

AUSTRALIAN & NEW ZEALAND Grapegrower & Winemaker

An Award
Winning
Publication



Media Kit 2022

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What is the Grapegrower & Winemaker?

The focus of the **Grapegrower & Winemaker** is on practical solution based information for the wine & viticulture industry. It also covers topics related to business & technology, plus sales & marketing. It profiles industry professionals, wineries, plus wine and grape varieties. It is the official newsletter distributor of choice for Wine Australia.

It's essential reading for wine industry professionals and producers.



We are ... Targeted

Grapegrower & Winemaker subscribers represent all industry categories including grape growers, propagationists, wine makers (private and corporate), cellar door, managers, marketers, engineers, suppliers and educators.

Authentic

Align your business to a trusted publication. Grapegrower & Winemaker is the award-winning* market leader, and has been serving the industry since 1963.

* Wine Communicators Awards 2017
Best Wine Publication (Trade or Technical)

Connected

Grapegrower & Winemaker is highly regarded and recognised for keeping readers abreast of changing wine industry markets ahead of their competitors, connecting buyers & suppliers.

**We've built the relationships,
now let us refer you.**



I find the whole magazine interesting and it's always very helpful to all areas of our business. I love reading it every month!

Jacob Stein - Director & chief winemaker Robert Stein Winery

Why advertise in the Grapegrower & Winemaker?



1

Get your company & message in front of the wine industry decision makers.

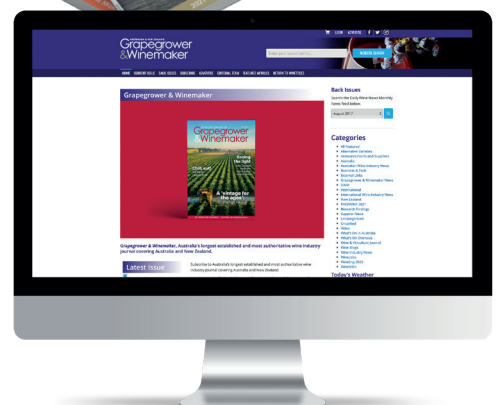
2

Grapegrower & Winemaker is unsurpassed in penetration into SME wine industry businesses.

3

It works! With a loyal readership of over 2,000 subscribers, successful companies choose to advertise, and renew their advertising annually.

Position your brand in the leading industry magazine that is popular amongst industry decision makers, including SMEs, vignerons, business owners, winemakers, grapegrowers, consultants & educators.





BE SEEN!

6,800 Readership of print copies*

2,000 Subscribers*

1963 Serving the wine & viticulture industry for 58 years

2017 Best Wine Publication (Trade or Technical) for 2017 - Wine Communicator Awards

Practical information for the wine & viticulture industry

Who's reading the Grapegrower & Winemaker?

Grapegrowers, propagationists, winemakers (private & corporate), cellar door managers, marketers, engineers, suppliers, educators and more.



Online

Each issue is available online, with searchable archive of articles for longevity of content and adverts.

* Publisher's claim

Where can you go in the GW?

Position yourself in the Grapegrower & Winemaker and take your opportunity to stand out to the decision makers in the wine industry.



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.

Grapegrower & Winemaker features for 2022

We have dedicated sections for grapegrowing, winemaking, business & technology and sales & marketing. In addition, we have an annual features plan where your products and services can be more specifically aligned.

JANUARY 2022

THEME: FERMENTATION

FEATURES:

- GG** Vineyard Management; Pest & Bird Control
- WM** Fermentation, Winery Pumps
- BT** Technology (AR, Video, Podcast, etc)
- SM** International Logistics & Handling

Booking deadline: 29 November

Artwork deadline: 01 December

FEBRUARY 2022

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: 03 January

Artwork deadline: 05 January

MARCH 2022

THEME: VINEYARD FOCUS

FEATURES:

- GG** Precision Viticulture; Weather Forecasting; Fertilisers
- WM** Filtration
- BT** Review of Industry Apps; Education & Training
- SM** Bottle Design

Booking deadline: 31 January

Artwork deadline: 02 February

APRIL 2022

THEME: TOP 20

FEATURES:

- N** Top 20 Wine Companies Annual Review
- GG** Vineyard Safety/OHSW; Spotlight on Riverina
- WM** Winemaking equipment; Additives & Gases;
- BT** Mergers & Acquisitions; Insurance & Finance
- SM** Label Printing

Booking deadline: 07 March

Artwork deadline: 09 March

MAY 2022

THEME: WINEGRAPE VARIETIES

FEATURES:

- GG** Nursery Stocks; Vineyard Trellising & Repairs; Pruning & Equipment; Spotlight on Murray Darling
- WM** IT in the winery; Filtration
- BT** Energy Alternatives & Efficiency
- SM** Online sales

Booking deadline: 04 April

Artwork deadline: 06 April

JUNE 2022

THEME: LABELLING, PACKAGING, CAPS & CLOSURES

FEATURES:

- N** Winetech Preview
- GG** Soil Management & Nutrition
- WM** Crushing & Pressing; Winery Tanks
- BT** Finance
- SM** Caps & Closures; Labelling & Packaging

Booking deadline: 02 May

Artwork deadline: 04 May

- N** News
- GG** Grapegrowing
- WM** Winemaking
- BT** Business & Technology
- SM** Sales & Marketing

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Grapegrower & Winemaker features for 2022 continued

JULY 2022

THEME: VINTAGE 2022 REPORT

FEATURES:

N	2022 Vintage Report
GG	Frost Management
WM	Additives & Gases
BT	Industry HR Roundtable
SM	IT sales innovations

Booking deadline: 06 June

Artwork deadline: 08 June

AUGUST 2022

THEME: EXPORTS – BOTTLED & BULK

FEATURES:

GG	Trellising, Posts & Equipment; Irrigation
WM	Refrigeration
BT	Winery Design & Construction
SM	Social Media

Booking deadline: 04 July

Artwork deadline: 06 July

SEPTEMBER 2022

THEME: BARRELS, OAK & ADDITIVES

FEATURES:

GG	Pest & Disease
WM	Oak; Oak Alternatives; Barrel Storage
BT	Education & Training
SM	Wine Marketing

Booking deadline: 08 August

Artwork deadline: 10 August

OCTOBER 2022

THEME: EQUIPMENT SURVEY

FEATURES:

GG	Mechanical Harvesting; Fertilisers & Vine Nutrition
WM	Winery Equipment
BT	Vineyard/Winery Valuation & Sales
SM	Bottling, Labelling & Packaging

Booking deadline: 05 September

Artwork deadline: 07 September

NOVEMBER 2022

THEME: CELLAR DOOR – DIRECT TO CONSUMER

FEATURES:

GG	Fertilisers
WM	Winery Pumps
BT	Cellar Door/Wine Clubs IT
SM	Cellar Door Supplies

Booking deadline: 03 October

Artwork deadline: 05 October

DECEMBER 2022

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: 31 October

Artwork deadline: 02 November

We welcome editorial submissions!

Grapegrower & Winemaker welcomes innovative product & service updates.

Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion*.
- Content must be newsworthy.
- * At editor's discretion.

FYI

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.

N	News
GG	Grapegrowing
WM	Winemaking
BT	Business & Technology
SM	Sales & Marketing



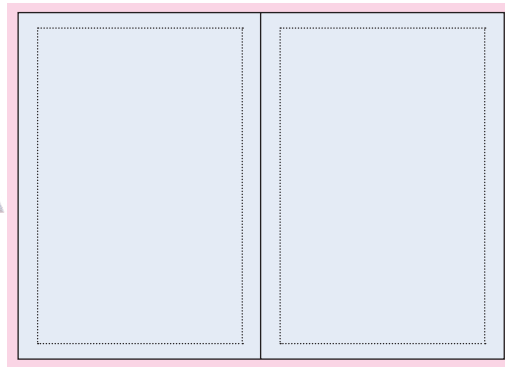
WE CAN BUILD YOUR AD CAMPAIGN, DESIGN YOUR GRAPHICS, AND SO MUCH MORE.

Creative Services \$200 per ad
(includes 3 sets of edits, then \$100p/h thereafter)

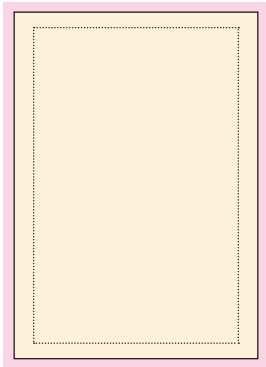
Maximise
your reach
by combining
print & online
advertising

How much to be in the Grapegrower & Winemaker?

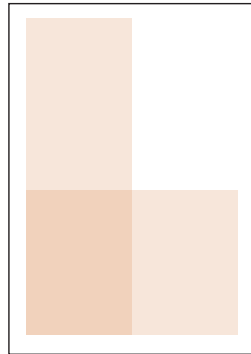
Ask us about our
**NEW LOOK
MARKETPLACE**
And how YOU can be featured.



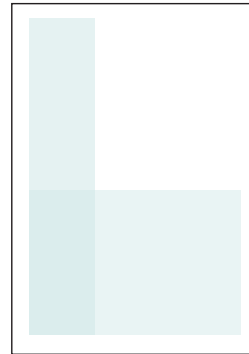
Double page spread (DPS)
297mm high x
420mm wide
Plus 5mm bleed on
all sides



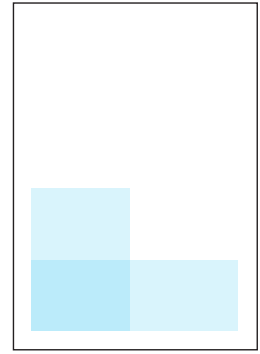
Full Page (FP)
297mm H x 210mm W
Plus 5mm bleed on all sides



Half Page (HP) (no bleed)
Horizontal - 130mm H x 185mm W
Vertical - 272mm H x 90mm W



Third Page (TP) (no bleed)
Horizontal - 90mm H x 185mm W
Vertical - 272mm H x 59mm W



Quarter Page (QP) (no bleed)
Horizontal - 60mm H x 185mm H
Vertical - 130mm H x 90mm W

RATES (all excluding GST)

	Casual	3x Rate	6x Rate	12x Rate
Double page spread	\$4,620	\$4,200	\$3,885	\$3,150
Full page	\$2,465	\$2,310	\$1,945	\$1,680
Half page	\$1,525	\$1,420	\$1,315	\$1,155
Third page	\$1,040	\$945	\$895	\$790
Quarter page	\$895	\$790	\$735	\$655
Flysheet	\$528 per issue (see over)			
Latest Issue	\$5,000 PA (see over)			
Creative Services	\$200 per ad (inc 3 edits, then \$100 PH)			

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

Inserts - Catalogues, Brochures, Flyers, CDs

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 magazine).
All prices exclude GST.



Weight Loading

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

Maximise
your reach
by combining
print & online
advertising

How much to be in the Grapegrower & Winemaker?

Save money with print and online package deals

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

Platinum

Offer exclusive to one
advertiser each edition



up to 1000 word editorial
PLUS 1 Full page ad



Tile advertisement on
Daily Wine News (1 month)



Large tile advert on
Winetitles Website (1 month)

30% off

Normal price: \$5,730

Package price: **\$4,005**

Gold



Full page ad



Tile advertisement on
Daily Wine News (1 month)



Large tile advert on
Winetitles Website (1 month)

25% off

Normal price: \$3,570

Special price: **\$2,675**

Silver



Half page ad



Tile advertisement on
Daily Wine News (1 month)



Large tile advert on
Winetitles Website (1 month)

20% off

Normal price: \$2,625

Special price: **\$2,100**

Bronze



Quarter page ad



Tile advertisement on
Daily Wine News (1 month)



Large tile advert on
Winetitles Website (1 month)

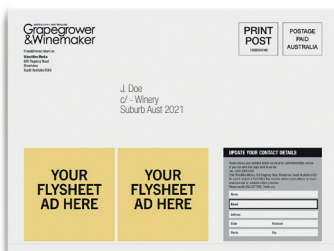
15% off

Normal price: \$1,995

Special price: **\$1,695**

All prices exclude GST

Looking for something different?



Flysheet

\$528 per issue



Sponsor our "latest issue" announcements

Place your ad in
our email which is
distributed to all
subscribers monthly
\$5,000 PA



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

Creative Services \$200 per ad
(includes 3 sets of edits, then \$100p/h thereafter)

Contact: Louise Reid l.reid@winetitles.com.au (08) 8369 9513