

AUSTRALIAN & NEW ZEALAND

Grapegrower & Winemaker[®]

National journal of the wine industry, since 1963

- Published every month PLUS the highly acclaimed *Grapegrower & Winemaker* Annual Technical Issue is published in June
- Australia's largest circulation wine industry trade magazine
- The **BIGGEST SELLER**
- The **GREATEST REACH**
- The value of subscription only
- Unsurpassed in penetration into the SME winegrowing demographic across Australia
- Every issue includes sections on grapegrowing, winemaking, news, seasonal features, employment, upcoming events, classified ads and Australian Wine Business
- Serving the wine industry for 46 years



Number 1
in grape and wine



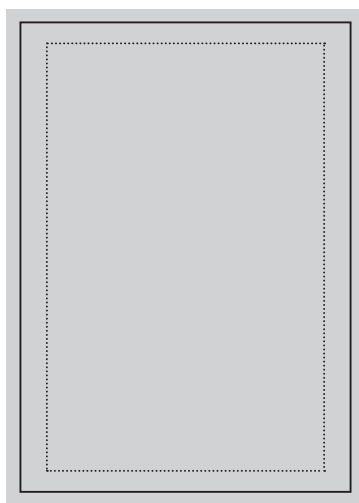
media kit

AUSTRALIAN & NEW ZEALAND
**Grapegrower
 & Winemaker**[®]

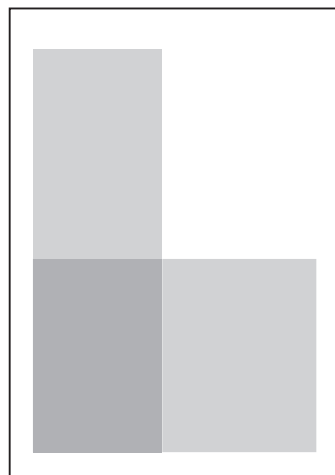
NATIONAL JOURNAL OF THE GRAPE AND WINE INDUSTRY

rates

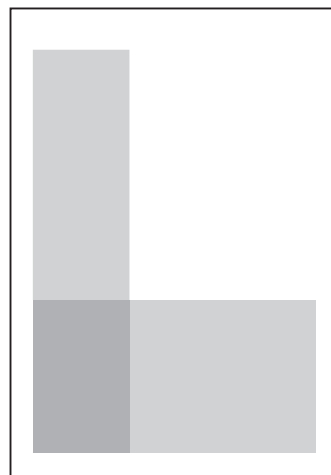
effective July 2009



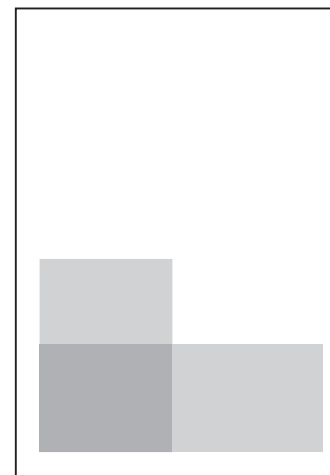
Full page (FP)
 Trim area 297mm high x 210mm wide
 With bleed add 5mm bleed on all sides
 Live type area 287mm high x 180mm wide*



Half Page Vertical (HPV)
 272mm high x 90mm wide
Half Page Horizontal (HPH)
 130mm high x 185mm wide



Third Page Vertical (TPV)
 272mm high x 59mm wide
Third Page Horizontal (TPH)
 90mm high x 185mm wide



Quarter Page Vertical (QPV)
 130mm high x 90mm wide
Quarter Page Horizontal (QPH)
 60mm high x 185mm wide

Published monthly

Rate per insertion – GST inclusive

	Full Colour Casual	Full Colour 3x Rate	Full Colour 6x Rate	Full Colour 12x Rate
Full page (A4)	\$1756	\$1676	\$1609	\$1556
Half page (horizontal or vertical)	\$1052	\$1016	\$988	\$945
Third page (horizontal or vertical)	\$772	\$755	\$727	\$710
Quarter page (horizontal or vertical)	\$612	\$598	\$585	\$570

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



[w] winetitles
 PROVIDING SOLUTIONS TO THE WINE INDUSTRY

Winetitles Pty Ltd
 ABN 57 109 570 336

For further information
 contact Advertising
 Sales Manager,
 Chas Barter

Ph +618 8369 9513
 Mobile 0409 670 996
 Fax +618 8369 9501

Email sales@grapeandwine.com.au
 Website www.winebiz.com.au

630 Regency Road, Broadview,
 South Australia 5083

PO Box 1006, Prospect East,
 South Australia 5082



AUSTRALIAN & NEW ZEALAND
**Grapegrower
 & Winemaker**[®]

NATIONAL JOURNAL OF THE GRAPE AND WINE INDUSTRY

marketplace rates

Published monthly

Rate per insertion – GST inclusive

colour

	Casual	3x Rate	6x Rate
9x1 (90x59)	\$317	\$307	\$297
8x1 (80x59)	\$282	\$273	\$264
7x1 (70x59)	\$246	\$239	\$231
6x1 (60x59)	\$211	\$205	\$198
5x1 (50x59)	\$176	\$170	\$165
4x1 (minimum)	\$140	\$136	\$132

mono

9x1 (90x59)	\$238	\$230	\$223
8x1 (80x59)	\$211	\$205	\$198
7x1 (70x59)	\$185	\$179	\$174
6x1 (60x59)	\$158	\$154	\$149
5x1 (50x59)	\$132	\$128	\$124
4x1 (minimum)	\$106	\$102	\$99

inserts – catalogues, brochures, flyers, CD's

By Arrangement;

Cost to insert in the Australian & New Zealand run of the magazine:

Single Sheet: \$1650, 4 pages: \$2000, 8 pages: \$2500

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).

(GST inclusive. We can also insert for individual Australian states; National only; New Zealand only; Overseas. Ask for a quotation)



[w] winetitles

PROVIDING SOLUTIONS TO THE WINE INDUSTRY

Winetitles Pty Ltd

ABN 57 109 570 336

For further information
 contact Advertising
 Sales Manager,
 Chas Barter

Ph +618 8369 9513

Mobile 0409 670 996

Fax +618 8369 9501

Email sales@grapeandwine.com.au

Website www.winebiz.com.au

630 Regency Road, Broadview,
 South Australia 5083

PO Box 1006, Prospect East,
 South Australia 5082



advertisement details

How to submit advertisements

Advertising material should be submitted in the following ways.* We will accept –



**.indd
Adobe InDesign**

Supply InDesign or QuarkXpress files with all images and font files separately.



**.pdf
Adobe Acrobat**

Please supply artwork using the highest quality settings. A preset for this is available from Winetitles.



**.doc
Microsoft Word**

Drawings in Word documents will be recreated by Winetitles staff to meet printing quality.



**.eps or .ai
Adobe Illustrator**

Supply Illustrator EPS or AI files with all images and font files separately. Outlined type format is recommended.



Supply all images/logos in separate files in CMYK colour at 300dpi resolution.
DO NOT use images/logos from websites as their resolution of 72dpi does not meet print quality standards.

Files can be burnt to CD and mailed to the address below. Files up to 20 MB can be submitted by email to sales@grapeandwine.com.au. Prior to sending native files via email please compress using DropStuff or WinZip, PDF files need no further compression. FTP service for large files available on request, or YouSendIt.com provide a free upload service, just sign in, its easy.

**We want to display your advertisement to its full potential. Our friendly production 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 phone (08) 8369 9500 for more information or email the address above.*



[w] winetitles
PROVIDING SOLUTIONS TO THE WINE INDUSTRY

Winetitles Pty Ltd

ABN 57 109 570 336

For further information
contact Advertising
Sales Manager,
Chas Barter

Ph +618 8369 9513

Mobile 0409 670 996

Fax +618 8369 9501

Email sales@grapeandwine.com.au

Website www.winebiz.com.au

630 Regency Road, Broadview,
South Australia 5083

PO Box 1006, Prospect East,
South Australia 5082



Match your advertising with our 2010/11 features

Promote your products or services to thousands of Australian and New Zealand grapegrowers, winemakers and marketers via our 4 traditional monthly features (every month)

- **Grapegrowing**
- **Winemaking**
- **Australian Wine Business** – Marketing/Business & Accounting/Export & Logistics/ Finance/Property/Legal/Administration/Superannuation/Cellar Door
 (Advertisements in this section also appear on our website www.winebiz.com.au, Free of charge.)
- **Marketplace Classifieds** – Services/For Sale/Employment/Grapevines/Real Estate
 (Advertisements in the section also appear in Winebiz Classifieds on our website www.winebiz.com.au and on Daily Wine News, Free of charge.)

Or via monthly special features (as shown below)

July 2010

Analytical & Laboratory Services
 & Equipment
 Education & Training/Vintage
 Employment
 Frost
 Pruning
 Spraying
 Waste Water Management

August 2010

Bottling, Labelling & Packaging
 Oak & Barrel Access
 Fertiliser & Nutrition
 Spraying
 Tank-farms & Catwalks
 Tractors
 Training & Trellising

September 2010

Bottling, Labelling & Packaging
 Education and Training/Vintage
 Employment
 Materials Handling – Viticulture
 NZ WEA Exhibition Review
 Oak & Barrel Accessories
 Pest & Disease Management
 Pumps
 Soil Management & Health
 Transport & Freight

October 2010

Bird control
 Bottling, Labelling & Packaging
 Cellar Door
 Harvesting
 Irrigation
 I.T. & Communications
 Pest & Disease Management
 Refrigeration & Cooling
 Waste/Recycled Water Management
 Yeast, Enzymes & Bacteria

November 2010

Bottling, Labelling & Packaging
 Fermentation Technology
 Fertilisers/Nutrition
 Filtration
 Irrigation
 Bird Control
 Pest & Disease Management
 Waste/Recycled Water Management

December 2010

Adelaide Hills Regional Focus
 Analytical & Laboratory Services
 and Equipment
 Cellar Door
 Oak & Barrel Access
 Salinity Management
 Tractors

January 2011

Analytical & Laboratory Services
 and Equipment
 Bottling, Labelling & Packaging
 Irrigation
 Materials Handling /OH&S – Winery
 Vineyard Machinery
 Yeast & Fermentation

February 2011

Dams & Water Storage
 Environmental Management
 I.T. and website design
 Refrigeration
 Succession planning
 Vineyard Machinery
 Waste Water Management

March 2011

Bottling, Labelling & Packaging
 Cover Cropping
 Insurance
 Materials Handling – Winery
 Top 30 Wineries
 Transport and Freight

April 2011

Education & Training/Vintage
 employment
 Fertilisers/Nutrition
 Filtration
 I.T. & Communications
 Pruning Solutions
 Trellising and Training
 Vine Improvement News

May 2011

Automating the Winery
 Frost
 I.T. & Communications
 Post Harvest Vineyard Care
 Pruning Solutions
 Winery Engineering Association
 Exhibition preview

June 2011

2011 WineTech
 Automating the Winery
 Crushing & Pressing
 Pruning Solutions
 Soil Management & Health
 Vineyard Machinery
 Vineyard Machinery & Equipment
 – 2nd hand



[w] winetitles
 PROVIDING SOLUTIONS TO THE WINE INDUSTRY

Winetitles Pty Ltd

ABN 57 109 570 336

For further information
 contact Advertising

Sales Manager,
Chas Barter

Ph +618 8369 9513

Mobile 0409 670 996

Fax +618 8369 9501

Email sales@grapeandwine.com.au

Website www.winebiz.com.au

630 Regency Road, Broadview,
 South Australia 5083

PO Box 1006, Prospect East,
 South Australia 5082

guidelines for advertorial submissions

Australian & New Zealand Grapegrower & Winemaker welcomes news from suppliers about technology, products or services in the wine industry – especially supplier success stories.

We are members of Wine Industry Suppliers Australia (WISA) and support the important role suppliers play in ensuring Australia's grapegrowers and winemakers are competitive and able to excel in the global wine industry through productivity and quality.

This information is to assist you in preparing an article submission, or simply in canvassing an idea for an article with our editors and journalists.

- When you forward an article for consideration, keep it short (300 words). News-focused copy is preferred (e.g. launch of a new product, new research involving your technology, a client who has utilized your product to success). Our editors will then contact you if we need to flesh out your story into a broader case study, or discuss with you receipt of additional information.
- It is *Grapegrower & Winemaker's* preference to print the price (or a guide to price) of products and/or services in articles.
- Please conclude your article with contact details for yourself (or other relevant salesperson/spokesperson) with telephone and email details.
- Articles should be saved as Word documents and emailed to our editor (address: editor@grapeandwine.com.au)
- Advertisers are welcome to submit photographs for publication with their advertorials. If submitting electronic photographs, our preference is for JPEG files. Attach each photograph as a separate JPEG file (i.e., not imbedded within the advertorial document).
- Please ensure photos are of sufficient size and quality (resolution of 300dpi).
- Articles are placed at the editor's discretion and may be cut for clarity or space.



[w] winetitles
PROVIDING SOLUTIONS TO THE WINE INDUSTRY

Winetitles Pty Ltd

ABN 57 109 570 336

**For further information
contact Advertising
Sales Manager,
Chas Barter**

Ph +618 8369 9513

Mobile 0409 670 996

Fax +618 8369 9501

Email sales@grapeandwine.com.au

Website www.winebiz.com.au

630 Regency Road, Broadview,
South Australia 5083

PO Box 1006, Prospect East,
South Australia 5082

