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Reach Australia's winegrowers with the industry's leading journal

Following industry feedback and reader surveys that called for more viticulture content, Winetitles has decided to merge *Australian Viticulture* with the *Wine Industry Journal* and will be published as *Wine & Viticulture Journal*.

Our commitment is to produce a well balanced, well researched industry journal dedicated to the business of producing quality grapes and innovative winemaking, and to deliver it to a targeted audience, achieving maximum exposure for the advertisers.

The Journal, which will incorporate *Australian Viticulture*, has had a loyal readership for more than 25 years nationally and overseas and its proven success is measured by the loyalty that the publication has established with long standing subscribers and advertisers.

Similarly, *Australian Viticulture* which has been published for 15 years brings a committed grower readership made up of the major warm climate regions plus cool climate producers in all states.

In addition to strong circulation, *The Journal* will distribute additional bonus copies throughout the year at important industry events.



Testimonials

“After the article and advertisements in the WIJ we have seen enquiries and orders from every point of the globe... It shows to me how the global wine industry embraces innovation and looks towards Australian as a catalyst for new approaches to old problems and the WIJ seems to be the vehicle of choice”.

Nigel Catt and Brian O'Malley, Directors, OCLOC.

“In the evaluation of options to get an advertising message to the wine (and table) grape market, we investigated various options. We found *Australian Viticulture* to be one of the most commonly read viticultural magazines with our typical customers”.

Steve Ansermino, Sales Manager – EKKO.

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Wine & Viticulture Journal

Wine Industry Technology and Innovation

Bi-monthly publication

Welcome to Australia's new specialist wine industry publication, dedicated to covering all aspects of wine making and technology, viticulture, wine business and marketing - from vine to market.

It's essential reading for wine industry professionals and producers including growers, winemakers, engineers, consultants, marketers and educators. This makes it the perfect medium for targeting advertising to those in the business of growing grapes and making and selling wine.

Profile Summary

Serving the industry for over 25 years.

Readership of more than 7,000 includes grapegrowers, winemakers, engineers, consultants, educators, students, marketers, distributors, CEOs and investors.

Editorial coverage includes comprehensive articles and relevant news on winemaking and grapegrowing techniques and innovations, plus regional news, wine business and marketing issues. The combined editorial mix of both former leading publications will deliver "must have" industry innovation and technology content. The new Journal will continue to include The United Grower, Wine Grape Growers Australia's regular newsletter.

Contributing writers are highly regarded with columns and opinions from leading wine industry figures, including Tony Keys of the Keys Report, viticulturalists Tony Hoare and Dr Richard Smart, plus the latest technical updates from DPIs, Australian Wine Research Institute and Universities.

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



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Issue	Winemaking	Viticulture	Business & Marketing	Regional Report & Tasting
JAN / FEB Special focus: Industry sustainability	<ul style="list-style-type: none"> • Wine Presentation - Including bottling and packaging • Optimising energy use - including refrigeration • Waste water management 	<ul style="list-style-type: none"> • Water resource management - including irrigation, dams • Monitoring grape quality • Organic & biodynamic viticulture 	<ul style="list-style-type: none"> • Marketing sustainability • Directory of wine and business services • Successful business models for vineyards and wineries - including financial counselling & assistance 	<ul style="list-style-type: none"> • Region: Swan Valley, WA • Tasting: Petit Verdot
MAR / APR Special focus: Wine business in a changing market	<ul style="list-style-type: none"> • Wine finishing – including filtration, clarification • Cork 	<ul style="list-style-type: none"> • Soil health & nutrition – including fertiliser • Vineyard redevelopment – including trellising, nurseries/grafting 	<ul style="list-style-type: none"> • Wine packaging and shipment - including label design/designers, glass, packaging • Social networking 	<ul style="list-style-type: none"> • Region: Tasmania • Tasting: \$50+ Pinot Noir
MAY / JUN Special focus: Vineyard technology and innovation	<ul style="list-style-type: none"> • Grape and juice handling - including crushing, pressing, destemming 	<ul style="list-style-type: none"> • Canopy management – including trellising, pruning, trimming, shoot thinning, leaf removal • Vineyard mechanisation – including tractors and harvesters • Rootstocks & vine improvement – including nurseries 	<ul style="list-style-type: none"> • Vineyard/winery real estate valuations • Education and careers 	<ul style="list-style-type: none"> • Region: Coonawarra, SA • Tasting: Fiano
JUL / AUG Special focus: Trends in processing for large-scale wineries	<ul style="list-style-type: none"> • Wine maturation - including oak barrels, adjuncts, barrel storage/racking 	<ul style="list-style-type: none"> • Cover cropping – includes mowers • Post-harvest management • Frost control • 2012 vintage overview • Irrigation design & efficiency 	<ul style="list-style-type: none"> • Logistics & wine transportation – includes storage, warehousing, transport/distribution 	<ul style="list-style-type: none"> • Region: Yarra Valley (TBC) • Tasting: TBC
SEP / OCT Special focus: SME technology review	<ul style="list-style-type: none"> • Winemaking equipment for SMEs • Alternative closures 	<ul style="list-style-type: none"> • Vine disease and pest control - includes spraying, bird control, weed control 	<ul style="list-style-type: none"> • Cellar door & tasting rooms • Marketing • Brand design & marketing 	<ul style="list-style-type: none"> • Region: TBC • Tasting: TBC
NOV / DEC Special focus: The business of wine shows	<ul style="list-style-type: none"> • Fermentation – including yeast, fermenters, bacteria, enzymes • Cellar climate control – including refrigeration and insulation 	<ul style="list-style-type: none"> • Pre harvest management – includes mowers, harvesters, leaf blowers, pruners, vineyard supplies 	<ul style="list-style-type: none"> • Marketing initiatives and regulations in export markets • Human Resources • Computer technology & programs 	<ul style="list-style-type: none"> • Region: Canberra (TBC) • Tasting: Sparkling Red

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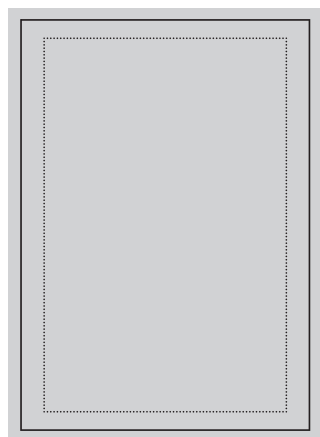
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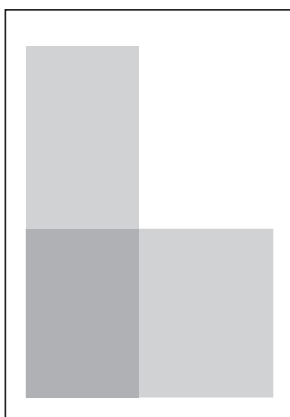
Published bi-monthly

Rate per insertion – GST inclusive	Casual	Full Colour 3x Rate	Full Colour 6x Rate	Mono
Full page (A4)	\$1684	\$1515	\$1431	\$1178
Half page (horizontal or vertical)	\$980	\$882	\$833	\$686
Third page (horizontal or vertical)	\$736	\$662	\$625	\$515
Quarter page (horizontal or vertical)	\$570	\$506	\$485	\$399



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*

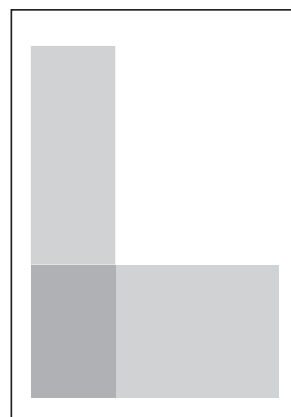


Half Page Vertical (HPV)

272mm high x 90mm wide

Half Page Horizontal (HPH)

130mm high x 185mm wide

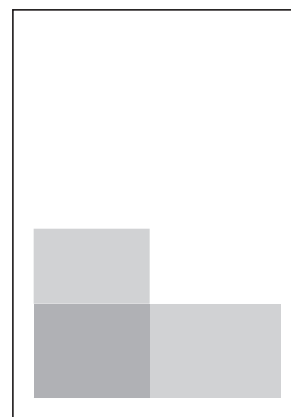


Third Page Vertical (TPV)

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

Inserts

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

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 next to the Journal).

Advertising deadlines 2012

Edition	Booking	Art material	Mail-out
Jan/Feb	12-Dec	15-Dec	13-Jan
Mar/Apr	6-Feb	7-Feb	5-Mar
May/June	24-Apr	26-Apr	22-May
Jul/Aug	11-Jun	12-Jun	6-Jul
Sep/Oct	27-Aug	28-Aug	21-Sep
Nov/Dec	22-Oct	23-Oct	16-Nov

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SXP

80mm deep x 87mm wide
\$275 Mono/\$330 Colour
Inc GST

EPH

60mm deep x 87mm wide
\$220 Mono/\$275 Colour
Inc GST

Strip

30mm deep x 180mm wide
\$198 Mono/\$264 Colour
Inc GST

Classified rates

Contact Nicole Evans on

P: +61 8 8369 9515 M: +61 409 670 996

E: wjsales@winetitles.com.au

to discuss advertising in the classifieds.

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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.



.eps or .ai

Adobe Illustrator

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



.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.



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.

*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: info@winetitles.com.au