

# 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 24 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**

LEADING PUBLISHER TO THE WINE INDUSTRY

**Winetitles Pty Ltd**

ABN 57 109 570 336

**Contact Advertising**

**Sales Manager,**

**Michelle Stevens**

Ph +618 8369 9515

Mobile 0419 822 717

Fax +618 8369 9501

Email [wjsales@winetitles.com.au](mailto:wjsales@winetitles.com.au)

Website [www.winebiz.com.au](http://www.winebiz.com.au)

630 Regency Road, Broadview,  
South Australia 5083

PO Box 1006, Prospect East,  
South Australia 5082

# 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 24 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  
Provisor  
South Eastern Refrigeration  
Thermowrap  
VA Filtration  
Wine Networking Consulting  
Wine Technology Australia  
ZORK

# rates

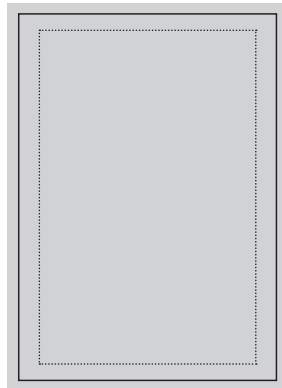
## Published bi-monthly

Rate per insertion – GST inclusive		Full Colour	Full Colour	Mono
	Casual	3x Rate	6x Rate	
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

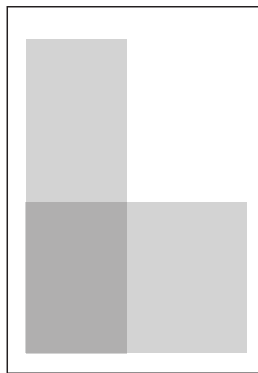
By Arrangement; Preferred Position – Loading 10%; Covers 20%. Agency Commission 10%.

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\*

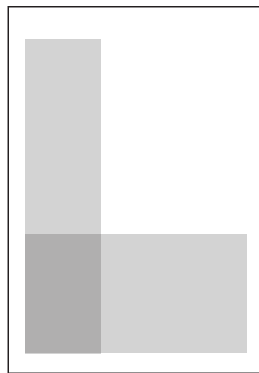


**Half Page Vertical (HPV)**

272mm high x 90mm wide

**Half Page Horizontal (HPH)**

130mm high x 185mm wide

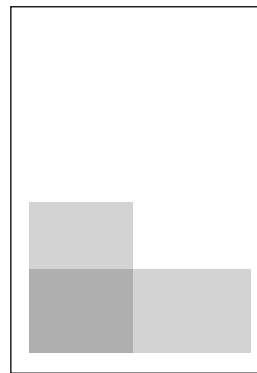


**Third Page Vertical (TPV)**

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 2009

Optimising energy use (including refrigeration)  
 Small winery needs  
 Varietal Report and tasting

## September-October 2009

Oak  
 Cellaring  
 Closures  
 Varietal Report and tasting

## November-December 2009

Fermentation and yeast  
 Effective use of water resources  
 Varietal Report and tasting

## Advertising Deadlines 2009/2010

ISSUE	EDITORIAL COPY	ADVERTISING BOOKING	AD COPY	PRINTED
July/August	10 July	17 July	31 July	14 Aug
Sept/Oct	25 Sept	25 Sept	2 Oct	9 Oct
Nov/Dec	20 Nov	20 Nov	27 Nov	2 Dec
Jan/Feb	15 Jan	15 Jan	22 Jan	29 Jan
Mar/Apr	12 Mar	12 Mar	19 Mar	26 Mar
May/June	14 May	14 May	21 May	28 May

## January-February 2010

Wine presentation  
 (including bottling,labelling and packaging)  
 Environmental efficiency  
 (including carbon cutting,chemical management)  
 Varietal Report and tasting

## March-April 2010

Wine finishing (including filtration and clarification)  
 Business management  
 Varietal Report and tasting

## May-June 2010

Grape and juice handling  
 (including crushing and pressing operations)  
 Export  
 Varietal Report and tasting

## How to submit advertisements

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



Adobe InDesign  
 InDesign or Quark Xpress 6.0 files must be supplied with all images and font files separately. All images must be 300dpi, CMYK colour.



Adobe Illustrator  
 Illustrator EPS or AI files must be supplied with all images and font files separately. All images must be 300dpi, CMYK colour. Outlined type format is also recommended.



Adobe Acrobat  
 Please supply artwork using the highest quality settings. A preset for this is available from Winetitles.



Microsoft Word  
 Word documents will need to be recreated by highly trained staff to meet printing quality. Images/logos used in the document must be supplied separately 300dpi and CMYK colour. Images/logos from websites MUST NOT be used as the resolution is too low.

*\*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](mailto:wjsales@winetitles.com.au)*