

Digital Media Kit 2024

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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
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 9,800 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**

38,000

9,700

38% open rate
9% click through rate

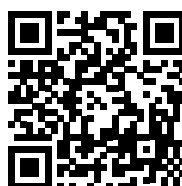


Website views
per month



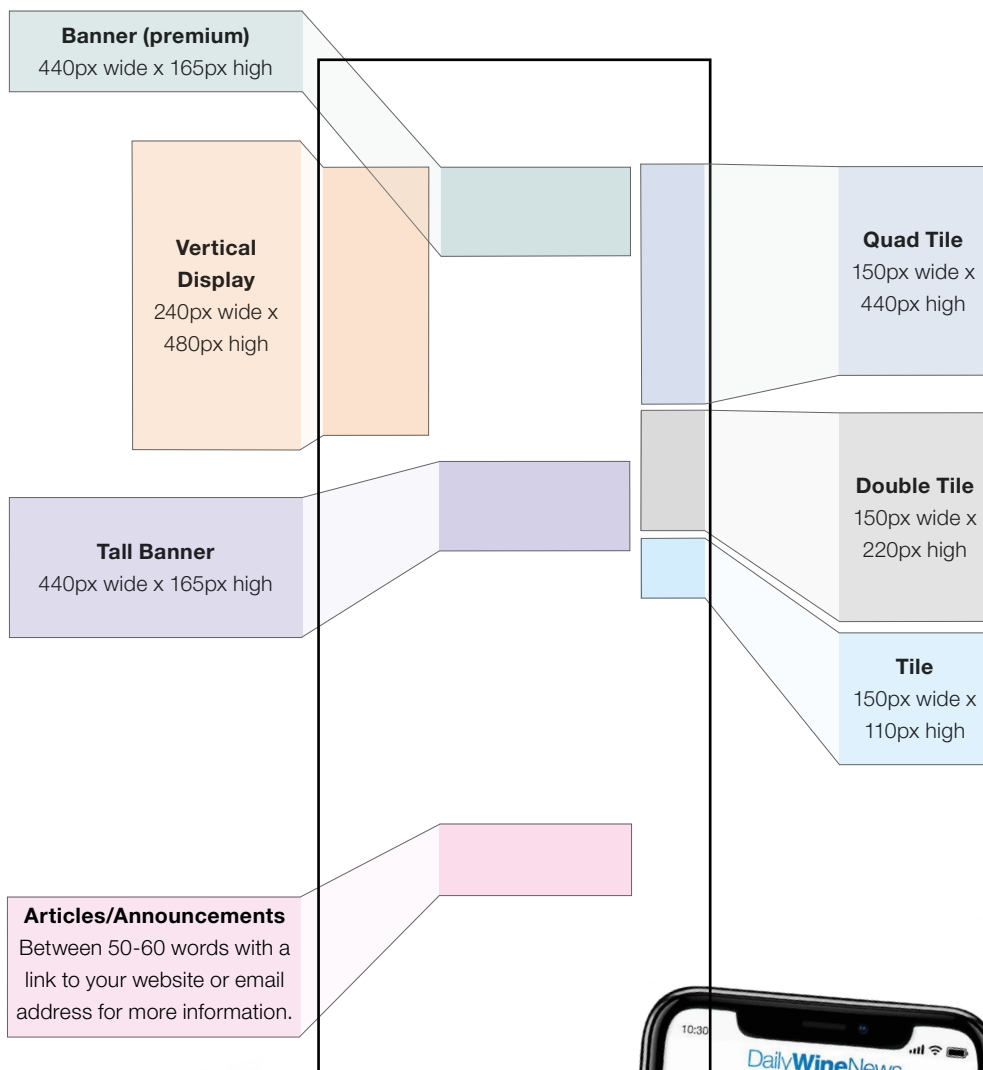
subscribe to *Daily Wine News**

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



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.

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. Maximise exposure of your advertisement. Only three positions available.

Quad Tile

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

Banners

Banners integrate your company's message into the daily news stories. We offer two sizes and multiple positions*.

*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

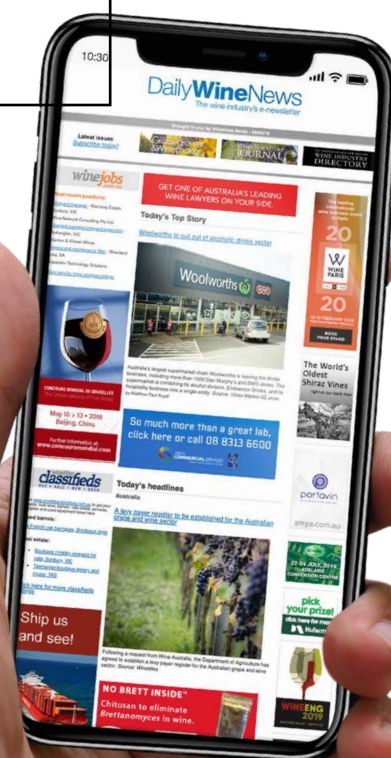
Press releases or announcements below the news section of the **Daily Wine News**. It appears as a link in **Daily Wine News** and is highly visible and actively read by subscribers.

Blog Articles

Appearing as an announcement in Daily Wine News and linking to the blog article which is housed on the Winetitles' website home page for extra news.

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

Premium Banner

Premium Banners appear in the most prominent position of all articles* and integrates your company's message from daily news stories. The premium position ad appears at the top of all stories on the website for the month of purchase.

*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

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URL

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

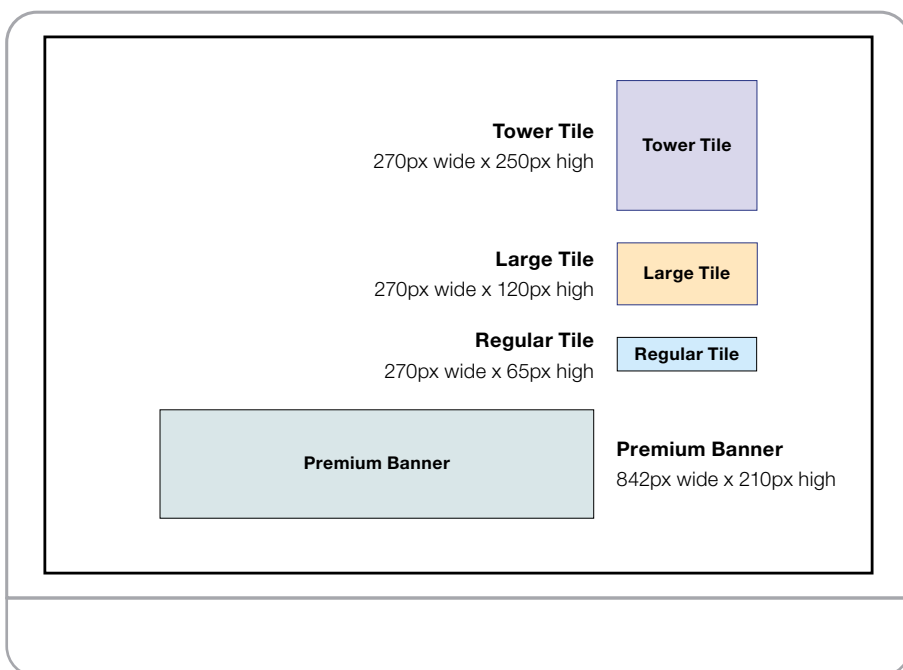
Delivery

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?

Digital **RATES**

Rates per month -
excluding GST

Multiple insertion discount:

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

Daily Wine News

Blog/Article *link from article/announcement per month	\$1260
Banner (premium)	\$1,160
Vertical Display - primary	\$880
Vertical Display - secondary	\$770
Tall Banner - primary	\$880
Tall Banner (position 2-3)	\$770
Tall Banner (lower)	\$660
Quad Tile	\$770
Double Tile	\$660
Tile	\$495
Articles/Announcements (1 week)	\$185

Winetitles Website

Premium Banner	\$1,160
Tower Tile	\$770
Large Tile	\$660
Regular Tile	\$440

PRINT AND DIGITAL PACKAGES

Maximise your reach and advertising dollars by combining print and online advertising. Talk to us today about a tailored campaign that suits your needs.

