

# AUSTRALIAN & NEW ZEALAND Grapegrower & Winemaker

An Award  
Winning  
Publication



## Media Kit 2024

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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

Advertisers have placed more ads in *Grapegrower & Winemaker* than any other Australian wine industry publication because they get proven results. We have a history of clients who are long term advertisers.

2

*Grapegrower & Winemaker* is a monthly publication, so our news and features are fresh and up-to-date unlike bimonthly industry magazines.

3

With the industry's most established and trusted publication, *Grapegrower & Winemaker* gives advertisers a proven vehicle to reach wineries and growers across Australia and New Zealand.

**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!

**5,800** Readership of print copies\*

**1,650** Subscribers\*

**1963** Serving the wine & viticulture industry for over 60 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

# 2024 MAGAZINE PLANNING GUIDE *Grapegrower & Winemaker*

## JANUARY Fermentation



- |  |  |
|--|--|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Vineyard Management</li> <li>• Pest &amp; Bird Control</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Fermentation</li> <li>• Materials Handling</li> </ul> |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Technology (AR, Video, Podcast, etc)</li> </ul>      | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Social Media</li> </ul>                    |

Booking deadline: 27 November, 2023. Artwork deadline: 29 November, 2023.

## FEBRUARY Bottles & Bottling Lines



- |  |  |
|--|--|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Vineyard Tractors &amp; ATVs</li> <li>• Vineyard Equipment</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Bottling Lines</li> <li>• Waste Water Management</li> </ul>                     |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• IT software</li> </ul>                                   | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Distribution &amp; Security</li> <li>• Bottles &amp; Cans</li> </ul> |

Booking deadline: 08 January, 2024. Artwork deadline: 10 January, 2024.

## MARCH Vineyard Focus



- |   |  |
|---|--|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Precision Viticulture</li> <li>• Weather Forecasting</li> <li>• Fertilisers</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Filtration</li> </ul>                       |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Review of Industry Apps</li> <li>• Education &amp; Training</li> </ul>    | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Cork &amp; Composites</li> </ul> |

Booking deadline: 05 February, 2024. Artwork deadline: 07 February, 2024.

## APRIL Top 20



- |  |   |
|--|---|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Vineyard Safety/OHSW</li> <li>• Spotlight on Riverina</li> </ul>                      | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Winemaking Equipment</li> <li>• Additives &amp; Gases</li> </ul> |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Mergers &amp; Acquisitions</li> <li>• Insurance &amp; Finance</li> </ul> | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• IT Sales &amp; Innovation</li> </ul>                  |
|  | <b>News</b> <ul style="list-style-type: none"> <li>• Top 20 Wine Companies</li> <li>• Annual Review</li> </ul>              |

Booking deadline: 04 March, 2024. Artwork deadline: 06 March, 2024.

## MAY PACKWINE 2024



- |   |   |
|---|---|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Nursery Stocks</li> <li>• Vineyard Trellising &amp; Repairs</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• IT in the Winery</li> <li>• Filtration</li> </ul>  |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Energy Alternatives &amp; Efficiency</li> </ul>           | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Bottle and Label Design</li> <li>• Packaging innovation</li> <li>• Caps &amp; Closures</li> </ul> |

Booking deadline: 02 April, 2024. Artwork deadline: 03 April, 2024.

## JUNE Winegrape Varieties



- |   |   |
|---|---|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Soil Management &amp; Nutrition</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Crushing &amp; Pressing</li> <li>• Winery Tanks</li> </ul> |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Finance</li> </ul>            | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Online Sales</li> </ul>                         |

Booking deadline: 06 May, 2024. Artwork deadline: 8 May, 2024.

## JULY Vintage 2024 Report



- |   |   |
|---|---|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Frost Management</li> </ul>                    | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Additives &amp; Gases</li> </ul>     |
| <b>News</b> <ul style="list-style-type: none"> <li>• 2024 Vintage Report</li> </ul>                         |   |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Industry HR Roundtable</li> </ul> | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Label Printing</li> </ul> |

Booking deadline: 03 June, 2024. Artwork deadline: 05 June, 2024.

## AUGUST Exports – Wine Exports



- |  |   |
|--|---|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Trellising, Posts &amp; Equip.</li> <li>• Irrigation</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Refrigeration</li> </ul>                                     |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Winery Design &amp; Construction</li> </ul>        | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• International Logistics &amp; Handling</li> </ul> |

Booking deadline: 01 July, 2024. Artwork deadline: 03 July, 2024.

## SEPTEMBER Barrels, Oak & Additives



- |   |  |
|---|--|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Pest &amp; Disease</li> </ul>                    | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Oak</li> <li>• Oak Alternatives</li> <li>• Barrel Storage</li> </ul>                  |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Education &amp; Training</li> </ul> | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Label Design</li> <li>• Label Printing</li> <li>• Bottle Design</li> </ul> |

Booking deadline: 05 August, 2024. Artwork deadline: 07 August, 2024.

## OCTOBER Equipment Survey



- |   |   |
|---|---|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Mechanical Harvesting</li> <li>• Fertilisers &amp; Vine Nutrition</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Winery Equipment</li> </ul>          |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Vineyard/Winery Valuation &amp; Sales</li> </ul>                | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Wine Marketing</li> </ul> |

Booking deadline: 02 September, 2024. Artwork deadline: 04 September, 2024.

## NOVEMBER Cellar Door - Direct to Consumer



- |  |  |
|--|--|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Fertilisers</li> </ul>                                  | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Winery Pumps</li> </ul>   |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Bulk Wine Markets &amp; Broking</li> </ul> | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Caps &amp; Closures</li> <li>• Packaging Innovation</li> </ul> |

Booking deadline: 30 September, 2024. Artwork deadline: 02 October, 2024.

## DECEMBER Vintage Preparation



- |  |  |
|--|--|
| <b>Grapegrowing</b> <ul style="list-style-type: none"> <li>• Vintage Employment</li> <li>• Vineyard Equipment</li> </ul> | <b>Winemaking</b> <ul style="list-style-type: none"> <li>• Wine Analytical Services and Equipment</li> </ul> |
| <b>Business &amp; Technology</b> <ul style="list-style-type: none"> <li>• Cellar Door/Wine Clubs IT</li> </ul>           | <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Bulk Wine and Exports</li> </ul>       |

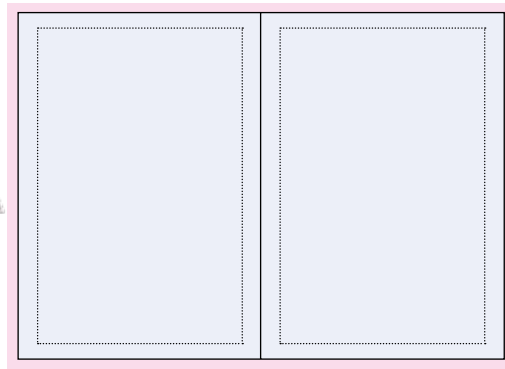
Booking deadline: 28 October, 2024. Artwork deadline: 30 October, 2024.

(Issue themes, editorial topics and bonus distribution subject to change.)

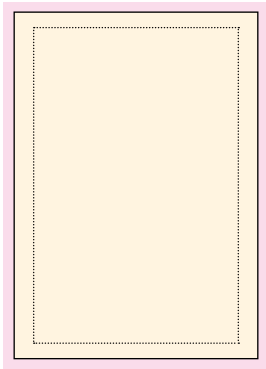
Maximise  
your reach  
by combining  
print & online  
advertising

# How much to be in the Grapegrower & Winemaker?

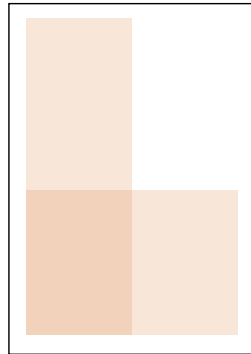
Ask us about our  
**NEW LOOK  
MARKETPLACE**  
And how YOU can be featured.



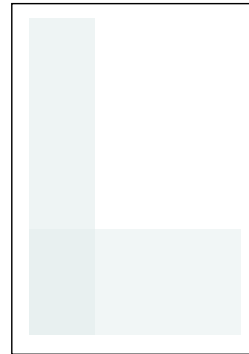
**Double page spread (DPS)**  
297mm high x  
420mm wide  
Plus 5mm bleed on  
all sides



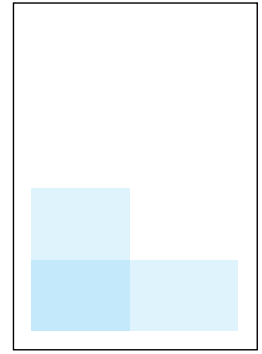
**Full Page (FP)**  
297mm H x 210mm W  
Plus 5mm bleed on all sides



**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 W  
Vertical - 130mm H x 90mm W

## RATES (all excluding GST)

	Casual	3x Rate	6x Rate	12x Rate
Double page spread	\$4,850	\$4,365	\$4,125	\$3,880
Full page	\$2,580	\$2,325	\$2,190	\$2,065
Half page	\$1,595	\$1,435	\$1,355	\$1,275
Third page	\$1,090	\$980	\$925	\$870
Quarter page	\$940	\$845	\$795	\$750
Flysheet	\$555 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 \$1525, 4 pages  
\$1720, 8+ pages \$2340  
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

Make the most of your images with these handy tips on file supply

# How to supply files to the Grapegrower & Winemaker?

## 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.

### Advertisements

Please supply as Press Ready PDFs.

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

### Images

Please supply at 300dpi, in either JPG or TIFF format.

### Logos

Please supply in either EPS, AI or PDF format. 300dpi JPG for logos that have images in them.

**Raster files are images built from pixels and are better for photographs.**

**Raster** files display a wide array of colours, with finer light and shading, than vectors — but they lose image quality when resized so it's important that the file be 300dpi at the size it's to be used.

**Common raster files are JPG, GIF, TIFF or PNG** below illustrates what happens when raster images are scaled.



**Vector files use mathematical equations and are better for logos.**

**Vector** files can be resized infinitely without losing any image quality. Vector files are popular for graphics that need to appear in a wide variety of sizes, like a **logo** that needs to fit on both a business card and a billboard.

**Common vector files are EPS or AI** below illustrates what happens when vector images are scaled.





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 OR Jamie Richardson: j.richardson@winetitles.com.au +61 8 8369 9514



# 2024 Media Kit | ADVERTISER CONTRACT, INSERTION ORDER & BILLING

Date: \_\_\_\_\_

We hereby authorize Winetitles Media to publish the advertisement of:

Advertiser: \_\_\_\_\_ ABN: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

In the following issue(s):

☐ **January**

Fermentation

☐ **February**

Bottles & Bottling Lines

☐ **March**

Vineyard Focus

☐ **April**

Top 20

☐ **May**

Winegrape Varieties

☐ **June**

Labelling, Packaging, Caps & Closures

☐ **July**

Vintage Report

☐ **August**

Exports – Bottled & Bulk

☐ **September**

Barrels, Oak & Additives

☐ **October**

Equipment Survey

☐ **November**

Cellar Door - Direct To Consumer

☐ **December**

Vintage Preparation

Size of ad: \_\_\_\_\_ Frequency: \_\_\_\_\_ \*\*Rate per insertion ex. GST: \$ \_\_\_\_\_ Contract Year: \_\_\_\_\_

We hereby authorize Winetitles Media to bill:

Agency/Company: \_\_\_\_\_ Order Number: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Authorised Signature: \_\_\_\_\_

Credit Card: ☐ Mastercard ☐ Visa

Name on the Card: \_\_\_\_\_ Please charge my credit card for \_\_\_\_\_ issues

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

***\*\*All new advertisers must prepay their first ad or complete a credit application to establish credit.***

In the event of any breach and/or default of any obligations to publisher either existing or arising in the future by the advertiser or agency, the advertiser and its agency shall be jointly and severally liable to the publisher, who shall be entitled to recover, in addition to all other damages, all costs and expenses, including court costs, reasonable attorney fees, and interest at the maximum rate provided by law. The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

## ADVERTISING REPRESENTATIVES:

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