WINESTATE MAGAZINE

Winestate Magazine is Australia and New Zealand's oldest (established 1978) and the country's biggest continuous wine show. Winestate has an estimated 80,000 readers.

It is occasionally asked by wineries exactly what benefits do they get for submitting a wine for judging in Winestate? A few of the benefits and costs are outlined below:

1. **Supply of pages** - pdf artwork featuring your wines provided by email. You are free to republish these on websites. We ask is you place a small note on the website "Supplied with permission of Winestate Publishing Pty Ltd". You can reprint these for brochures, trade shows etc. NO CHARGE

2. **Award certificates** - particularly in demand in China. If your wine has won a Winestate award (eg. Recommended 3 star , 4 star, 5 star etc), we can supply upon request a Winestate certificate that is acceptable evidence for Customs to show proof of medals displayed. Please contact our sales department for further information: sales@winestate.com.au

3. **Medal / award stickers** - Winestate (being Australia's largest and continuous wine show judging with over 11.000 wines each year) recommended wines are entitled to display the Winestate medal stickers. Winestate medals are the hardest to earn therefore the most valuable. They can be ordered direct from Winestate. Cost of the official medals is$41.25 per thousand. **Click here to order star-rating stickers to place on your winning wine.**

4. **Publishing of bottle images** - If a wine wins an award recommendation the written judges results will be published in the magazine at no cost. The wine will be included in all local and international issues for Australia, NZ, UK, EU, US, China, HK and Singapore. In addition the magazine is supplied to Qantas, Virgin, Malaysia Airlines, Singapore Airlines. When you publish your bottle image, your recommendation (and the image) will be published in all these issues as well as the online version. In addition your wine and image with your contact details will be published at the buyers guide at www.winestate.com.au. The cost for all this is $350 (discounts for multiple bookings, and for advertisers apply).

5. **Best Value Buys** - If your wine retails for under A $20 or under NZD $20, and it wins an award (and is selected by the judges as great value under $20) you will be offered the opportunity to have your bottle image, tasting notes and positive recommendation, contact details and website published in our International Wine and Spirit Insider magazine. This stand alone publication is supplied to bottle shops, department stores, retail POS and wholesalers across Australia, NZ, Singapore and Hong Kong. It is also "hard inserted" into every issue of Winestate Magazine. Upon request you will also be supplied 100 copies at no extra cost. Cost of participation is $695.
   For more information on Best Value Buys Click here.

6. **Display advertising** - In the Asian market in particular the single most important thing is the branding / image. Winestate is a cost effective brand display vehicle for your wine. If you book any label image or Best Value Buys, then book an advertisement in the same or following issue (at the same time) we will discount what you spend on the label/bottle image OFF the published advertising rates.

7. **Trade Shows** - Winestate offers wineries the lowest cost option to feature your wines (and attend if required) some of the world's biggest wine expos. This includes a 100% advertising rebate in DISPLAY advertising.

8. **Direct Distribution of results** - All recommended wines and your results are supplied approximately 6 weeks prior to publication to a large range of (Australian) independent buying groups. They get a "heads up" of our results to enable them to contact you and negotiate a wine purchase arrangement. Recommended wines are published in Winestate (printed and digital).
   THIS IS ALL INCLUSIVE AS PART OF YOUR SUBMISSION FEE.

9. **Free Submission Fees** - book 4 DISPLAY advertising places in one booking for the next 12 month period we will waive all submission fees for that 12 month period.