

30 YEARS

ADVERTISE IN 2012

*The Australian and New Zealand
Wine Industry Directory*



PRINT AND ONLINE

The power of most referenced annual publication of the wine industry combined with the reach of online Buyers' Guide at winebiz.com.au

Book your display advertisement now to receive the following benefits (valued over \$1100):

Copy of the **printed 2012 Directory** (includes WID Online access)

PRINT

- **Priority positioning** within your chosen classification, based on display advertisement size
- **Key person** listed under the Personnel section
- **Colour logo** in Suppliers Alphabetical section
- **Unlimited listings** in the Buyers' Guide section pointing to the page of your display advertisement

ONLINE

- **Up to 50 word description** on your landing page providing greater opportunities for promoting your products and services to the wine industry
- Your **display advertisement** linked through to your website
- **Colour logo** linked through to your website
- **Unlimited listings** all linked through to your website and your landing page

Booking due date
Artwork due date

28th October 2011
25th November 2011

[w] winetitles

PROVIDING SOLUTIONS TO THE WINE INDUSTRY

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South Australia 5083

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South Australia 5082

Buyers' Guide Classifications and Definitions

Accounting & Tax Consultants Accreditation Services

Quality assurance, organic, bio-dynamic, food safety, OHSW.

Agitators

Analytical Services

Architects – Winery Design

Auctioneers – Wine

Barrel Accessories

Bungs, spears, filling guns, samplers, washing devices, mixers/stirrers.

Bird & Pest Control

Bird netting, scare guns, kites.

Bottles – Glass

Bottles – Plastic

Bottling – Contract Facility

Bottling – Mobile Bottling Line

Bottling Equipment

Bottle filling and sealing equipment, including champagne and soft pack.

Brokers (Grape) & Grape Sales

Brokers (Wine) & Wine Sales

Independent Third Party Brokers, Bulk & Cleanskin Wine Sales.

Business Services

Management advice, statistics, strategists, logistics and supply chain.

Capsules, Hoods & Mueselets

Metal and plastic capsules and mueselets.

Cellar Door Accessories

Includes wine glasses, corkscrews, aprons etc.

Cellar Door Fitout

Includes fittings, racks, glass washers, signage etc.

Chemicals – Winemaking

Additives, fining agents, stabilisers; cleaning and sanitising, laboratory reagents.

Closures – Cork

Natural cork supplies.

Closures – Screw Caps & Crown Seals

Closures – Synthetic

Computer Services – Consultancy Services & Software

Conveyors

Cooperage

Manufacture of barrels; barrels and wood supplies.

Cooperage Services

Shaving, repairs.

Crushers/Destemmers

Cultivators & Weeders

Designers – Labelling & Packaging

Designers – Website

Distributors – Export Overseas Distributors. For a complete list of Aust. and NZ distributors refer Distributors.

Educational Services

For a complete list of Tertiary Institutions refer Organisations, Teaching and Research Institutes.

Employment Services

Energy Providers

Environmental Management

Enzymes

Export Services

Fermenters

Filter Material

Filtration media (pads, cartridges, DE etc.)

Filters

Filtration equipment.

Filtration Services

Filtration and wine treatment (includes reverse osmosis, VA removal, alcohol reduction etc)

Financial Services

Flavours & Concentrates

Frost Management

Gases

Harvesters

Harvesters – Contract

Heat Exchangers

See also Refrigeration Equipment.

Hose & Connectors

Winery hose and connections.

Insulation

Insulation for tanks and pipework.

Insurance

Irrigation

Sprinklers, pumps, pipelines, irrigators, microjets.

Labelling Machines

Labelling Machines – Maintenance

Labelling Services – Contract

Labelling Services – Label

Labelling Services – Stock

Labelling Supplies – Label

Labelling Supplies – Stock

Laboratory Design

Laboratory Equipment

Hydrometers, pH meters, thermometers and glassware.

Land Use Planning

Legal Services

Marketing

Materials Handling

Mowers

Nurseries & Vine Planting Material

Planting material, propagation services.

Oak Adjunct Systems

Chips, staves, beans, oak sleeves.

Packaging – Bag-in Box

Packaging Machines & Maintenance

Packaging Services – Contract

Contract Packaging

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.

Promotional Goods

Pruning – Contract

Pruning Equipment – Mechanical

Pruning Equipment – Secateurs

Public Relations

Pumps – Winery

Must and wine transfer pumps, centrifugal pumps.

Racks – Barrel

Racks – Wine

Real Estate Agents

Receival Bins

Refrigeration Equipment

Winery refrigeration. See also Heat Exchangers.

Sanitation Products & Services

Scales – Weighing

Equipment

Soil Specialists

Sprayers

Stainless Steel – Other

Stainless Steel – Tanks

Manufacturers of storage tanks.

Tank Accessories

Irrigators, racking plates, valves, plungers, mixers/stirrers.

Tank Cleaning Equipment

Spray nozzles etc.

Tractors

Transport – Bulk Wine (Tanker)

Transportation & Freight Forwarding – Bottled Wine

Trellis Supplies

Posts, wire etc. Does not include vine guards or irrigation fittings.

Vine Guards & Grow Tubes

Vineyard Development Services

Vineyard Management Services & Vineyard Contractors

Vineyard Supplies

Does not include products already listed under a specific classification.

Viticulture – Chemicals

Fungicides, pesticides, herbicides and fertilisers.

Viticulture – Organics

Fungicides, pesticides, herbicides and fertilisers.

Viticulture Consultants

Water Management – Water Sales & Purchasing

Contracts

Water Treatment

Low quality to a standard suitable for irrigation use.

Wine Storage Services

Bulk wine storage facilities and climate controlled warehouses for bottled wine storage.

Winemaking Consultants

Oenology, wine styling, wine assessment and blending, benchmarking.

Winemaking Facility – Contract

Winery Automation & Electrical Services

Automation systems design and implementation.

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.

Winery Infrastructure

Winery construction, buildings, fabric, floorings and doors.

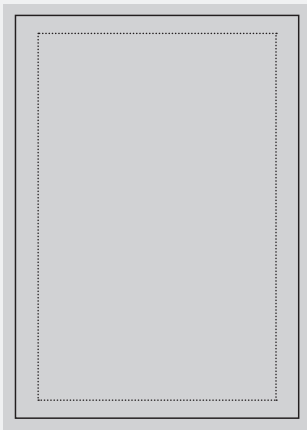
Winery Maintenance Services

Winery Wastewater Management

Yeast & Bacteria

Yeast and fermentation supplements, MLF bacteria etc.

Advertisement Size and Submission Guide

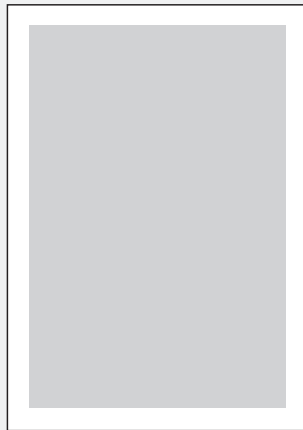


FPB 297 x 210

TCO (Tabs, Covers and Overview)

strictly limited availability

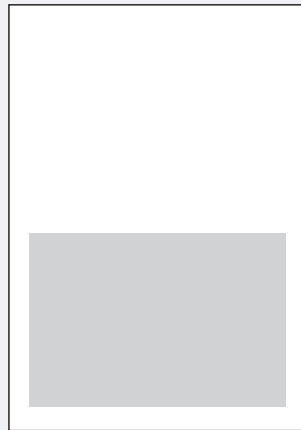
For bleed add 5mm on all sides (307 x 220)



FP 265 x 185

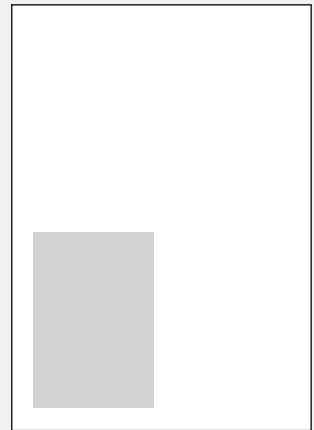
Full Page

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

COLOUR GUARANTEE: Winetitles does not guarantee specific colours within an advertisement unless Winetitles is supplied with a colour corrected hard-copy proof with the electronic files submitted.

The publisher accepts no responsibility for any artwork or material that has to be altered to conform to size specifications above.

Rates and Booking Form

Step
1.

Choose advertisement format:

Rate per insertion – GST inclusive*	Full Colour	Mono
Full page	<input type="checkbox"/> \$2550	<input type="checkbox"/> \$2015
Half page (horizontal)	<input type="checkbox"/> \$1570	<input type="checkbox"/> \$1160
Quarter page (vertical)	<input type="checkbox"/> \$1015	<input type="checkbox"/> \$625
Premium back, inside covers, tab positions and overview on request	<input type="checkbox"/> \$POA**	<input type="checkbox"/> NA

**Strictly limited availability.



Step
2.

Specify material:

- I will supply an advertisement ready for publication by 25th November 2011. For specifications and information on how to submit a finished advertisement, refer to advertisement size and submission guide.
- I would like a new advertisement designed for me. I will send new copy and any other necessary material (logos, photographs, etc.) to arrive no later than 25th November 2011. Please call or email for further information regarding this option.
- Repeat 2011 advertisement(s).
- Repeat 2011 advertisement(s) with alterations.

Step
3.

Specify placement:

- PRINT – I would like a preferred position. Please place my advertisement in the _____ buyers' guide classification (refer to buyers' guide classifications and definitions)
Preferred positions will incur a loading fee of \$330 (incl. GST); all other advertisements will be placed at the discretion of the editor.
- ONLINE – I would like to be listed in the TOP 10 in the _____ online buyers' guide classification.
Preferred positions will incur a loading fee of \$220 (incl. GST); this fee will not be added until a consultant has contacted you to discuss.
- NO specific placement or specified buyers' guide category. No preferred position
Advertisements will be placed at the discretion of the editor.

Step
4.

Booking authorisation:

Name	Position	
Company		
Address	Postcode	
Email		
Phone	Mobile	Fax
Signature	Order No	Date

CONDITIONS PLACING ADVERTISEMENTS: The Company does not accept any responsibility for any loss caused by failure of an advertisement to appear in any day, or for any inaccuracy in an advertisement, or for any error in classification of an advertisement. COLOUR GUARANTEE: The Company does not guarantee specific colours within an advertisement unless The Company is supplied with a colour corrected hard-copy proof with the electronic files submitted. CANCELLATIONS: If Advertiser cancels a placement after the booking deadline, The Company will charge Advertiser the casual or contract rate of the placement, whichever is applicable. COPY NOT RECEIVED BY DEADLINE: If Advertiser has booked a placement and The Company does not receive material or artwork by 25th November 2011 for the *Wine Industry Directory*, The Company may insert material or artwork previously used and/or charge Advertiser accordingly. PAYMENT TERMS: Where credit terms have been approved, Advertiser agrees to make payment within 30 days from the date of The Company's invoice/s. FAILURE TO PAY: In the event that Advertiser fails to pay within 30 days, The Company may reject any further advertising material and/or immediately cancel Advertiser's advertising contract. Advertiser agrees to indemnify The Company for all expenses incurred in connection with the collection of amounts payable, including administrative expenses, debt collection, court costs, and legal fees. FAILURE TO FULFIL CONTRACT: Advertiser agrees that, if Advertiser fails to meet the terms of their advertising contract, Advertiser will pay the casual rate for every insertion Advertiser placed from the commencement of the contract. REVISING ADVERTISING RATES: The Company may revise its advertising rates at any time. COPYRIGHT: Copyright in advertisements created by The Company resides with The Company and advertisements created by The Company may not be reproduced except with The Company's consent. RIGHT TO DECLINE OR MODIFY: The Company reserves the right to decline or modify any advertisement for any reason whatsoever. INDEMNITY: Advertiser agrees to hold harmless and indemnify The Company from all damages, costs and expenses of any nature whatsoever, for which The Company may become liable by reason of its publication of the Advertiser's advertisements.

Combine the power of Print & Online advertising with Winetitles

For detailed options on bundled print & online packages please contact Nicole Evans on +618 8369 9515 or email widsales@winetitles.com.au



THE AUSTRALIAN AND NEW ZEALAND WINE INDUSTRY DIRECTORY

AUSTRALIAN and NEW ZEALAND WINE INDUSTRY DIRECTORY Annual publication.

- Over 5300 listings. Includes print and online Buyers' Guide.
- Listings of wine producers, retailers and distributors, organisations, wine shows, universities and TAFE courses, personnel, calendar of events and the Buyers' Guide for products and services.
- Online searchable Buyers' Guide includes hyperlinked advertisements for extra user convenience and greater advertiser value.



AUSTRALIAN & NEW ZEALAND Grapegrower & Winemaker

National journal of the wine industry, since 1963
Published monthly.

- Provides practical advice on grapegrowing and winemaking
- Includes news, seasonal features, Australian Wine Business plus extensive classifieds section

PRINT

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LEADING PUBLISHER TO THE WINE INDUSTRY

Winetitles are the leading publishers in the Australian and New Zealand wine industry, surpassing other publishers' market reach in both print and online. By utilising Winetitles' print and online services your marketing message reaches more than 30,000 people in the wine industry.



WINE & VITICULTURE JOURNAL

Wine industry technology & innovation
Published bi-monthly.

- Covers winemaking, viticulture, business and marketing
- Includes varietal reports, renowned industry columnists and latest research

ONLINE



mywinejob

MY WINE JOB www.mywinejob.com.au Wine industry employment site.

- Over 10,000 page views per month.
- All positions posted on Daily Wine News for first 3 days.
- Targets qualified grape and wine candidates.



winebiz

The leading wine industry portal

WINEBIZ winebiz.com.au Australia's leading wine industry web portal.

- Over 80,000 page views per month.
- Covering technical, practical, and wine business industry content and statistics;
- Full range of Winetitles' books and journals.



Daily WineNews

The wine industry's e-newsletter

DAILY WINE NEWS e-newsletter distributed Monday to Friday.

- More than 10,000 subscribers and increasing daily.
- Provides a snapshot of local and international wine industry news.