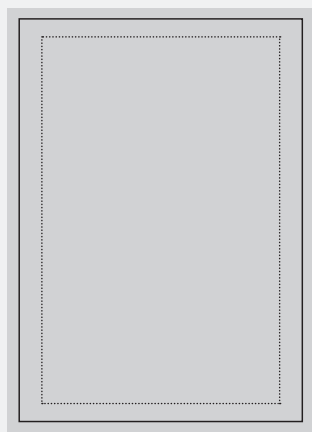


Buyers' Guide Classifications and Definitions

<p>Accounting & Tax Consultants Accreditation Services Quality assurance, organic, bio-dynamic, food safety, OHSW.</p> <p>Agitators Analytical Services Architects – Winery Design Auctioneers – Wine Barrel Accessories Bung, spears, filling guns, samplers, washing devices, mixers/stirrers.</p> <p>Bird & Pest Control Bird netting, scare guns, kites.</p> <p>Bottles – Glass Bottles – Plastic Bottling – Contract Facility Bottling – Mobile Bottling Line Bottling Equipment Bottle filling and sealing equipment, including champagne and soft pack.</p> <p>Brokers (Grape) & Grape Sales Brokers (Wine) & Wine Sales Independent Third Party Brokers, Bulk & Cleanskin Wine Sales.</p> <p>Business Services Management advice, statistics, strategists, logistics and supply chain.</p> <p>Capsules, Hoods & Mueselets Metal and plastic capsules and mueselets.</p> <p>Cellar Door Accessories Includes wine glasses, corkscrews, aprons etc.</p> <p>Cellar Door Fitout Includes fittings, racks, glass washers, signage etc.</p>	<p>Chemicals – Winemaking Additives, fining agents, stabilisers; cleaning and sanitising, laboratory reagents.</p> <p>Closures – Cork Natural cork supplies.</p> <p>Closures – Screw Caps & Crown Seals Closures – Synthetic Computer Services – Consultancy Services & Software Conveyors Cooperage Manufacture of barrels; barrels and wood suppliers.</p> <p>Cooperage Services Shaving, repairs.</p> <p>Crushers/Destemmers Cultivators & Weeders Designers – Labelling & Packaging Designers – Website Distributors – Export Overseas Distributors. For a complete list of Aust. and NZ distributors refer Distributors.</p> <p>Educational Services For a complete list of Tertiary Institutions refer Organisations, Teaching and Research Institutes.</p> <p>Employment Services Environmental Management Enzymes Export Services Fermenters Filter Material Filtration media (pads, cartridges, DE etc.)</p>	<p>Filters Filtration equipment.</p> <p>Filtration Services Filtration and wine treatment (includes reverse osmosis, VA removal, alcohol reduction etc)</p> <p>Financial Services Flavours & Concentrates Frost Management Gases Harvesters Harvesters – Contract Heat Exchangers See also Refrigeration Equipment.</p> <p>Hose & Connectors Winery hose and connections.</p> <p>Insulation Insulation for tanks and pipework.</p> <p>Insurance Irrigation Sprinklers, pumps, pipelines, irrigators, microjets.</p> <p>Labelling Machines Labelling Machines – Maintenance Labelling Services – Contract Labelling Supplies – Label Stock</p> <p>Laboratory Design Laboratory Equipment Hydrometers, pH meters, thermometers and glassware.</p> <p>Land Use Planning Legal Services Marketing Materials Handling Mowers</p>	<p>Nurseries & Vine Planting Material Planting material, propagation services.</p> <p>Oak Adjunct Systems Chips, staves, beans, oak sleeves.</p> <p>Packaging – Bag-in Box Packaging Machines & Maintenance Packaging Services – Contract Packaging Supplies Presses – Wine Printers – Labels Printers – Packaging Process Instrumentation Manufacturers or suppliers of control units, meters and components used in setting up winery automation systems.</p> <p>Promotional Goods Pruning – Contract Pruning Equipment – Mechanical Pruning Equipment – Secateurs Public Relations Pumps – Winery Must and wine transfer pumps, centrifugal pumps.</p> <p>Racks – Barrel Racks – Wine Real Estate Agents Receival Bins Refrigeration Equipment Winery refrigeration. See also Heat Exchangers.</p> <p>Scales – Weighing Equipment Soil Specialists Sprayers</p>	<p>Stainless Steel – Other Stainless Steel – Tanks Manufacturers of storage tanks.</p> <p>Tank Accessories Irrigators, racking plates, valves, plungers, mixers/stirrers.</p> <p>Tank Cleaning Equipment Spray nozzles etc.</p> <p>Tractors Transport – Bulk Wine (Tanker) Transportation & Freight Forwarding – Bottled Wine Trellis Supplies Posts, wire etc. Does not include vine guards or irrigation fittings.</p> <p>Vine Guards & Grow Tubes Vineyard Development Services Vineyard Management Services & Vineyard Contractors Vineyard Supplies Does not include products already listed under a specific classification.</p> <p>Viticulture – Chemicals Fungicides, pesticides, herbicides and fertilisers.</p> <p>Viticulture – Organics Fungicides, pesticides, herbicides and fertilisers.</p> <p>Viticulture Consultants Water Management – Water Sales & Purchasing Contracts Water Treatment Low quality to a standard suitable for irrigation use.</p>	<p>Wine Storage Services Bulk wine storage facilities and climate controlled warehouses for bottled wine storage.</p> <p>Winemaking Consultants Oenology, wine styling, wine assessment and blending, benchmarking.</p> <p>Winemaking Facility – Contract Winery Automation & Electrical Services Automation systems design and implementation.</p> <p>Winery Equipment Equipment such as centrifuges, valves, portable fittings and other equipment for which there is no specific classification. Does not include bottling equipment, packaging equipment, labelling equipment, presses, pumps, crushers/destemmers, heat exchangers, refrigeration equipment, fermenters or any other equipment already listed under a specific classification.</p> <p>Winery Infrastructure Winery construction, buildings, fabric, floorings and doors.</p> <p>Winery Maintenance Services Winery Wastewater Management Yeast & Bacteria Yeast and fermentation supplements, MLF bacteria etc.</p>
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Advertisement Size and Submission Guide



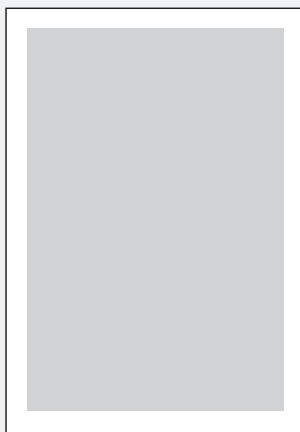
FPB 297 x 210

Full Page with Bleed

strictly limited availability

Tabs, Covers & Overview

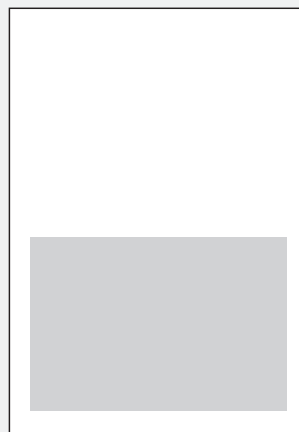
For bleed add 5mm on all sides (307 x 220)



FP 265 x 185

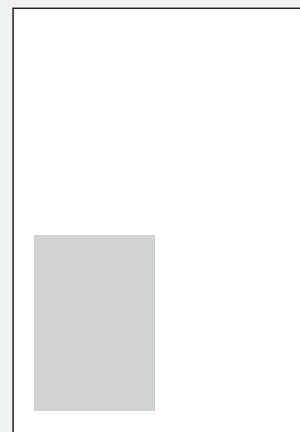
Full Page

Full page adverts with no bleed



HPH 130 x 185

Half Page Horizontal



QPV 130 x 90

Quarter Page Vertical

How to submit advertisements:

Final artwork and advertising material is best supplied as print optimised PDF file via email or large file sending services to widartwork@winetitles.com.au or on CD to:

630 Regency Road, Broadview, South Australia 5083.

Measurements are shown depth x width and in mm. Magazine trim size is 297 x 210 (A4). Ads that bleed must be supplied with 5mm bleed to all sides.

We prefer high resolution PDF files optimised for printing. We also accept InDesign, Illustrator and Photoshop (INDD, EPS, TIF, JPG, PSD) files supplied with all supporting fonts and images (in CMYK with a resolution of 300ppi at the final print size). Artwork (apart from text) supplied in any Microsoft programs (Word, Powerpoint, Excel, Publisher) will need to be recreated and needs to be supplied with high resolution images/logos at 300dpi. Fees may apply for recreation of artwork supplied in incorrect format and use of images from the Publisher's stock library. For more information please phone (08) 8369 9500 or email: widsales@winetitles.com.au

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