

# WINE & VITICULTURE JOURNAL

An Award  
Winning  
Publication



WINE & VITICULTURE JOURNAL



#### SPRING

- Maturation: have the options improved?
- Aerial spraying of vineyards - never say never!
- Alternative packaging - should we move beyond the green bottle?
- Tasting: Field blend whites and other white blends

## Media Kit 2024

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# What is the Wine & Viticulture Journal?

The focus of the **Wine & Viticulture Journal** is on research, innovation and technology in winemaking and viticulture. It also covers topics related to wine business and marketing. This is complimented by industry news, regular columns by Australia's national wine industry associations, wine tastings and varietal reports.

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



## We are ... Targeted

The Wine & Viticulture Journal is essential reading for wine industry professionals and producers including vineyard managers, senior winemakers, winery engineers, consultants, marketers and educators.

## Authentic

It takes time to build trust and credibility. The Wine & Viticulture Journal was established in 1985 and is an award-winning\* publication.

\* Wine Communicators Awards 2019  
Best Wine Publication (Trade or Technical)

## Connected

Our subscriber-based readers trust us. People prefer to do business with people they know, like and trust.

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

# Why advertise in the Wine & Viticulture Journal?



1

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

2

The Journal has a very long shelf life. Quarterly magazines are kept as ongoing reference material into the future.

3

It works! Every year, successful companies choose to advertise, and renew their advertising in the Journal annually.

**Position your brand in a trusted industry journal that is popular amongst industry decision makers, including vineyard managers, senior winemakers, winery engineers, consultants, marketers & educators.**







# BE SEEN!

**2,450** Readership of print copies\*

**700** Subscribers\*

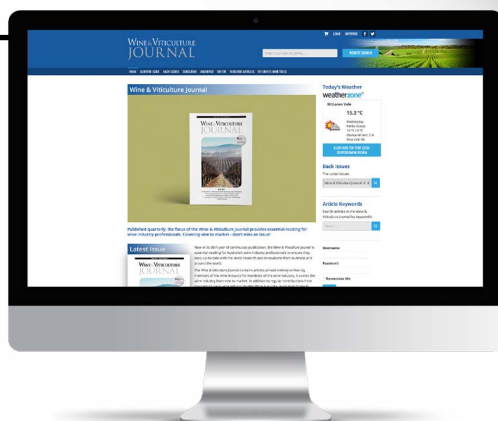
**1986** Serving the wine & viticulture industry for 35 years

**2019** Best Wine Publication (Trade or Technical) for 2019 - Wine Communicator Awards

## Wine, Industry, Technology & Innovation

### Who's reading the Journal?

Vineyard managers, senior winemaking professionals, winery engineers, consultants, educators, students, marketers, researchers, distributors, CEOs 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 Journal?



**Position yourself in the Journal and take your opportunity to stand out to the decision makers in the wine industry.**

The Wine & Viticulture Journal includes comprehensive articles and relevant news on winemaking and grapegrowing techniques and innovations, alternative varieties, regional news, wine business and marketing issues.

Contributing writers are highly regarded with columns and opinions from leading wine industry figures, plus the latest technical updates from Departments of Primary Industries, The Australian Wine Research Institute and universities.

Varietal reports and journal tastings continue to be a Journal trademark - these are highly anticipated by readers each issue.

## Wine & Viticulture Journal features for 2023-24

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

	<b>SUMMER</b> Dec/Jan/Feb 2023-24	<b>AUTUMN</b> Mar/Apr/May 2024
<b>Winemaking</b>	Primary and secondary fermentation – related to yeasts, enzymes, nutrients, fermenters/tanks, bacteria, maceration, cap management, pumps and barrels	Wine finishing – related to filtration, clarification, flotation Wine bottling – related to bottling lines, pumps Corks, screwcaps, alternatives
<b>Viticulture</b>	Climate change solutions & Sustainability	Soil health and vine nutrition – related to fertiliser, mulch, covercrops, compost Vineyard development & redevelopment – related to trellising, planting material/rootstocks, vine improvement, grafting, vineguards, nurseries
<b>Business &amp; Marketing</b>	Branding and marketing	Wine warehousing & shipping – related to exporting, distribution, insurance
	<b>WINTER</b> Jun/Jul/Aug 2024	<b>SPRING</b> Sept/Oct/Nov 2024
<b>Winemaking</b>	Grape & juice handling – related to crushers, destemmers, presses Managing reductive/oxidative wine production – related to tanks, barrels, presses, gases, air delivery devices NOLO wine production	Wine maturation - including oak, barrels, adjuncts, barrel alternatives, barrel storage/racking tanks
<b>Viticulture</b>	Pruning & trellising Midrow / undervine management – related to weeds, covercrops, mowers Irrigation Frost Control	Vine disease and pest control – related to agrochemicals, sprayers, bird control, organic/biodynamic practices Preparing for vintage - related to grape sampling, yield forecasting software, grape bins
<b>Business &amp; Marketing</b>	Global industry snapshot – wine consumption, production and exports	Direct to consumer: cellar doors, tasting rooms, wine and loyalty clubs, online sales & events – related to cellar door design, DTC winery software, sales/marketing initiatives Labelling & Packaging

### We welcome editorial submissions!

Wine & Viticulture Journal welcomes news from suppliers about technology, products or services in the wine industry.

### Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion.
- Content must be newsworthy.
- If a picture is required total words will be less.

### Advertising deadlines 2024

Edition	Booking	Art material
<b>Summer 23/24</b>	30 Oct 23	01 Nov 23
<b>Autumn 2024</b>	05 Feb 24	07 Feb 24
<b>Winter 2024</b>	29 Apr 24	01 May 24
<b>Spring 2024</b>	29 Jul 24	31 Jul 24

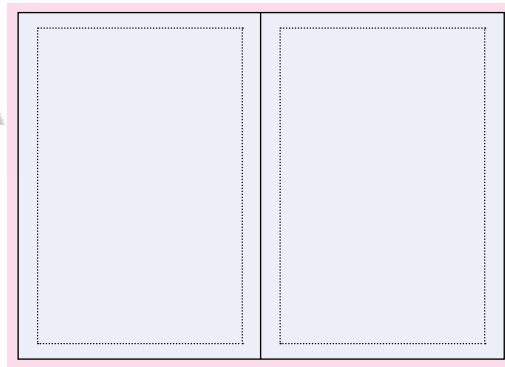
Maximise  
your reach  
by combining  
print & online  
advertising

# How much to be in the Wine & Viticulture Journal?

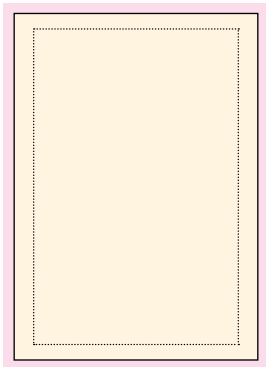
Ask us about our

**PRODUCTS  
& SERVICES** and our  
**TASTING NOTES** pages.

And how YOU can be featured.

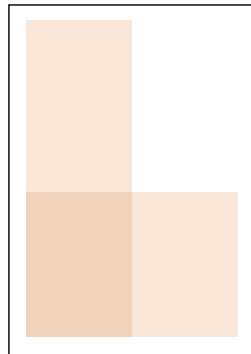


**Double page spread (DPS)**  
297mm high x  
420mm wide  
Plus 5mm bleed  
on all sides



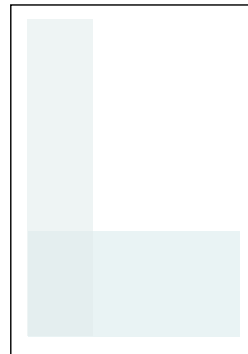
## Full Page (FP)

297mm H x 210mm W  
Plus 5mm bleed on all sides



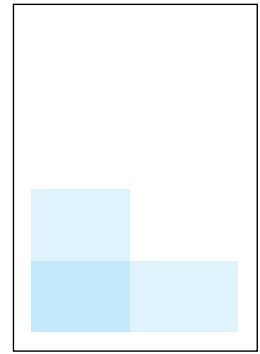
## Half Page (HP) (no bleed)

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 W  
Vertical - 130mm H x 90mm W

## RATES (all excluding GST)

	Casual	2x Rate	4x Rate
Double page spread	\$4,190	\$3,770	\$3,350
Full page	\$2,150	\$1,935	\$1,720
Half page	\$1,380	\$1,240	\$1,105
Third page	\$1,050	\$945	\$840
Quarter page	\$720	\$645	\$575
Flysheet	\$555 per issue (see over)		
Latest Issue	\$1,800 per issue (see over)		
Products & Services	\$900 per spot		
Tasting Notes	\$1,500 / 4 ads per issue		
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 AU & NZ run of the magazine: single sheet \$1210, 4 pages \$1545, 8+ pages \$1820  
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 Journal). 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



## 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.

Maximise  
your reach  
by combining  
print & online  
advertising

# How much to be in the Wine & Viticulture Journal?

## 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



1 Announcement on  
Daily Wine News



Large tile advert on  
Winetitles Website (1 month)

**30% off**

Normal rate: \$4,795  
Package rate: **\$3,525**

### Gold



Full page ad



1 Announcement on  
Daily Wine News



Large tile advert on  
Winetitles Website (1 month)

**25% off**

Normal price: \$2,800  
Package rate: **\$2,245**

### Silver



Half page ad



1 Announcement on  
Daily Wine News



Large tile advert on  
Winetitles Website (1 month)

**20% off**

Normal rate: \$2,610  
Package rate: **\$1,780**

### Bronze



Quarter page ad



1 Announcement on  
Daily Wine News



Large tile advert on  
Winetitles Website (1 month)

**15% off**

Normal rate: \$1,500  
Package rate: **\$1,330**

## Looking for something different?

All prices exclude GST



**Flysheet**  
\$555 per issue



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

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