

WINESTATE

AUSTRALIA & NEW ZEALAND WINE BUYING GUIDE

MEDIA KIT



THE DEFINITIVE GUIDE TO WINE SINCE 1978

www.winestate.com.au

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about us

In 1978 when **Winestate** Magazine began it was to set the benchmark for other industry publications to try and match.

Several decades later, many of those other publications have been and gone while **Winestate** has remained and is the leading independent Wine Magazine in Australia.

Going back a over 30 years, Australia had 171 wine and brandy producers. It was not impossible for a serious taster to get to know most of them. Today, Australia has more than 1,800 wineries. That's more than ten times as many. This is why we at **Winestate** Publishing employ informative quality journalists and feature columnists who are knowledgeable in the goings on of each particular wine region. They give our publications an array of credible and interesting articles on upcoming events, personality profiles, new and old wineries, cellar doors and restaurants and other interesting and informative topics all in an easy to read format.

We have a number of different publications particularly tailored to suit different market segments:

- **Winestate** Magazine
- The Wine & Spirit Insider
- **Winestate** On -line
(Our Consumer Website www.winestate.com.au)

Winestate magazine is a consumer wine buying guide aimed squarely at those looking to buy wine for their home cellar, their restaurant or for their bottle/liquor store.

Its primarily focus is on the Australian reader and has a circulation base of 25,000 with an estimated readership over 100,000. Its readers are influencers within their peer groups and as such the magazine impacts on a wide-ranging audience. Particular areas of influence include wine buyers, wine investment, wine tourism and the restaurant scene.

This magazine is sold and distributed through newsagents and by subscription to readers across the globe and through selected liquor retailers across Australia. **Winestate's** sales concentration is in the larger cities and their high-income suburbs.

Regular Sections.

- Grapevine / Dining stories & latest reviews from around Australia & New Zealand.
- Wine Tutor
- Wine Investment & Collecting
- What's its Worth – Auction Section.
- New Releases
- Varietal Style tastings (eg: Shiraz etc)
- Regional tastings (eg: Barossa, Hunter Valley etc.)
- Wine & Spirit Insider – Beers, Spirits & Value Wine Buys.
- Wine Travel & Tourism



Winestate's first issue May 1978!

NUMBER ONE selling magazine in wine & spirit category



Winestate Magazine is distributed in Australia & New Zealand through Gordon and Gotch. Australia's largest independent magazine distributor. Servicing newsagents and newsstands using their expertise in distribution.

They have the largest range of magazines in Australia, and provide this service to over 300 publisher clients through more than 8000 retail outlets. Over 190 million magazines are distributed into the Australian marketplace each year, which has a total retail value of over \$600 million.

Gordon and Gotch have an extensive database of approximately 3400 different magazines across a broad range of categories. Each month their warehouses around Australia distribute over 17 million magazines.

Winestate for many years has been the number one selling magazine in the Wine & Spirit category for Gordon & Gotch on the news stands.

wine & spirit category

Winestate Magazine Ranked **Number 1**
in Wine & Spirit Category



Note from Gordon & Gotch

In relation to the Category info, we have provided both the main category (Food & Wine) and the sub category (Wine & Spirits). You will see notated on each category where **Winestate** is ranked in the category. It should also be pointed out, these are of course Gordon & Gotch titles only and not reflective of the entire Australian market.

food & wine category

Winestate Magazine Ranked Number 6
in Food & Wine Category

sponsors events globally



As the world's biggest buying guide to Australian & New Zealand Wines our aim is to promote those wines that achieve the highest results in our tastings.

People are quite often surprised at the amount of work we do behind the scenes to not only promote ourselves through the many wines submitted and published in our magazine, but also to support & sponsor other exhibitions held around the world.

Over the past few years we have supported events such as Wine Australia and been media partners with the Good Food & Wine Show and the Adelaide Festival of Arts. Every year we send one of our team to Vinitaly and showcase a selection of wines from across Australia and New Zealand at the World's Largest Wine Show!

Recent sponsorships and media partnerships include the:

Wine & Spirit Asia Singapore

www.foodnhotelasia.com

Hong Kong International Wine & Spirits Fair

www.hktdc.com

Vinitaly

www.vinitaly.com

Adelaide Festival

www.adelaidefestival.com.au

Top Wine China

www.topwinechina.com

By supporting these exhibitions and other promotions we believe that it is doing our bit to help keep the interest in Australian & New Zealand wines to the fore and, of course, it helps the profile of Winestate to be seen at these prestigious events.

We are delighted that our magazine reaches these important overseas buyers and that they can use Winestate to help with their buying decisions including keeping abreast of the new wines coming onto the market.

public tasting events

Winestate is a sponsor of the National Wine Centre and holds a number of VIP tasting events for our readers as well as being involved in many charity tastings such as the Alfred Hospital, Breast Cancer Research, Prostate Cancer and more. At the same time exposing new wines to people who have an interest in wine. We were very proud to have had nearly 800 different shiraz wines available for tasting at the World's Greatest Shiraz Challenge public tasting at the National Wine Centre in Adelaide each year. This is the biggest tasting of its kind, with submissions from international producers, with more entrants from France, New Zealand and South Africa.

At these **Winestate** Magazine Events we have over 500 wine buffs in attendance sampling the full range of wines submitted to our tasting. We do have a number of other events throughout the year which we have arranged to coincide with our tastings and have given these events to various charities as fund raising opportunities. By creating these events it gives us a further opportunity to promote those wines submitted to tastings and encourage sampling of brands that many people have not seen before. Many of the guests on the evenings busily jot down shopping lists of what to buy when next purchasing wine.



added value & promotions for wineries



Point of Sale

Use copies of our Insider for your sales team to set up promotional displays and prove to retailers that your products are being promoted.

Third Party Endorsement

Our reputation of calling it how we see it, built up over more than 3 decades gives your product the street cred and the independent voice to move recommended products into bars, restaurants, and liquor stores.

On line Promotions

We can run promotions on-line to add value to your existing campaign. There are a number of different ways of integrating our print and online services.

Wine Clubs

We often use surplus wines from our tastings for smaller wine club tastings again exposing new wines to consumers who may not have thought of sampling from those varieties or regions.

Advanced Trade Information

We send out our reviews in advance to Liquor retailers so they can place orders prior to our publications hitting the newsstands. Our list contains winery contact information so it is easy for the stores to place orders. This is done usually 6-8 weeks prior to publication.



winestate publishing readership snapshot

	Readership	Places of Distribution	Target Audience	Demographic Snapshot
Winestate Magazine	82,000	Newsagents Subscriptions Wine Club Promotions	Wine Buyers	75% Male Skewed 25 -60 years of age
Wine & Spirit Insider	96,000	Inside Winestate Independent liquor stores Chain Liquor Stores Restaurants (Aust, NZ, Singapore, Hong Kong)	Wine Buyers	57% Male 43% Female 18 – 45 years of age
Winestate On-line	94,935 page views per month	Online only	Wine Buyers	75% Male Skewed 25 -60 years of age
Custom Publications	Variable on application	Tourism offices. Point of Sale On-line	Wine Buyers	Variable on application
E-Newsletter	Can be customised	E-mail	Wine Buyers Trade Subscribers	Variable on application

readership profile

Age groups	
Under 25	11%
25 to 39	28%
40 to 54	49%
Over 54	12%
Total	100%

Male/Female Splits	
Male	75%
Female	25%
Total	100%

Level of interest in wine	
Beginner	9%
Casual	25%
Serious	66%
Total	100%

Winestate readers are influencers within their peer groups; as such the magazine impacts on a wide-ranging audience.

Particular areas of influence include wine buyers, wine investment, wine tourism and the restaurant scene.

Average price paid for bottle of wine	
Less than \$10	8%
\$11 to \$20	44%
\$21 to \$50	42%
More than \$50	6%
Total	100%

How frequently wine consumed	
Daily	28%
Several times per week	65%
Once per week	2%
Less than once per week	5%
Total	100%

Relationship to Wine	
Consumer	69%
Trade Buyers	22%
Winery	6%
Other	3%
Total	100%

Type of wine most often consumed	
Red wine	52%
White Wine	14%
About the same of each	34%
Total	100%

distribution winestate publishing

Winestate has a national and international circulation base. Sold at news stands, bookstores, liquor stores and by subscription, Winestate's sales concentration is in the larger cities and their high-income suburbs.

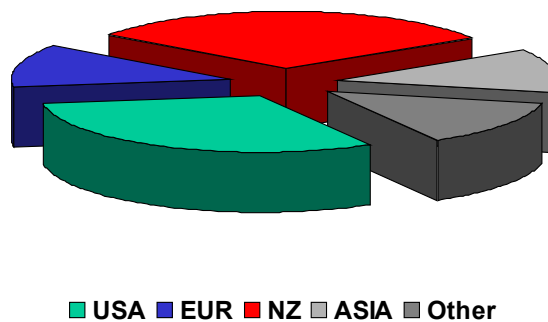
Available at news stands in the UK, US, New Zealand, China, Brazil, Singapore, Taiwan, Hong Kong and more.

Also available in the business lounges of with Qantas, Virgin Australia, Malaysia Airlines, Singapore Airlines and South African Airways lounges.

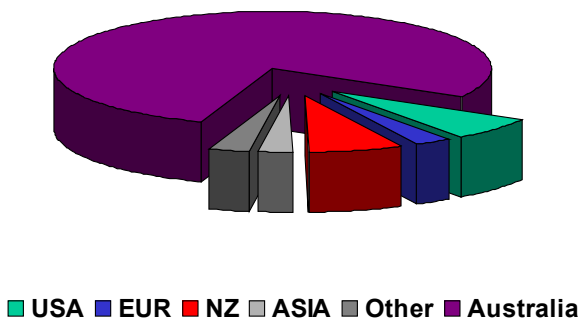
MarketAsia Singapore

Distributes across news stands in Singapore

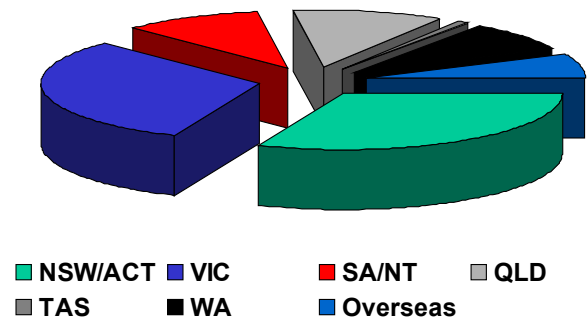
Winestate Overseas Distribution



Winestate Distribution by Country



Winestate Distribution by Region



tasting submissions & procedures

★ ★ ★ ★ ★ star rating system



Tasting venues Tastings will be held at Winestate's Adelaide office unless otherwise notified. If tastings are to be held elsewhere, companies will be advised by fax or e-mail of revised dates and venue details.

Sample Quantities Please supply TWO sample bottles of each wine. The second bottle will be used should the first have fault. Prices Please provide RECOMMENDED RETAIL or cellar door PRICES when submitting, and please indicate clearly WHICH TASTING the samples are intended for as well as your CONTACT DETAILS, PHONE, FAX, E-mail and WEBSITE ADDRESS.

Tax Invoice for entry fee to be included with samples.

Availability All submissions must be bottled final blend. All must be available to the public when the issue is published.

Regional Tastings Any wine, including fortified, is eligible, provided that it has at least 85 per cent regional fruit content.

Style Tastings 85 per cent of a wine's fruit content must be varietal for it to be tasted as STYLE; wines less than 85 per cent varietal will be tasted as BLENDS within the class of their dominant grape. Where blends of varieties are roughly equal, please show whether the product should be tasted in a varietal class, or as a generic blend.

New Release Tastings are open to any style, variety or region.

Submission documents are located at www.winestate.com.au

how we compare

Winestate Rating	Comment	Wine show Medal	International 20 Point System	100 Point System
★★★★★	Outstanding	Gold	18.5 - 20	97 - 100
★★★★1/2	Excellent	High Silver	18 - 18.4	95 - 96
★★★★	Very Good	Silver	17 - 17.9	93 - 94
★★★1/2	Good/Very Good	High Bronze	16.5 - 16.9	91 - 92
★★★	Good	Bronze	15.5 - 16.4	89 - 90

Wine judging is an inexact art, not a science - even at the highest levels of proficiency. Accordingly, *Winestate* uses the star rating system which reflects a range, rather than a specific point score. Point systems indicate a level of accuracy that simply does not exist.

tasting & special features 2018

	Winestate Magazine Regional Features	Tasting Submission DEADLINE	Winestate Magazine Style Features	Tasting Submission DEADLINE	the wine & spirit insider	Tasting Submission DEADLINE
MAY ²⁰¹⁸ /June	Central & Western NSW Hunter Valley Western Australia* Tasmania Yarra Valley & Southern Victoria	early February early February early January	Fortified Wines Sweet White Wines	early January early January	New Releases	early February
	North Island (Wairarapa, Gisborne, Auckland & Northland)		*Qatar Airways Best of the West - PUBLIC TASTING 19th JANUARY 2018			
JULY ²⁰¹⁸ /August	McLaren Vale, Langhorne Creek & Fleurieu Kangaroo Island Adelaide Hills	early March early February early February	Cabernet Sauvignon & Blends* Bordeaux Blend Varieties, Merlot, Cab Franc, Malbec, Petit Verdot Organic Wines	early April early March	New Releases	early March early April
	South Island (Nelson, Canterbury)		*World Cabernet Challenge VIII - PUBLIC TASTING 6th APRIL 2018			
SEPTEMBER ²⁰¹⁸ /October	North East Victoria Limestone Coast	early April early April	Shiraz/Syrah & Blends* Pinot Noir (AUS) Pinot Noir (NZ) Sparkling Wines	early May early April	New Releases	early April early June
	Otago (Central Otago & Waitaki Valley/Nth Otago NZ)		*Mainfreight International Worlds Greatest Shiraz/Syrah Challenge XII - PUBLIC TASTING 25th MAY 2018			
NOVEMBER ²⁰¹⁸ /December	Riverlands Clare Valley Queensland	early July early July early June	Gruner Veltliner Dry Riesling, Sauvignon Blanc & Blends, Semillon Pinot Gris/Grigio Rosé	early July early July	New Releases	early July
	Hawkes Bay (NZ)					
ANNUAL & Wine of the Year Awards January/ February ²⁰¹⁹	Wine of the Year Awards Taste-off Trophy Judging Results*	early September early September		early August early August early August	New Releases Spirits	early August
	*Wine of the Year Awards - PUBLIC TASTING 20th SEPTEMBER 2018					
	All the four- to five-star wines of 2018 in review. Re-released in July 2019	See www.winestate.com.au for updates *Tasting dates and deadlines are subject to change				
2019 - MARCH /April	Barossa Valley, Eden Valley Central & Western Victoria	early Oct 2018 early Nov 2018	Chardonnay & Blends Italian & Spanish Varietals Emerging Varieties	early Oct 2018 early Oct 2018	New Releases	early Nov 2018
	Marlborough (NZ) For New Zealand regional tasting submission deadlines, please contact Kay Morganty - kmorganty@winestate.com.au					

advertising rates

WINESTATE Magazine 4 Colour Advertisements	Casual	3 x Rate	6 x Rate	9 x Rate	12 x Rate
Double page Spread	\$18,000	\$14,000	\$11,000	\$10,000	\$8900
Full Page	\$10,000	\$8000	\$6000	\$5500	\$4900
Half Page	\$5900	\$5500	\$5000	\$4700	\$2900
Third Page	\$3300	\$3000	\$2700	\$2500	\$1500
Quarter Page	\$2800	\$1600	\$1400	\$1300	\$890
1/8 PAGE CLASSIFIED SECTION	\$595	\$550	\$495	\$450	\$425
Inside Front Cover \$22,000 – Inside Back Cover \$11,000 – Outside Back Cover \$12,000					

All rates subject to GST

the wine & spirit insider 4 Colour Advertisements	Casual	3 x Rate	6 x Rate	9 x Rate	12 x Rate
Double page Spread	\$24,000	\$22,000	\$19,000	\$17,000	\$15,000
Full Page	\$13,300	\$11,600	\$9900	\$9000	\$8000
Half Page	\$7600	\$6560	\$6600	\$5500	\$4500
Third Page	\$4900	\$4700	\$4400	\$4000	\$3700
Inside Front Cover \$24,000 – Inside Back Cover \$12,000 – Outside Back Cover \$13,000					

All rates subject to GST

Issuance & closing dates

Published last week of the month preceding date of issue.

Ad bookings close as published schedule.

Refer Booking & Material deadlines Page.

No cancellations accepted after closing date.

Agency commission: (conditional on payment being made within 45 days from receipt of invoice)

Preferred RHP (Right Hand Page) positions incur 10% loading.

Specific position requests upon application.

Inserts: Full run only / prices available on application.

Frequency discount based on advertiser's contract year.

Advertisement composition, art, retouching, typesetting and other services as required will be billed to the advertiser.

Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked.

ONLINE ADVERTISING OPTIONS AVAILABLE WITH BANNER ADVERTISEMENTS OR LINKS.

booking & material deadlines

	Booking Deadline	Material Deadline	ON SALE
MARCH /April	12th January	27th January	First week of March
MAY /June	1st March	8th March	Last week of April
JULY /August	21st April	2nd May	Last week of June
SEPTEMBER /October	26th June	4th July	Last week of August
NOVEMBER /December	22nd August	1st September	Last week of October
ANNUAL & Wine of the Year Awards January/ February	4th October	19th October	First week of December
	15th November	24th November Special Material sizes please refer to: ANNUAL Edition - artwork sizes or www.winestate.com.au	Last week of January 2019 Re-Released July 2019

material requirements

These guidelines for supplying artwork to **WINESTATE** are designed to ensure our clients get the best possible print result. If you have any further questions please do not hesitate to call your advertising consultant.

artwork sizes

	Trim size	with 5mm bleed	
Double page:	420mm wide x 297mm deep	430mm wide x 307mm deep	
Insure type is 15mm from the gutter. Keep all important information 10mm from the top and bottom of your page.			
Full page:	210mm wide x 297mm deep	220mm wide x 307mm deep	
Insure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page. Keep all important information 10mm from the top and bottom of the page.			
Half page vertical:	90mm wide x 270 mm deep	N/A	
Half page horizontal:	178mm wide x 135mm deep	N/A	
Third page vertical:	59mm wide x 270mm deep	N/A	
Third page horizontal:	178mm wide x 90mm deep	N/A	
Quarter page square:	90mm wide x 135mm deep	N/A	
Quarter page horizontal:	178mm wide x 68mm deep		
1/6 page:	55mm wide x 135mm deep	N/A	
1/8 page CLASSIFIED:	87mm wide x 65mm deep	N/A	

the wine & spirit insider cover specifications

Trim size	with 5mm bleed
210mm wide x 297mm deep	220mm wide x 307mm deep

Insure type is 15mm from the gutter. Keep all important information 50mm from the top of the page and 10mm from the bottom of the page.

Allow 50mm from the top to allow for the masthead

5mm bleed



supplying images to WINESTATE

When sending images please DO NOT downsize the file when e-mailing.

Artwork can be emailed directly to production@winestate.com.au or by using a file sharing service such as Dropbox or WeTransfer for large files.

✓ RGB JPGs, EPS and Tiff's will be accepted.

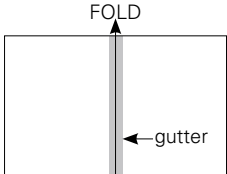
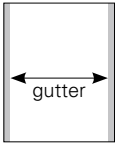




✗ DO NOT supply images in Word files or Power-Point.

material requirements

ANNUAL EDITION ONLY

These guidelines for supplying artwork to **WINESTATE** are designed to ensure our clients get the best possible print result. If you have any further questions please do not hesitate to call your advertising consultant.

artwork sizes - ANNUAL Edition

	Trim size	with 5mm bleed	
Double page:	488mm wide x 305mm deep	498mm wide x 315mm deep	
Insure type is 15mm from the gutter. Keep all important information 10mm from the top and bottom of your page.			
Full page:	244mm wide x 305mm deep	254mm wide x 315mm deep	
Insure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page. Keep all important information 10mm from the top and bottom of the page.			
Half page vertical:	102mm wide x 274 mm deep	N/A	
Half page horizontal:	208mm wide x 137mm deep	N/A	
Third page vertical:	67mm wide x 274mm deep	N/A	
Third page horizontal:	208mm wide x 91mm deep	N/A	
Quarter page:	102mm wide x 137mm deep	N/A	
Quarter page horizontal:	208mm wide x 68mm deep		
1/6 page:	68mm wide x 135mm deep	N/A	

supplying advertisements to WINESTATE

1 File Formats

We prefer files supplied as print ready PDF's. We also accept hi-resolution tiffs and eps files.

Native files must be provided with links and fonts.

If size permits you can e-mail advertisement to: production@winestate.com.au

2 Images

Each image you use should have the following attributes:

1. **CMYK color mode**

2. **300dpi (dots per inch)**

Once the image has been converted to **300dpi** and is the **size you need it** in the advertisement, in Adobe Photoshop please view it at **Actual Pixels (100%)** (under View in main menubar).

At any percentage other than 100%, you're probably not seeing a fully accurate view of your image.

3 Flatten artwork and embedded fonts

All artwork should be flattened. Layers in Photoshop should be flattened and **ALL transparencies** in InDesign flattened. All fonts must be embedded.

4 Gutter and trim

Make sure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page.

Keep all important information 10mm from the top and bottom of your page. →



PAGE GUTTER

5 Blacks

All **black type** must be 100% black. For example C=0% , M=0% , Y=0% , K=100% (4 colour black will not be accepted)

Solid blacks should be a rich black. For example C=20% , M=0% , Y=0% , K=100%

6 Hard Copies

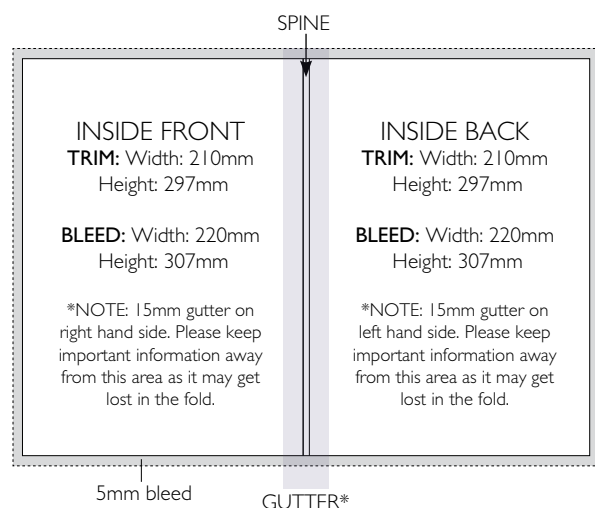
Please provide a hard copy colour proof when supplying artwork.

7 Always check your artwork in Adobe Preflight before sending to WINESTATE

See following page for more information.

8 Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked.

SPECIFICATIONS - covers



material requirements

Checking artwork in

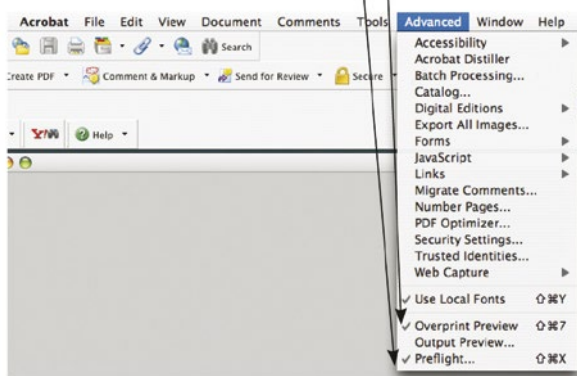
Acrobat 7.0 Professional Preflight

This is a **MUST** before submitting supplied artwork.

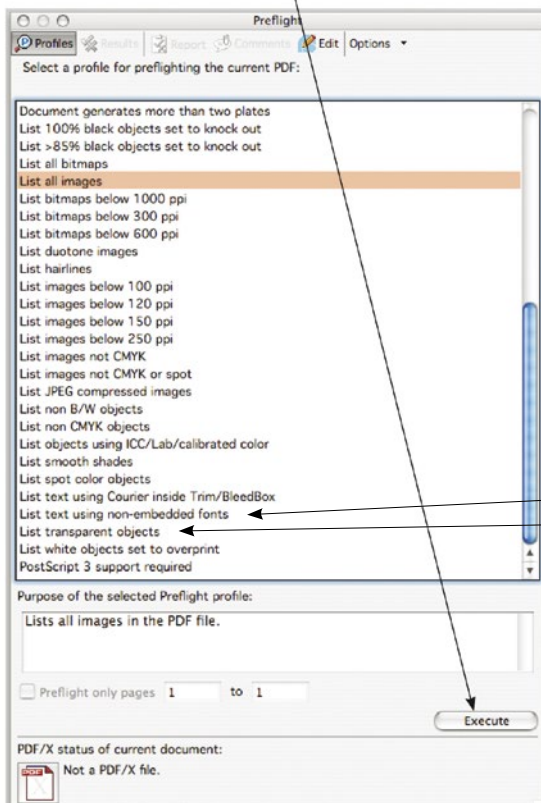
1 Open your PDF in Adobe Acrobat
(version 7 shown in example).

2 Advanced (in main menubar) > Preflight

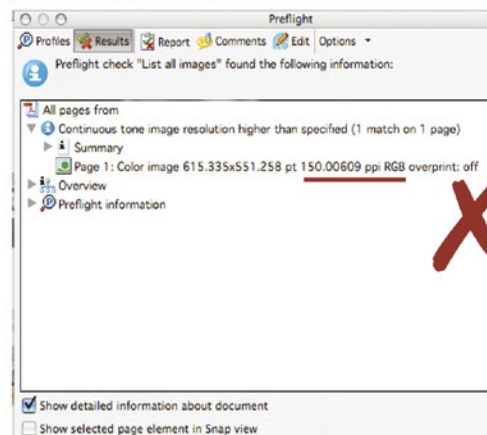
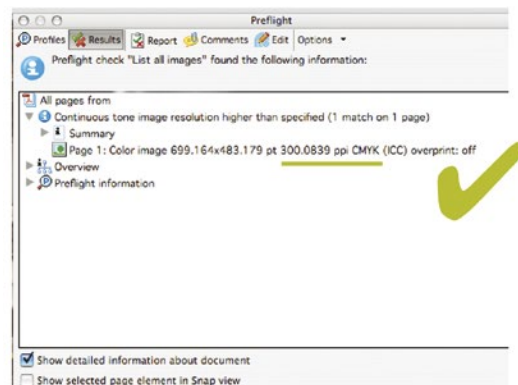
b) Make sure **Overprint Preview** is ticked



3 Click on "List all Images" > Execute



4 Click down on the information icon.
This will list all the images in pixels per inch and the colour mode for all images. **Please make sure all images are 300dpi (ppi) and CMYK.**



5 Other things to check:

List non-embedded fonts > Execute

List transparent objects > Execute

material requirements

Creating a PDF from InDesignCS4

It is important to start the export process with a clean file. Please make sure the document has been carefully proof read, all colours are correct, all fonts available and images are linked properly.

This can be checked in InDesignCS4: File>Package

1 File menu > export

2 Saving your Adobe PDF.

Select the location you would like to save your PDF, create a file name and > save.

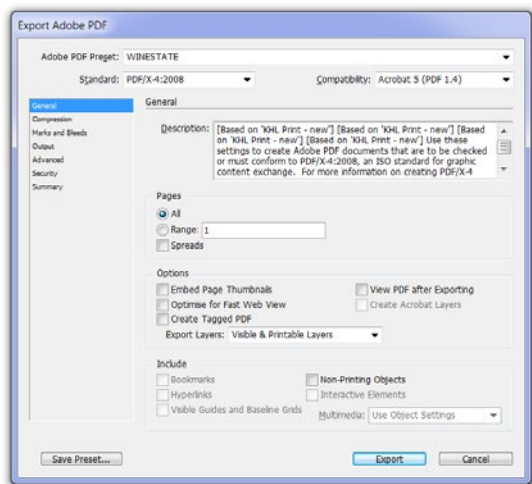
2 General

Select 'WINESTATE' from the Adobe PDF Preset drop down menu. If this is the first time creating a PDF for Winestate, follow all the steps first and click on 'Save Preset' before you click Export.



Select PDF/X-4:2008 from the Standard drop down menu.

Select Acrobat 5 (PDF 1.4) from the Compatibility drop down menu.



3 Compression

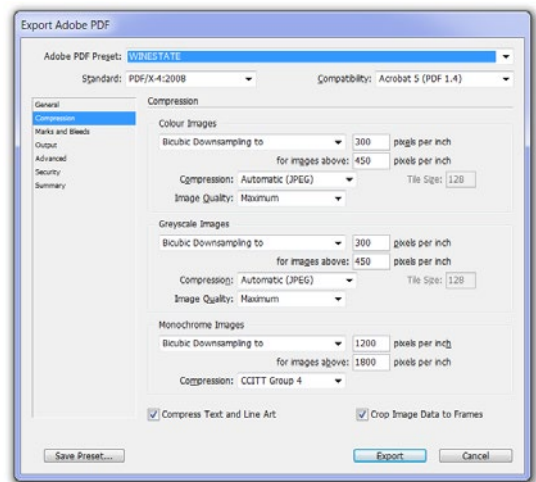
Colour Images > select 'Bicubic Downsampling to' from the drop down menu > 300 Pixels per inch for images above > 450 pixels per inch
Compression > Automatic (JPEG)
Image Quality > Maximum

Greyscale Images > select 'Bicubic Downsampling to' from the drop down menu > 300 Pixels per inch for images above > 450 pixels per inch
Compression > Automatic (JPEG)
Image Quality > Maximum

Monochrome Images > select 'Bicubic Downsampling to' from the drop down menu > 1200 Pixels per inch for images above > 1800 pixels per inch
Compression > CCITT Group 4

Select > Compress Text and Line Art.

Select > Crop Image Data to Frames.

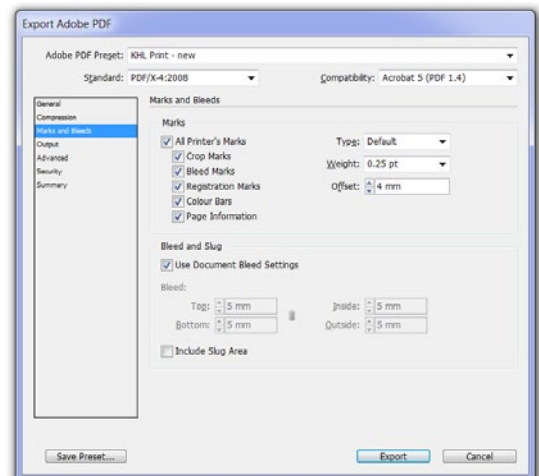


4 Marks and Bleeds

Click 'All Printer's Marks' will select all marks for the PDF. Click 'Use Document Bleed Settings' should be set at 5mm around the entire document. FILE > Document Setup > Bleed.

***Only add bleed if you are sending a full page, double page, or cover advertisements.**

If you are sending a 1/6, quarter page, half or third page horizontal or a half or third page vertical you do not require bleed. Set Offset to 4mm.

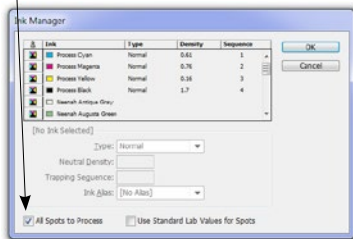
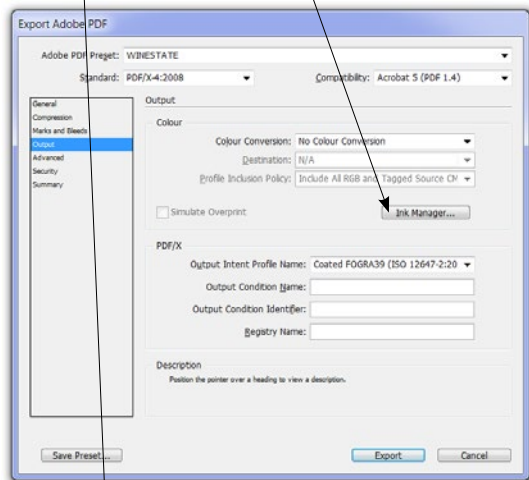


material requirements

Creating a PDF from InDesignCS4 cont.

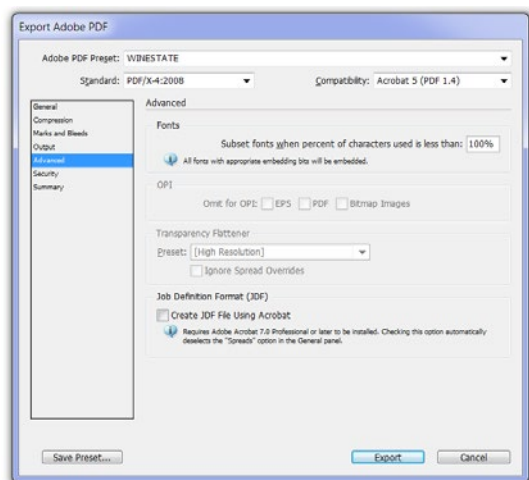
5 Output

Colour Conversion should be set to No Colour Conversion. Inks – The only inks showing should be Process Cyan, Magenta, Yellow, Black. If you have other colours showing, you need to go to the **Ink Manager** button, and check on the **All Spot to Process** box.



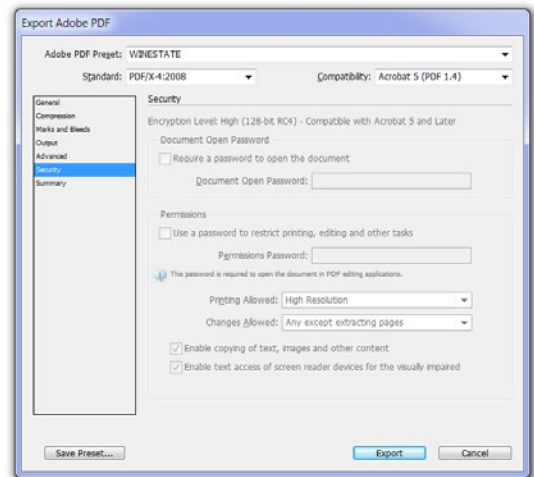
6 Advanced

Job Definition Format should be un-ticked.



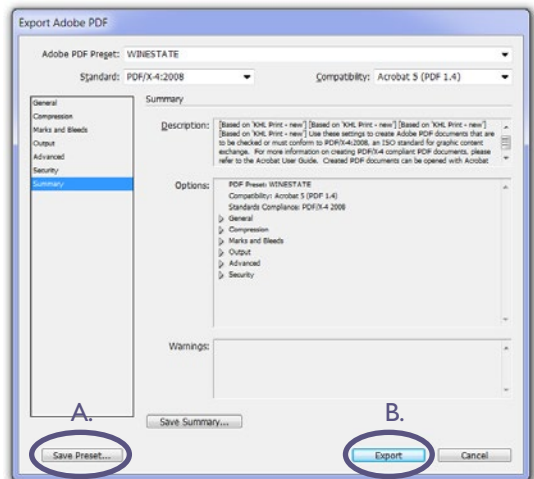
7 Security

Does not need to be created.



8 Summary

Make sure nothing issues with creating your PDF under the Options list.



9 Save and export PDF

A. If you regularly send artwork to WINESTATE Save Preset. Next time you can skip all the above steps.

B. Export your PDF after you have gone through all the tabs.

10 Check PDF in Acrobat Preflight > See relevant page

winestate on-line

Our online site is used by wine connoisseurs globally to research information about the best of Australian wines. Many of the users of our website are current subscribers to the magazine or use the site for latest news.

Rankings on most search engines puts it generally in the top 10 wine sites.

We have consistently maintained an average of 11 million hits per annum on the site.

There is a number of exciting user friendly functions on our site for wine buyers/consumers to use. These include access to stories as well as sort functions for wine reviews by region, variety, winery, vintage & price.

We currently have around 12,000 reviews on this site going back to 2008. Around 10% are viewed for free with out log in and an additional 25% can be viewed simply by registering details (still free) To access the remaining reviews users of the site can subscribe to a paid subscription.

All the reviews that are viewed for FREE are the reviews in the magazine with either bottle or label shots supplied alongside the review. In addition these reviews have the winery website details and contact e-mail below the actual review.

winestate magazine on-line

- More than 1 Million page views each year.
- Nearly 11 Million Hits each year.
- Over 94,935 page views per month.
- Over 3000 page views per day.
- Over 18,000 unique user sessions per month.
- Over 216,000 unique user sessions per annum.
- Active database of newsletter subscribers.

www.winestate.com.au



www.winestate.com.au - RATE CARD

Sponsored Links on Home Page 6 month minimum	\$500 per month*
Links	\$500 per year*
Premium Links with Logo	\$1500 per year*
Direct Marketing via our Winestate e-newsletter	P.O.A

All rates shown are GST exclusive

*Can be supplied free of charge if print advertising is purchased.
Contact sales@winestate.com.au for details.

Some Key Points:

- More than 1 Million page views each year.
- We can run banner advertising.
- Packages for banner ad placement & for links available.

Winestate, Australia's longest running wine magazine, has gone digital with the help of one of the world's most pre-eminent digital reader companies, Zinio. www.zinio.com



So why are we so excited about Winestate Digital?

Well, because it's a fantastic complement to our print version. Winestate Digital allows for greater interactivity, so whether you are perusing our Grapevine section and spot a great restaurant that you would like to check out, or are searching our contact details page and want to get a direct link to that winery, it's all available at the click of a button.

Winestate Digital offers ease of use.

For those with sight impairment or who just want an easier read, that's not so hard on the ol' peepers, Winestate Digital has a zoom function that makes it very comfortable.

A search function is also available for when you just can't remember where you saw that elusive wine or topic of interest in your current issue.

Winestate subscribers who live overseas no longer have to wait to get their issue, they'll receive it the same time that Winestate hits newsstands here!

This makes giving Winestate Digital as a gift for friends and loved ones a great idea!

Log on to www.winestate.com.au **subscribe now!**

Advertising Policies and Content Guidelines

- All Advertiser Content must be in good taste and must comply with all laws, rules and regulations that apply to the Advertiser, the Advertiser Content and any location where the advertisements may appear.
- The landing page must prominently present the offer being advertised. Example: If the advertisement offers 25% off, then the landing page must feature the products that are 25% off.
- Non-specific calls to action (e.g. "Click here") are not allowed. Specific calls are acceptable.
- Advertising promoting sweepstakes may or may not be allowed, subject Winestate Magazine's prior written approval.
- Advertising "free" goods or services must indicate that terms and conditions apply.
- The following advertising and advertising content is prohibited:
- Pornography and other "adult" content.
- Illicit/illegal drugs and drug paraphernalia.
- Gambling or gambling paraphernalia, including online gambling, poker, or bingo.
- Tobacco or tobacco related products.
- Weapons, including guns, gun parts, kits, mace, nunchucks, halberds, blank powder and ammunition.
- Foul, vulgar or obscene language or that features nudity.
- Content that is defamatory, libelous, invasive of another's privacy.
- Hate speech - inciting or advocating violence or racial intolerance.
- Content that is threatening, abusive, harassing, or advocate against a protected group, whether based on race, color, national origin, religion, disability, sex, sexual orientation, age or any similar or other category.
- Content that promotes any illegal or dangerous activity.
- Deceptive, false or misleading content.
- Content or technology that infringes, or encourages or enables the infringement of, the intellectual property or personal rights of others.

Technical Specifications - General Technical Guidelines

- Advertisements must not collect any information from or about individual users (whether or not such information is personally identifiable) without Winestate Magazine's prior written consent.
- All advertisements must be in-banner and not expand, either automatically or by mouse roll-over.
- All advertisements must not include pop-ups and pop-under, nor may landing pages spawn pop-up or pop-under advertisements to a user.
- Winestate Magazine does not allow ads with flashing, a lot of animation, "fake winner" copy or fake functionality such as HTML Selects or "Search Forms" in HTML or Flash or image format.
- If an advertisement uses third party tags, please include specific trafficking instructions. A contact at the third party is required and must be provided to Winestate Magazine prior to the campaign.
- All impression delivery and billing will be based on Winestate Magazine reporting numbers unless otherwise specified in the applicable insertion order.
- If Advertising Content is late or do not meet guidelines noted herein, Winestate Magazine reserves the right to extend the campaign by the number of days the Advertising Content was late in order to reach the contracted impression goals. However, Winestate Magazine will work with the applicable advertiser or agency to deliver all impressions within the contracted flight dates pending placement and available inventory.
- Advertisements may not use Winestate Magazine or Winestate logos or trademarks or mention or refer to Winestate, its site or its brand in any manner without Winestate Magazine's prior written consent.
- Ads must incorporate advertiser's trademark. The messaging should not mislead the user.
- Advertisements must not interfere with navigation on Winestate Magazine website, obscure other content or advertisements, access or alter computer settings or preferences or otherwise unduly or inappropriately interfere with the user's experience of or Winestate Magazine's operation of Winestate Magazine websites.
- Advertisements must not trigger downloads of software to a user's computer without first providing the user with clear and conspicuous disclosures regarding the installation, operation and removal of the software, and providing the user with an opportunity to decline to install the software after such disclosures are made
- The display URL must be the actual destination URL (i.e., the website that the advertisement's link resolves to, not a redirect) of the advertisement so that it informs the user of the destination website of the advertisement.
- The destination URL of an advertisement must work properly and resolve to a working website. It cannot connect to an email address or file, and must not be under construction.

website banner adverts material requirements

Winestate, Australia's longest running wine magazine is online at **www.winestate.com.au**. To maximise your impact to your target audience and successfully advertise and market your business why not place a banner advert on our website. For website advertising inquiries please contact: sales@winestate.com.au



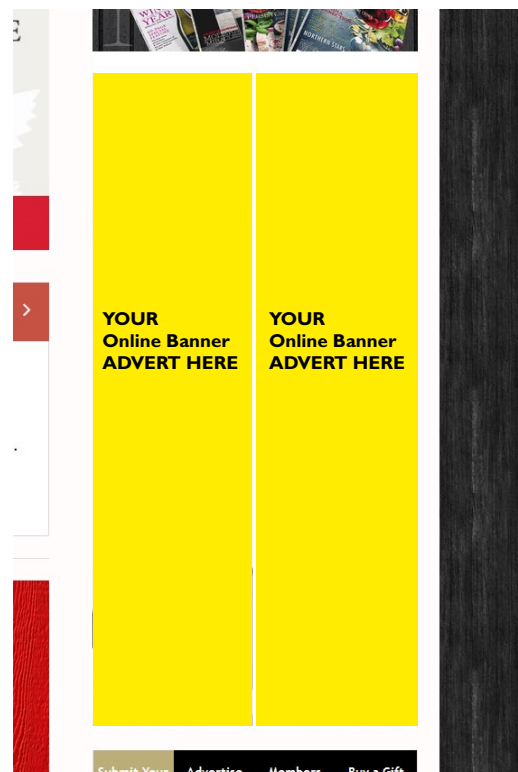
Examples of
Banner ads

Banner ads can be either created or designed by your own graphic design or marketing department or with the Winestate Inhouse designer at a cost (contact production@winestate.com.au).

Website Banner Ad Specs:

All Banner ads must be within the specs listed below.

- Resolution to be 72 DPI
- RGB colour
- Sized at 160 pixels wide x 600 pixels high
- The file can either be a png or jpeg file or it can be an animated gif file.
- All banner ads must be linked to a company website, please provide a website for linking.
- Artwork can be emailed directly to production@winestate.com.au or by using a file sharing service such as Dropbox or WeTransfer for large files.



STICKERS ORDER FORM

STICKERS PRICE per 1000 @ \$42.00 (incl GST if applicable)
Price negotiable for large orders, contact sales@winestate.com.au



5 STARS

Qty _____



4 ½ STARS

Qty _____



Recommended by Winestate

Qty _____



4 STARS

Qty _____



Best Value Buys \$20 & Under

Qty _____



Best in Class

Qty _____



Wine of the Year
Trophy Winner

Qty _____

SUB - TOTAL \$

Postage \$

TOTAL \$

STICKER ARTWORK IS ACTUAL SIZE

Prices are in Australian Dollars (please contact us for postage prices as they will vary).
See contact details section below.

DELIVERY DETAILS

Company Name

Contact Name

Postal Address for stickers

Postcode

Postal Address for invoice

Postcode

CONTACT DETAILS

Please send Australian order form to: **F:** +61 8 8357 9212 | **E:** sales@winestate.com.au

Please send NZ order form (GST free) to: **F:** 09 479 1253 | **E:** kmorganty@winestate.com.au

Please send South African order form (GST free) to: **F:** +61 8 8357 9212 | **E:** sales@winestate.com.au

editorial calendar 2018/2019

	Winestate Magazine Regional Features	Winestate Magazine Style Features	the wine & spirit insider	COPY DATE DUE
MARCH /April	Barossa Valley, Eden Valley Central & Western Victoria	Chardonnay & Blends Italian & Spanish Varietals Emerging Varieties	New Releases	2nd week January
	Marlborough (NZ)			
MAY /June	Wines of NSW McLaren Vale, Langhorne Creek & Fleurieu Western Australia		New Releases	4th week February
	North Island (Wairarapa, Gisborne, Auckland & Northland)			
JULY /August	Yarra Valley & Southern Victoria River Regions Adelaide Hills Clare Valley	Cabernet Sauvignon & Blends Bordeaux Blend Varieties, Merlot, Cab Franc, Malbec, Petit Verdot Organic Wines Fortified & Sweet White Wines	New Releases	3rd week April
	South Island (Nelson, Canterbury)			
SEPTEMBER /October	North East Victoria Limestone Coast Kangaroo Island Tasmania	Shiraz/Syrah & Blends Pinot Noir (AUS) Pinot Noir (NZ) Sparkling Wines	New Releases	3rd week June
	Otago (Central Otago and Waitaki Valley, in North Otago)			
NOVEMBER /December	Queensland	Dry Riesling & Blends Sauvignon Blanc & Blends Semillon & Blends Pinot Gris/Grigio Rosé Emerging Varietal Awards (EVA)	New Releases Spirits	3rd week August
	Hawkes Bay (NZ)			
ANNUAL & Wine of the Year Awards January/ February	Wine of the Year Awards Taste-off Trophy Judging Results All the four- to five-star wines of the year in review. Re-released in July 2018.	Global Gruner Challenge	New Releases	1st week October
	See www.winestate.com.au for updates *Tasting dates and deadlines are subject to change			