

The Australian and New Zealand Wine Industry Journal

Bi-monthly publication

Welcome to Australia's only publication dedicated to covering all aspects of wine industry operations from vine to market.

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

Profile Summary

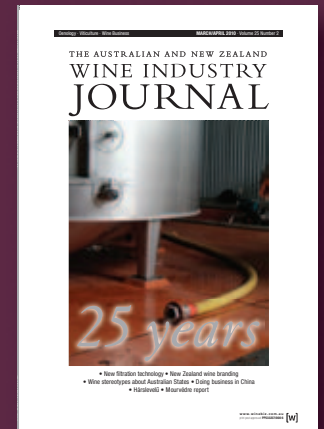
Serving the industry for over 25 years.

Readership of more than 5000 includes winemakers, engineers, consultants, educators, students, marketers, distributors, CEOs and investors.

Content is highly regarded, with columns and opinions from leading wine industry figures, including the Australian Wine Research Institute, Dr Richard Smart, Wine Network's Gary Baldwin and former Australian Wine Export Council chief executive, Jonathan Scott, to name a few.

Varietal reports and journal tastings are a *Journal* trademark, and are highly anticipated by readers each issue.

THE AUSTRALIAN AND NEW ZEALAND
WINE INDUSTRY
JOURNAL



[w] winetitles
PROVIDING SOLUTIONS TO THE WINE INDUSTRY

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Reach Australia's winemakers with the industry's leading wine journal

Our commitment is to produce a prestigious, well researched journal dedicated to the business of winemaking and deliver it to a targeted audience, achieving maximum exposure for the advertisers.

The *Journal* has had a loyal readership for more than 25 years and its proven success is measured by the loyalty that the publication has established with long standing subscribers and advertisers.

Testimonials:

"Keeps our business up to date with current and relevant industry happenings". **Nerissa Button, SA.**

"You guys do good work (writing). I like the cross-over between a magazine style and a journal; it allows you to talk about things that may not be fact as of yet in a theoretical kind of way. A lot of the things going on in Australia and New Zealand I see in the States as well and the writing is always up to date or beyond".

Joe Hudon USA.

"I devour the *Wine Industry Journal's* technical winemaking information. Of the many articles offering practical winemaking advice I found 'Malolactic Fermentation' by Robert Paul and Rachel Gore (Vol 21, No 6) most useful in guiding me and my students/clients through the foibles of MLF in each years' barrels."

Karen Coulston, Victoria.

Our Advertisers include:

Alcan
AP Johns
Austwine
AWRI - comercial service
Cooperage 1912
Costa Enterprises
DSM
Flextank
F Miller
Graphic Language
J Falland
JMA
Kauri
Memstar
MEP Instruments
O-I
DJ Young
Portavin
South Eastern Refrigeration
Thermowrap
VA Filtration
Wine Networking Consulting
Wine Technology Australia
ZORK

rates

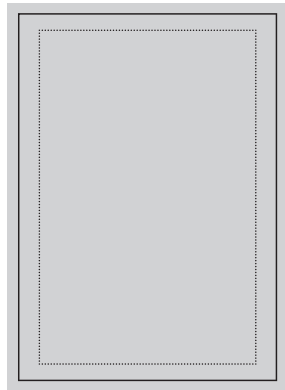
Published bi-monthly

| Rate per insertion – GST inclusive | Casual | Full Colour 3x Rate | Full Colour 6x Rate | Mono |
|---------------------------------------|-----------|------------------------|------------------------|----------|
| Full page (A4) | \$1290.00 | \$1160.00 | \$1100.00 | \$965.00 |
| Half page (horizontal or vertical) | \$775.00 | \$695.00 | \$660.00 | \$580.00 |
| Third page (horizontal or vertical) | \$580.00 | \$520.00 | \$490.00 | \$435.00 |
| Quarter page (horizontal or vertical) | \$450.00 | \$405.00 | \$380.00 | \$335.00 |

Inserts

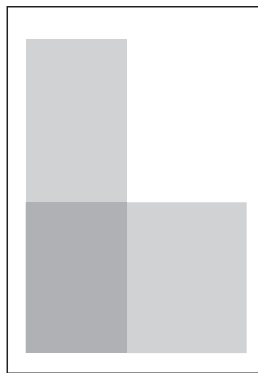
By Arrangement; Preferred Position – Loading 10%; Covers 20%. Agency Commission 10%.

Inserts need to be 290mm deep x 195mm wide (or smaller). A4 size is too large to insert and is treated as an 'insert' (placed in the plastic next to the *Journal*).



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*

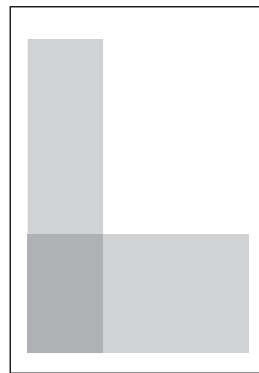


Half Page Vertical (HPV)

272mm high x 90mm wide

Half Page Horizontal (HPH)

130mm high x 185mm wide

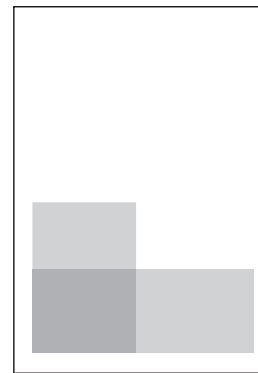


Third Page Vertical (TPV)

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



features list

July-August 2010

Optimising energy use
(including refrigeration)

Education

Wine transport & storage

September-October 2010

Oak

Closures

November-December 2010

Fermentation and yeast

Each issue of the Wine Industry Journal includes the following topics that are highly valued and anticipated by our readers:

- **AWRI Report**
- **Business / Marketing / Export**
- **The Key Files, Tony Keys**
- **Varietal Report & Tastings**
- **Advances in Winemaking**

January-February 2011

Wine presentation

(including bottling, labelling and packaging)

Environmental efficiency

(including carbon cutting, chemical management, wastewater management)

March-April 2011

Wine finishing

(including filtration and clarification)

May-June 2011

Grape and juice handling

(including crushing and pressing operations)

Advertising Deadlines 2010-2011

| ISSUE | ADVERTISING BOOKING | AD COPY | PRINTED | MAIL-OUT |
|----------|---------------------|---------|---------|----------|
| Jul/Aug | 16 Jul | 23 Jul | 13 Aug | 25 Aug |
| Sept/Oct | 10 Sep | 17 Sep | 1 Oct | 14 Oct |
| Nov/Dec | 12 Nov | 19 Nov | 3 Dec | 17 Dec |
| Jan/Feb | 25 Jan | 22 Jan | 5 Feb | 17 Feb |
| Mar/Apr | 12 Mar | 19 Mar | 1 Apr | 14 Apr |
| May/June | 14 May | 21 May | 9 Jun | 18 Jun |

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: wjsales@winetitles.com.au*