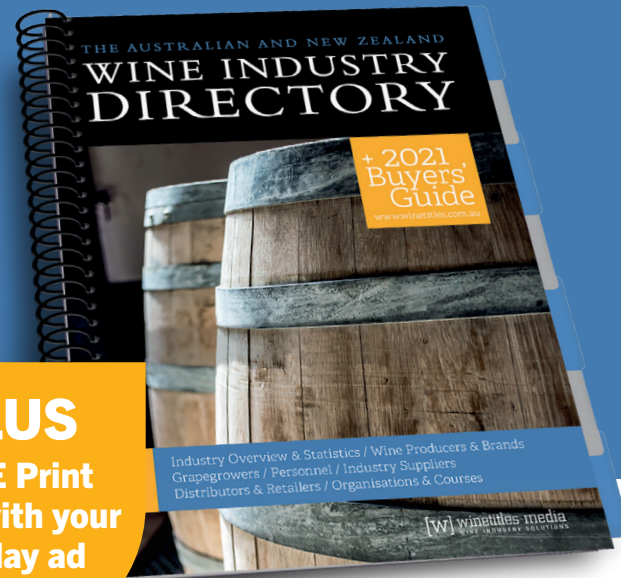


**The Buyers' Guide is the go-to wine industry reference, in print and online.**

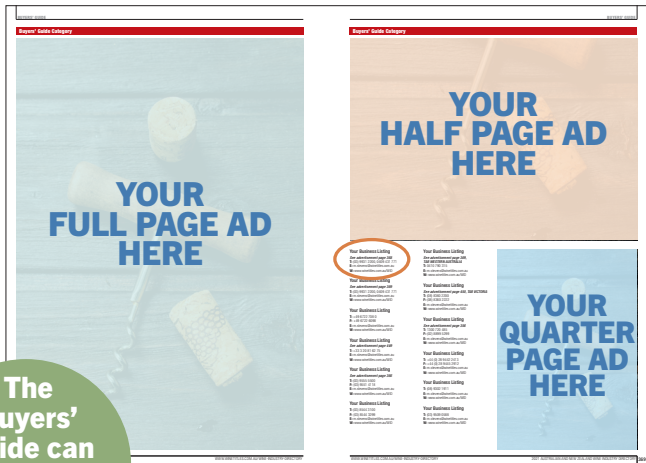


# Where can you go in the Directory?

Position yourself in the Wine Industry Directory, and take your opportunity to stand out to the decision makers in the wine industry.



**PLUS**  
**FREE Print**  
**copy with your**  
**display ad**  
**booking**



The Buyers' Guide can be accessed for free online

## Buyer's Guide

Priority\* positioning based on display ad size. Your listing in unlimited Buyer's Guide categories, pointing to your display advertisement.

\*subject to availability

## Industry Overview

w/ comprehensive statistics and figures.

## Organisations, associations and courses

## Distributors and retailers

## Grapegrowers

## Wine producers and brands



## Industry Suppliers

Stand out with a COLOUR logo with your listing. FREE with display ad booking.

## Personnel

Your key person will be listed here.

## Online

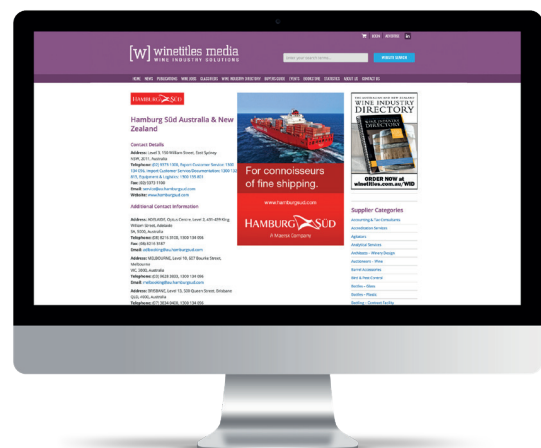
Online Buyers' Guide.

Detailed company profile page.

Your display advertisement linked to your website.

Colour logo linked to your website.

Unlimited listings all linked to your company profile page and website.



**Book your  
premium  
position NOW**  
as only limited  
available

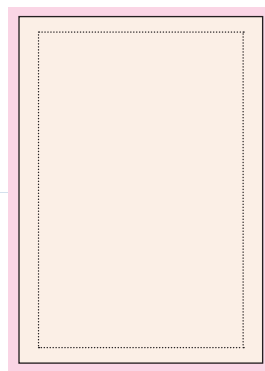
# How much to be in the Wine Industry Directory?

When you purchase a Premium Position ad get a

## **FREE** QUARTER PAGE AD IN THE 2022 BUYERS' GUIDE

This gives you access to not just every buyer of the 2022 Wine Industry Directory, but an **additional 30,000 people** that visit our free-to-access Buyers' Guide online.

**STRICTLY LIMITED AVAILABILITY**



### **Full Page Bleed (FPB)**

Trim area - 297mm H x 210mm W

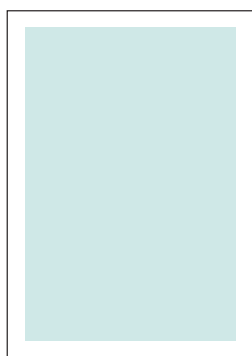
Bleed - 5mm on all sides

(307mm H x 220mm W)

Live type area -

287mm H x 180mm W

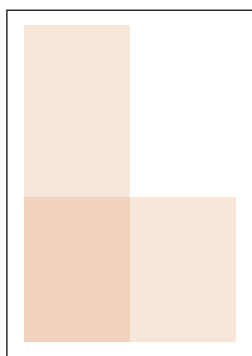
**TCO (Tabs, Covers and Overview) have a strictly limited availability**



### **Full Page (FP)**

(no bleed)

265mm H x 185mm W

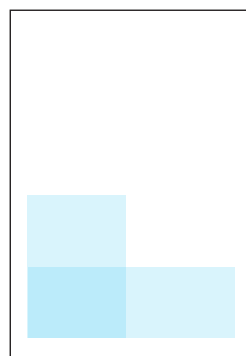


### **Half Page (HP)**

(no bleed)

Horizontal - 130mm H x 185mm W

Vertical - 265mm H x 90mm W



### **Quarter Page (QP)**

(no bleed)

Horizontal - 60mm H x 185mm W

Vertical - 130mm H x 90mm W



### **Eighth Page (EP)**

(no bleed)

60mm H x 90mm W

## **RATES** (all excluding GST)

	Full Colour	Mono (ROP)
Premium Positions* Covers (inside and back) Tabs and Overview (on request) <i>* Strictly limited availability</i>	\$2875	N/A
Full page	\$1,995	n/a
Half page (horizontal or vertical)	\$1,675	\$1,375
Quarter page (horizontal or vertical)	\$1150	\$850
Eighth page	\$730	\$430



## **How to submit advertisements**

**We want to display your advertisement to its full potential. If you have any queries about how to supply your artwork, please contact your sales representative.**

### **Files**

Advertisements can be submitted as Press Ready PDFs.

All finished artwork should be provided at 300dpi, CMYK, with fonts embedded.

Images and logos submitted should be supplied at 300dpi, CMYK in either EPS, PDF or PSD format.

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



# Wine Industry Directory Buyers' Guide

## Classifications and Definitions



Accounting & Tax Consultants	Crushers/Destemmers	Legal Services	Tractors
Accreditation Services	Cultivators & Weeders	Marketing	Transport – Bulk Wine (Tanker)
<i>Quality assurance, organic, bio-dynamic, food safety, OHSW.</i>	Designers – Labelling & Packaging	Materials Handling	Transportation & Freight
Agitators	Designers – Website	Mowers	<i>Forwarding – Bottled Wine</i>
Amphorae	Distillation Equipment	Nurseries & Vine Planting	Trellis Supplies
Analytical Services	Distributors – Export	Material	<i>Posts, wire etc. Does not include vine guards or irrigation fittings.</i>
Architects – Winery Design	<i>Overseas Distributors.</i>	<i>Planting material, propagation services.</i>	Vine Guards & Grow Tubes
Auctioneers – Wine	Educational Services	Oak Adjunct Systems	Vineyard Contractors
Barrel Accessories	Employment Services	<i>Chips, staves, beans, oak sleeves.</i>	Vineyard Development Services
<i>Bungs, spears, filling guns, samplers, washing devices, mixers/stirrers.</i>	Energy Providers	Packaging – Bag-in Box	Vineyard Supplies
Bird & Pest Control	Energy Supplies	Packaging Machines & Maintenance	<i>Does not include products already listed under a specific classification.</i>
<i>Bird netting, scare guns, kites.</i>	Environmental Management	Packaging Services – Contract	Viticulture – Chemicals
Bottles – Glass	Enzymes	Packaging	<i>Fungicides, pesticides, herbicides and fertilisers.</i>
Bottles – Plastic	Export Services	Packaging Supplies	Viticulture – Organics
Bottling – Contract Facility	Fermenters	Presses – Wine	<i>Fungicides, pesticides, herbicides and fertilisers.</i>
Bottling – Mobile Bottling Line	Filter Material	Printers – Labels	Viticulture Consultants
Bottling Equipment	<i>Filtration media (pads, cartridges, DE etc.)</i>	Printers – Packaging	Water Management – Water
<i>Bottle filling and sealing equipment, including champagne and soft pack.</i>	Filters	Process Instrumentation	Sales & Purchasing Contracts
Brokers (Grape) & Grape Sales	<i>Filtration equipment.</i>	<i>Manufacturers or suppliers of control units, meters and components used in setting up winery automation systems.</i>	Water Treatment
Brokers (Wine) & Wine Sales	Filtration Services	Promotional Goods & Services	<i>Low quality to a standard suitable for irrigation use.</i>
<i>Independent Third Party Brokers, Bulk &amp; Cleanskin Wine Sales.</i>	Filtration and wine treatment <i>includes reverse osmosis, VA removal, alcohol reduction etc.</i>	Pruning – Contract	Wine Storage Services
Business Services	Financial Services	Pruning Equipment – Mechanical	<i>Bulk wine storage facilities and climate controlled warehouses for bottled wine storage.</i>
<i>Management advice, statistics, strategists, logistics and supply chain.</i>	Flavours & Concentrates	Pruners	Winemaking Consultants
Capsules, Hoods & Muselets	Frost Management	Pruning Equipment – Secateurs	<i>Oenology, wine styling, wine assessment and blending, benchmarking.</i>
<i>Metal and plastic capsules and muselets.</i>	Gases	Public Relations	Winemaking Facility – Contract
Cellar Door Accessories - <i>includes wine glasses, corkscrews, aprons etc.</i>	Grafting	Pumps – Winery	Winery Automation & Electrical Services
Cellar Door Fitout - <i>includes fittings, racks, glass washers, signage etc.</i>	Harvesters	<i>Must and wine transfer pumps, centrifugal pumps.</i>	<i>Automation systems design and implementation.</i>
Chemicals – Winemaking	Harvesters – Contract	Racks – Barrel	Winery Equipment
<i>Additives, fining agents, stabilisers; cleaning and sanitising, laboratory reagents.</i>	Heat Exchangers	Racks – Wine	<i>Equipment such as centrifuges, valves, portable fittings and other equipment for which there is no specific classification.</i>
Closures – Cork	Hose & Connectors	Real Estate Agents	Winery Infrastructure
<i>Natural cork supplies.</i>	<i>Winery hose and connections</i>	Receival Bins	<i>Winery construction, buildings, fabric, floorings and doors.</i>
Closures – Screw Caps & Crown Seals	Information Technology	Refrigeration Equipment	Winery Maintenance Services
Closures – Synthetic	<i>Consultancy, Networking Communications</i>	Sanitation Products & Services	Winery Wastewater Management
Commercial Process Heating & Cooling	Insulation	Scales – Weighing Equipment	Yeast & Bacteria
Compressors	<i>Insulation for tanks and pipework.</i>	Soil Specialists	<i>Yeast and fermentation supplements, MLF bacteria etc.</i>
Conveyors	Insurance	Sprayers	
Cooperage	Irrigation	Stabilisation Equipment	
<i>Manufacture of barrels; barrels and wood suppliers.</i>	<i>Sprinklers, pumps, pipelines, irrigators, microjets.</i>	Stainless Steel – Other	
Cooperage Services	Labelling Machines	Stainless Steel – Tanks	
<i>Shaving, repairs.</i>	Labelling Machines – <i>Maintenance</i>	<i>Manufacturers of storage tanks.</i>	
	Labelling Services – Contract	Tank Accessories	
	Labelling	<i>Irrigators, racking plates, valves, plungers, mixers/stirrers.</i>	
	Labelling Supplies – Label	Tank Cleaning Equipment	
	Stock	<i>Spray nozzles etc.</i>	
	Laboratory Design	Technology	
	Laboratory Equipment	<i>Software, Drones, E-commerce, App Development, Inventory</i>	
	<i>Hydrometers, pH meters, thermometers and glassware.</i>	<i>Software, Customer Relationship Management – CRM, Counterfeiting, Augmented Reality, Virtual Reality.</i>	
	Land Use Planning		

# Wine Industry Directory booking form

STEP  
1

## Choose advertisement format:

### Rate per insertion – excluding GST

	Full Colour	Mono (ROP)
Premium Position* (Full page bleed)	<input type="checkbox"/> \$2875	<input type="checkbox"/> N/A
Full page	<input type="checkbox"/> \$1995	<input type="checkbox"/> N/A
Half page (horizontal or vertical)	<input type="checkbox"/> \$1675	<input type="checkbox"/> \$1375
Quarter page (horizontal or vertical)	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$850
Eighth page	<input type="checkbox"/> \$730	<input type="checkbox"/> \$430

\*Strictly limited availability. Tabs, covers and Overview.

STEP  
2

## Specify material:

- ☐ I will supply an advertisement ready for publication by 15 October 2021. For specifications and information on how to submit a finished advertisement, refer to advertisement size and submission guide.
- ☐ I would like a new advertisement designed for me. I will send new copy and any other necessary material (logos, photographs, etc.) to arrive no later than 15 October 2021. *Please call or email for further information regarding this option.*
- ☐ Repeat 2021 advertisement(s).
- ☐ Repeat 2021 advertisement(s) with alterations.

STEP  
3

## Booking authorisation:

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

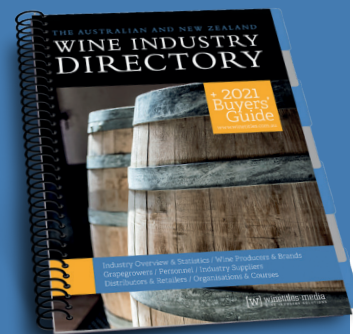
Email \_\_\_\_\_

Phone \_\_\_\_\_

Mobile \_\_\_\_\_

Signature \_\_\_\_\_

Order No \_\_\_\_\_ Date \_\_\_\_\_



**SEND YOUR  
COMPLETED  
BOOKING FORM TO:**

**Michelle Stevens**  
m.stevens@winetitles.com.au  
t: +61 8 8369 9506  
m: 0419 822 717

**BOOKING DUE DATE:**  
27 September 2021

**ARTWORK DUE DATE:**  
15 October 2021

### Terms and conditions

The Company does not accept any responsibility for any loss caused by failure of an advertisement to appear in any day, or for any inaccuracy in an advertisement, or for any error in classification of an advertisement. **COLOUR GUARANTEE:** The Company does not guarantee specific colours within an advertisement unless The Company is supplied with a colour corrected hard-copy proof with the electronic files submitted. **CANCELLATIONS:** If Advertiser cancels a placement after the booking deadline, The Company will charge Advertiser the casual or contract rate of the placement, whichever is applicable. **COPY NOT RECEIVED BY DEADLINE:** If Advertiser has booked a placement and The Company does not receive material or artwork by 15 October 2021 for the Wine Industry Directory, The Company may insert material or artwork previously used and/or charge Advertiser accordingly. **PAYMENT TERMS:** Where credit terms have been approved, Advertiser agrees to make payment within 30 days from the date of The Company's invoice/s. **FAILURE TO PAY:** In the event that Advertiser fails to pay within 30 days, The Company may reject any further advertising material and/or immediately cancel Advertiser's advertising contract. Advertiser agrees to indemnify The Company for all expenses incurred in connection with the collection of amounts payable, including administrative expenses, debt collection, court costs, and legal fees. **FAILURE TO FULFIL CONTRACT:** Advertiser agrees that, if Advertiser fails to meet the terms of their advertising contract, Advertiser will pay the casual rate for every insertion Advertiser placed from the commencement of the contract. **REVISING ADVERTISING RATES:** The Company may revise its advertising rates at any time. **COPYRIGHT:** Copyright in advertisements created by The Company resides with The Company and advertisements created by The Company may not be reproduced except with The Company's consent. **RIGHT TO DECLINE OR MODIFY:** The Company reserves the right to decline or modify any advertisement for any reason whatsoever. **INDEMNITY:** Advertiser agrees to hold harmless and indemnify The Company from all damages, costs and expenses of any nature whatsoever, for which The Company may become liable by reason of its publication of the Advertiser's advertisements.