



media kit

AUSTRALIAN & NEW ZEALAND

Grapegrower & Winemaker

National journal of the wine industry, since 1963

- Published every month
- 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, sales & marketing and business & technology
- Serving the wine industry for 47 years

Publisher Profile

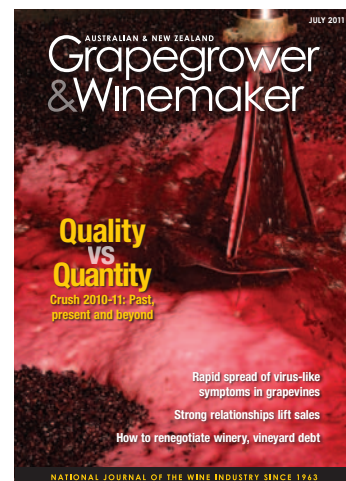
Winetitles, publisher of Australia's leading wine industry trade journals, and award winning reference guide *Wine Industry Directory*, has forged a formidable reputation over more than twenty years for providing the highest standards in publishing in print and on line information for the Australian wine industry.

Its periodicals and books are recognised internationally and represent the world class qualities of the Australian wine industry.

Magazine Profile

Grapegrower & Winemaker is Australia's longest established and most authoritative wine industry journal covering the Australian and New Zealand wine industries.

As a brand, *Grapegrower & Winemaker* is highly regarded and recognised for servicing the broad range of news and information needs required by readers to keep them abreast of changing wine industry markets and ahead of their competitors.



**Number 1 in
grape and wine**

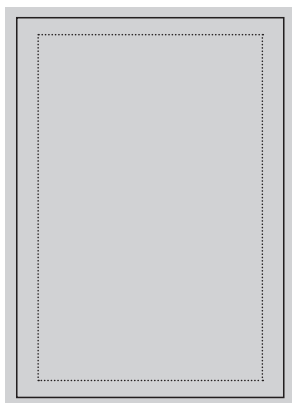
Grapegrower & Winemaker subscribers represent all industry categories including grape growers, propagationists, wine makers (private and corporate), cellar door, managers, marketers, engineers, suppliers and educators.

It is regarded highly as a valuable communication and marketing tool by both producers and the industry's extensive range of suppliers of goods and services.

Editorial Coverage

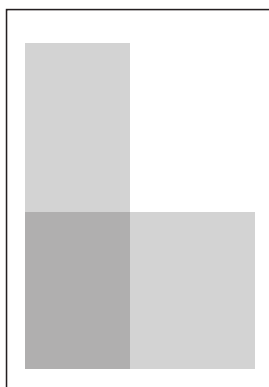
Grapegrower & Winemaker is the core industry medium for the communication of practical solution based information for wine and viticulture decision makers. It is published in an easy to read format.

Annually 12 issues are produced, which offer comprehensive coverage on the latest industry news and information, conveniently segmented into regular sections of news, grape growing, wine making, sales and marketing and business and technology. It is the official newsletter distribution choice of the Grape and Wine Research and Development Corporation (GWRDC) and Wine Grape Growers of Australia (WGGA).



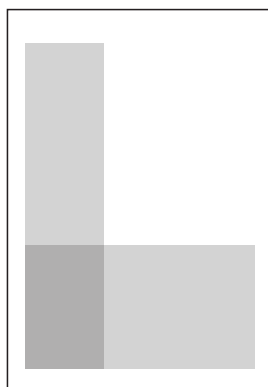
Full page (FP)

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



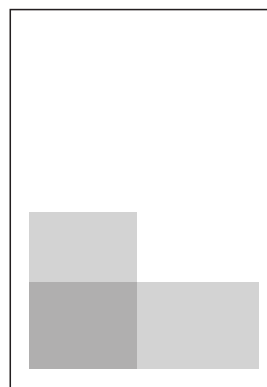
Half Page Vertical (HPV)
272mm high x 90mm wide

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	\$1668	\$1580	\$1492
Half page (horizontal or vertical)	\$1052	\$999	\$946	\$894
Third page (horizontal or vertical)	\$772	\$733	\$695	\$656
Quarter page (horizontal or vertical)	\$612	\$581	\$551	\$520
1/6 page (130mm high x 59mm wide)	\$430	\$408	\$387	\$365
1/8 page (65mm high x 90mm wide)	\$350	\$332	\$315	\$298

Mono rates: deduct 25% from colour rates. Preferred Position – Loading 10%; Covers 20%. Agency Commission 10%.

marketplace rates

Published monthly

Rate per insertion – GST inclusive

	Casual	3x Rate	6x Rate
colour 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 \$1450, 4 pages \$1760, 8 pages \$2200

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

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contact Advertising
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www.winebiz.com.au

630 Regency Road, Broadview,
South Australia 5083

PO Box 1006, Prospect East,
South Australia 5082

Match your advertising with our 2011/12 features

Promote your products or services to thousands of Australian and New Zealand grapegrowers, winemakers and marketers in the following sections

Features to appear under the following major sections:-

N – News, GG – Grapegrowing, WM – Winemaking, SM – Sales & Marketing, BT – Business & Technology

Or via monthly special features (as shown below)

July 2011

- GG** Winter in the vineyard (Frost, Irrigation, Pruning, Spraying)
- WM** Analytical services
- WM** Winery Waste Water
- SM** Bottling & Labelling
- BT** Cellar doors

Aug 2011 export

- GG** Spring vineyard planning (Fertilisers & Nutrition, Tractors, Training & Trellising)
- WM** Wine Storage (Oak, Tanks)
- SM** Bottling & Labelling
- BT** Bulk Wine
- BT** Export & Insurance

Sept 2011 – special vineyard issue

- GG** Spring vineyard management (Irrigation, Materials Handling-Viticulture, Pest & Disease, Soil Management)
- WM** Oak Alternatives
- WM** Wine presses & crushers
- SM** Bottling & Labelling
- SM** Caps & Capsules
- BT** Education

Oct 2011 – wine science

- GG** Pre-vintage planning (Bird Control, Harvesting, Vineyard Technology)
- WM** Pre-vintage preparations (Custom Crushing, Refrigeration, Yeasts & Enzymes)
- SM** Bottling & Labelling
- SM** Brands & Labels
- BT** Transport & Freight
- BT** Winery construction & architecture

Nov 2011 – the people

- GG** Vineyard summer strategies (Fertilisers & Nutrition, Irrigation, Mildew Control)
- GG** Vine Management
- WM** Filtration
- WM** Winery Pumps
- SM** Bottling & Labelling
- BT** I.T. & website design

Dec 2011 – the environment issue

- GG** Bird Control
- GG** Tractors
- WM** Winery essentials (Laboratory Equipment & Services, Oak Barrels & Accessories, Wine Additives)
- SM** Bottling & Labelling
- BT** Legal

Jan 2012 – special winemaking issue

- GG** Vineyard Machinery
- WM** Winery quality (Fermentation, Materials handling-Winery, Yeasts & Enzymes)
- SM** Bottling & Labelling
- BT** Export

Feb 2012 – innovation & technology

- GG** Tools & supplies (Vineyard Machinery, Vineyard Supplies)
- WM** Refrigeration
- WM** Winery Waste Water Management
- SM** Bottling & Labelling
- BT** I.T. & software

Mar 2012 – finance & business

- GG** Pruning Innovations
- WM** Filtration
- WM** Wine Barrel Racks & Handling
- SM** Bottling & Labelling
- SM** Bottle design & Innovation
- BT** Export, Insurance & Finance

Apr 2012 – top 20

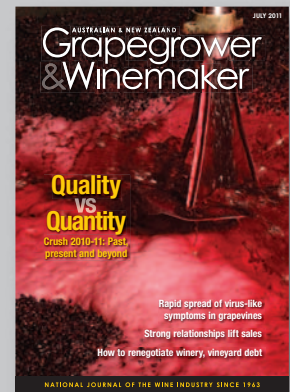
- N** Australia's Top 20 Wineries
- GG** Post-vintage planning (Fertilisers & Nutrition, Training & Trellising, Vine stocks & Nurseries)
- SM** Bottling & Labelling
- SM** Printing & Publishing
- BT** I.T. & website design

May 2012 – small & medium enterprises

- N** Top 20 Boutique wineries
- GG** Pre-winter planning (Frost Management, Post Harvest Vineyard Care, Pruning)
- WM** WEA Exhibition preview
- SM** Bottling & Labelling
- BT** Education
- BT** Industry Software

June 2012 – research & development

- GG** Soil and vines (Soil Management & Health, Vine stocks & Nurseries)
- GG** Vineyard Machinery
- WM** Crushing & pressing
- SM** Bottling & Labelling
- SM** Wine accessories & Gifts
- BT** Bulk Wine



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Disclaimer: Winetitles reserves the right to amend this list should it be deemed necessary by the editor.

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.

Advert submissions

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. 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.*



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