



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.

How to submit advertisements

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



.pdf
Adobe Acrobat

Please supply artwork using the highest quality settings, with hyperlinks box checked. 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.



.indd
Adobe InDesign

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

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.