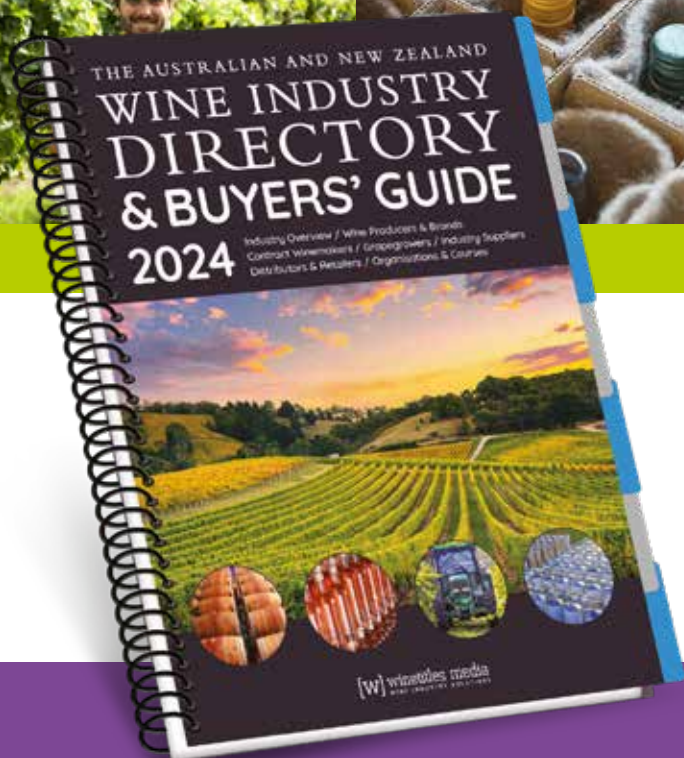


# THE AUSTRALIAN AND NEW ZEALAND WINE INDUSTRY DIRECTORY

**2025  
BE SEEN in  
next year's  
issue!**



## Media Kit 2025

**Jamie Richardson**

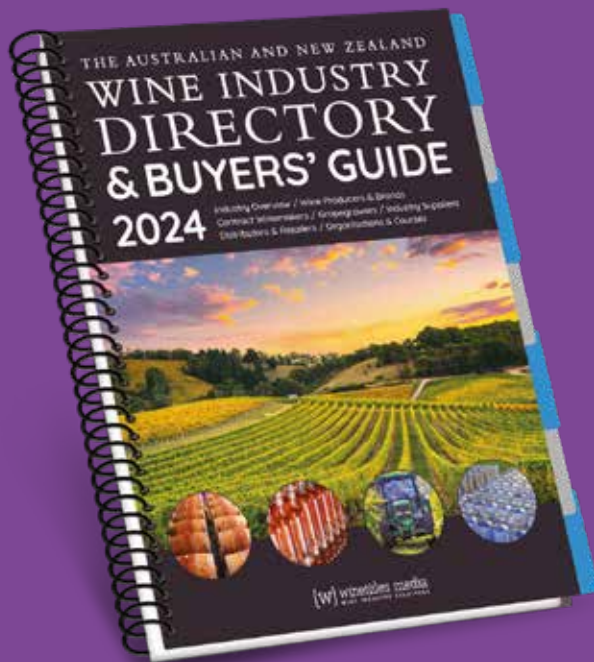
+61 (8) 8369 9514

[j.richardson@winetitles.com.au](mailto:j.richardson@winetitles.com.au)

[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 over 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, complete with contact details including phone, email and address, 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.

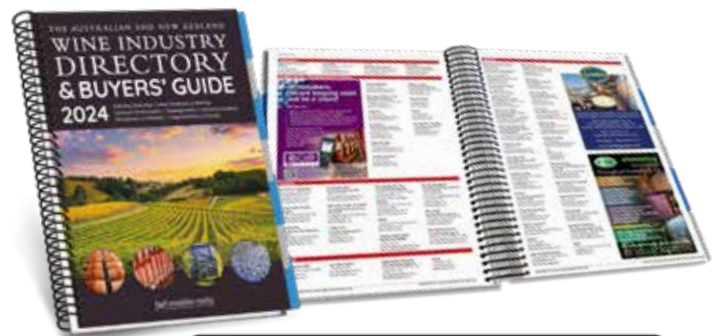
2

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

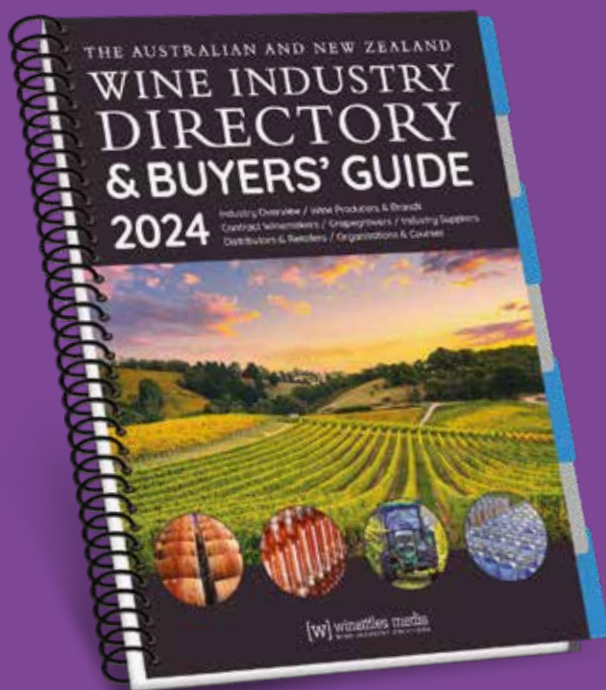
3

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.**







**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.

**5,000+**

**2,000+**

**300+**

**2,000+**

**1,800+**

**200+**

**200+**

Australian wineries

New Zealand wineries

Australian grape growers

Wine brands (4000+ Aust, 1000+ NZ)

Suppliers and Buyer's Guide listings

Distributors + Retailers

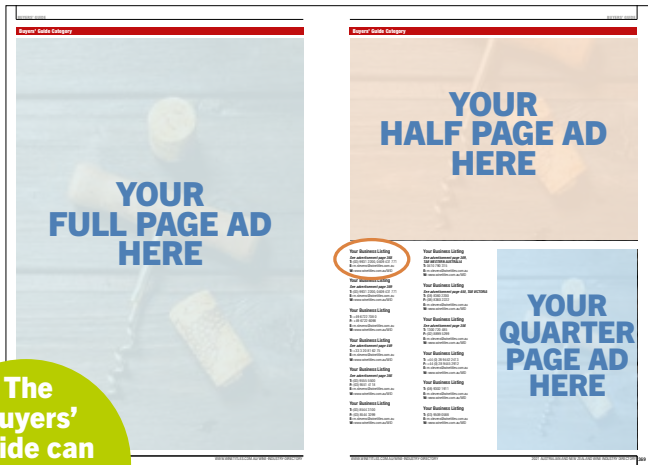
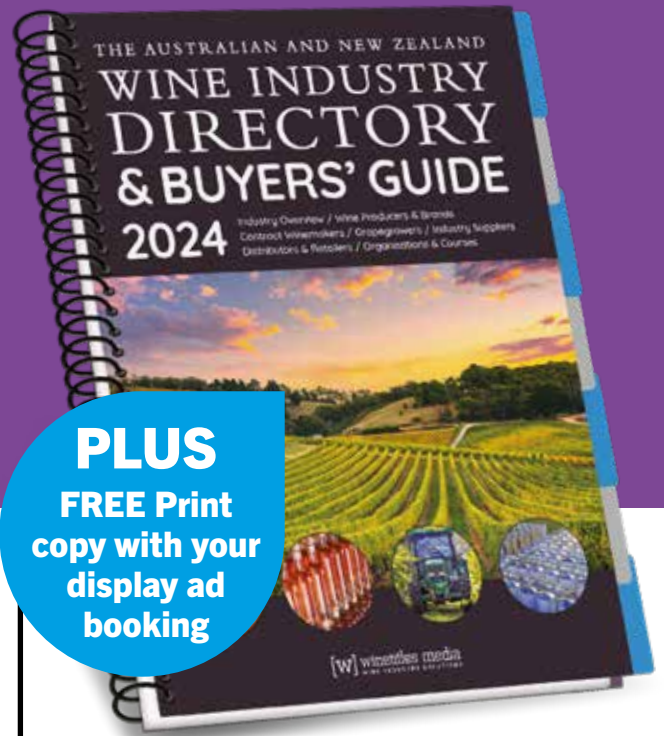
Organisations / Associations



**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.



## 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.

## 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**

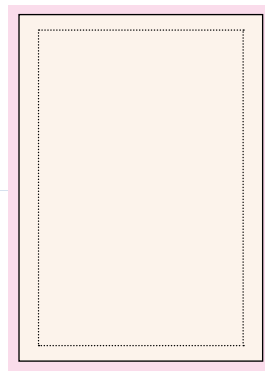
# How much to be in the Wine Industry Directory?

When you purchase a Premium Position ad get a

## FREE QUARTER PAGE AD IN THE 2025 BUYERS' GUIDE

This gives you access to not just every buyer of the 2025 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

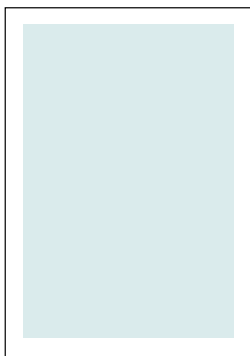
Bleed - 5mm on all sides

(307mm H x 220mm W)

Live type area -

287mm H x 180mm W

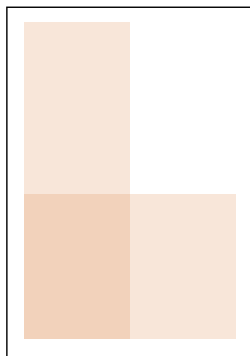
**TCO (Tabs, Covers and Overview) have a strictly limited availability**



### Full Page (FP)

(no bleed)

265mm H x 185mm W

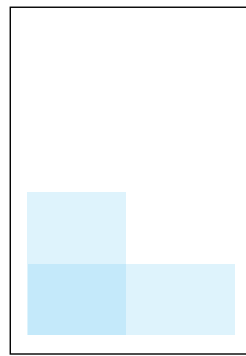


### Half Page (HP)

(no bleed)

Horizontal - 130mm H x 185mm W

Vertical - 265mm H x 90mm W

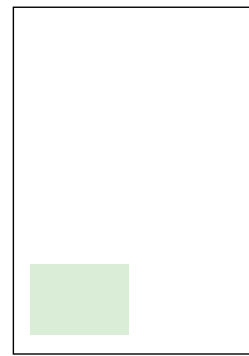


### Quarter Page (QP)

(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) * Strictly limited availability	\$2,999	N/A
Full page	\$2,095	N/A
Half page (horizontal or vertical)	\$1,760	\$1,232
Quarter page (horizontal or vertical)	\$1,210	\$847
Eighth page	\$770	\$539

**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.

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

# Wine Industry Directory Buyers' Guide

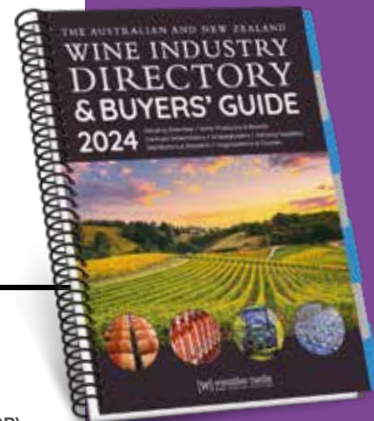
## Classifications and Definitions



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



# 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"/> \$2999	<input type="checkbox"/> N/A
Full page	<input type="checkbox"/> \$2095	<input type="checkbox"/> N/A
Half page (horizontal or vertical)	<input type="checkbox"/> \$1760	<input type="checkbox"/> \$1232
Quarter page (horizontal or vertical)	<input type="checkbox"/> \$1210	<input type="checkbox"/> \$847
Eighth page	<input type="checkbox"/> \$770	<input type="checkbox"/> \$539

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

**STEP  
2**

## Specify material:

- ☐ I will supply an advertisement ready for publication by 11 October 2024. 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 11 October 2024. Please call or email for further information regarding this option.
- ☐ Repeat 2024 advertisement(s).
- ☐ Repeat 2024 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:**

**Jamie Richardson**  
+61 (8) 8369 9514  
j.richardson@winetitles.com.au

**BOOKING DUE DATE:**  
20 September 2024

**ARTWORK DUE DATE:**  
11 October 2024

### 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.