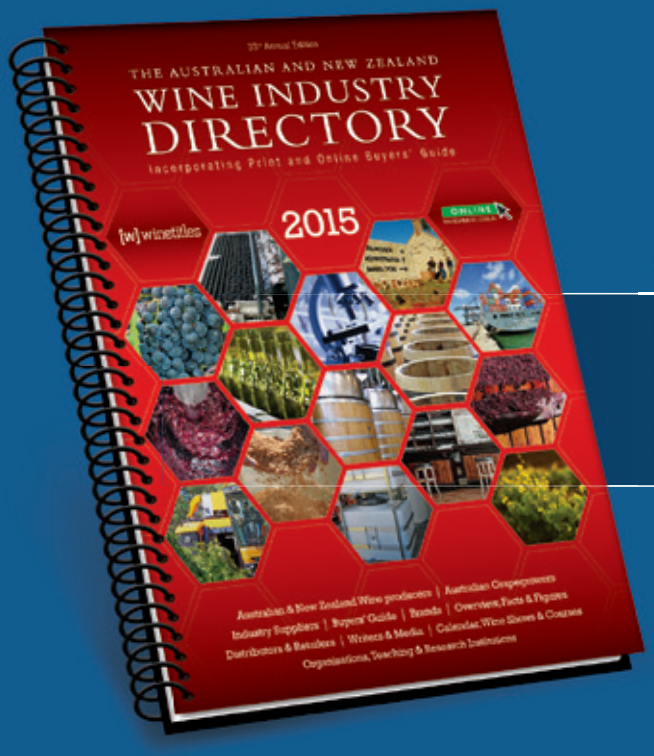
THE AUSTRALIAN AND NEW ZEALAND
WINE INDUSTRY
DIRECTORY

# Advertise in 2016



THE AUSTRALIAN AND NEW ZEALAND
WINE INDUSTRY
DIRECTORY
ONLINE

## Extend your Reach... PRINT AND ONLINE

Connecting buyers and suppliers is what the *Directory* does best.

Display advertising will ensure you reap the benefits:

PRINT

- **91% of *Wine Industry Directory* buyers use the print edition**
- **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

- **96% of *Wine Industry Directory* buyers use the online edition**
- **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

**PLUS** - copy of the printed 2016 *Directory* (includes WID Online access)

facebook twitter

listed in the printed *Directory* and linked from your landing page.

**NEW** Additional distribution of Buyers' Guide to all *Grapegrower & Winemaker* and *Wine & Viticulture Journal* subscribers, **for greater industry reach**

**BOOKING DUE DATE:** 25th September 2015 | **ARTWORK DUE DATE:** 16th October 2015

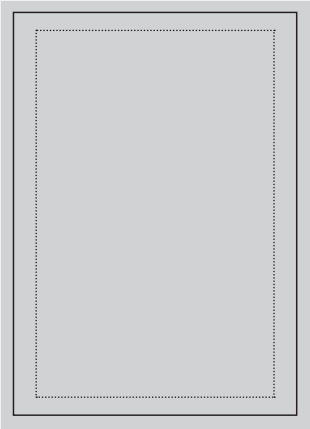
**Winetitles Media Pty Ltd** ABN 57 109 570 336 630 Regency Road, Broadview, South Australia 5083
Dan Brannan | Ph **+61 8 8369 9515** | Fax **+61 8 8369 9599** | E **d.brannan@winetitles.com.au** | W **winetitles.com.au**

# Buyers' Guide Classifications and Definitions

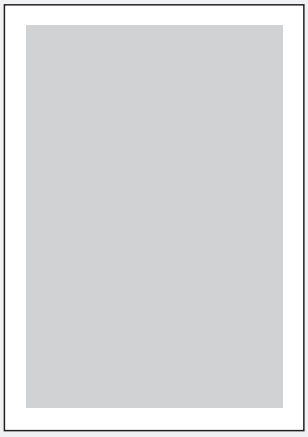


**Accounting & Tax Consultants**
**Accreditation Services**
Quality assurance, organic, bio-dynamic, food safety, OHSW.
**Agitators**
**Amphorae NEW**
**Analytical Services**
**Architects – Winery Design**
**Auctioneers – Wine**
**Barrel Accessories**
Bungs, spears, filling guns, samplers, washing devices, 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 & Muselets**
Metal and plastic capsules and muselets.
**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**
**Compressors NEW**
**Computer Services – Consultancy Services & Software**
**Conveyors**
**Cooperage**
Manufacture of barrels; barrels and wood suppliers.
**Cooperage Services**
Shaving, repairs.
**Crushers/Destemmers**
**Cultivators & Weeders**
**Designers – Labelling & Packaging**
**Designers – Website**
**Distillation Equipment NEW**
**Distributors – Export**
Overseas Distributors.
**Educational Services**
**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**
**Grafting**
**Harvesters**
**Harvesters – Contract**
**Heat Exchangers**
**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**
**Labelling Supplies – Label 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 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 & Services**
**Pruning – Contract**
**Pruning Equipment – Mechanical Pruners**
**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**
**Sanitation Products & Services**
**Scales – Weighing Equipment**
**Soil Specialists**
**Sprayers**
**Stabilisation Equipment NEW**
**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 Contractors**
**Vineyard Development Services**
**Vineyard Management Services**
**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**
**NEW 2016!! Contract Winemakers TAB Section**
**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.
**Winery Infrastructure**
Winery construction, buildings, fabric, floorings and doors.
**Winery Maintenance Services**
**Winery Wastewater Management**
**Yeast & Bacteria**
Yeast and fermentation supplements, MLF bacteria etc.

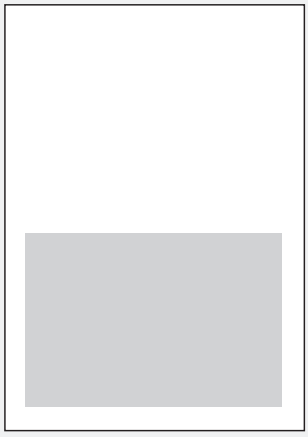
# Advertisement Size and Submission Guide



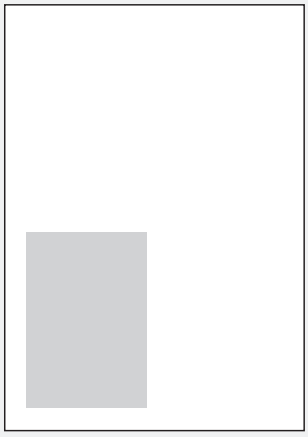
FPB 297 x 210
**TCO (Tabs, Covers and Overview)**
*strictly limited availability*
For bleed add 5mm on all sides (307 x 220)



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 9523 or email: widartwork@winetitles.com.au

COLOUR GUARANTEE: Winetitles Media does not guarantee specific colours within an advertisement unless Winetitles Media 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

**Fax to:** +61 8 8369 9599 or
**email to:** d.brannan@winetitles.com.au
by **25th September 2015**

Step 1.

## Choose advertisement format:

| Rate per insertion – GST inclusive | Full Colour | Mono |
|---|---|---|
| Full page | ☐ $2750 | ☐ $2200 |
| Half page (horizontal) | ☐ $1870 | ☐ $1496 |
| Quarter page (vertical) | ☐ $1265 | ☐ $1012 |
| Premium Positions: Covers (inside and back), Tabs and Overview (on request) *Strictly limited availability.* | ☐ $POA* | |

### Premium Position Benefits

Receive the following benefits (valued over $2000)

- Daily Wine News tile advert (one month)
- Winetitles tile advert (one month)
- Two announcements on Daily Wine News
- Editorial and picture on monthly Product Showcase email out (one issue). Distributed to the Winetitles customer database (over 20,000 emails) **NEW**

CONDITIONS: Artwork and announcement copy to be supplied by client. Scheduling chosen by Winetitles Media. If artwork and/or announcement copy not supplied when prompted opportunity becomes invalid. Effective for bookings approved from 1 June 2015 to 25 September 2015.

Step 2.

## Specify material:

☐ I will supply an advertisement ready for publication by 16th October 2015. 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 16th October 2015. Please call or email for further information regarding this option.

☐ Repeat 2015 advertisement(s).

☐ Repeat 2015 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 (refer to buyers' guide classifications and definitions)
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 16th October 2015 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.