

NEW ZEALAND

# Winegrower



Official magazine of the New Zealand wine industry

## 2021 MEDIA KIT

New Zealand Winegrower magazine is the official journal of NZ Wine Growers and is published six times a year – once every two months.

### TOTAL MARKET COVERAGE

- Has a circulation of 2500
- The only industry magazine that goes out to every single levy paying vineyard and winery in the country (multiple copies to each grower and winery).

### CONTENT

- Is the only industry magazine that brings you the latest wine industry research.
- Has the most up-to-date information relating to the New Zealand wine industry, for those working in the vineyard or winery.

### QUICK FACTS

- Established in 1997
- Distribution 2500 copies, 2300 directly to the industry
- Bi-monthly
- Advertising available on website
- [www.nzwinegrower.co.nz](http://www.nzwinegrower.co.nz)
- Only official journal for the industry
- Owned by the winegrowers





**SOPHIE PREECE**  
EDITOR

Sophie has been based in Marlborough, New Zealand's largest wine region, for the past 18 years. Over that time she has written extensively about the wine industry's people, places and extraordinary product. From wine science and soils to winemaking and marketing, it's an industry with endless stories waiting to be told.  
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## BACKGROUND

*New Zealand Winegrower* has been the definitive journal of the New Zealand wine sector for more than 20 years. It is owned by the grape growers and winemakers of the country, through their national organisation, New Zealand Winegrowers.

As one of the most important export industries in New Zealand, the wine sector has had a meteoric rise. From Sauvignon Blanc to Syrah, Pinot Noir to Chardonnay, our wines are taking the world by storm.

Enabling that to happen are the people who grow the grapes, the wine makers who produce the wine, the scientists who lead the world in wine related research, the marketers who promote the wine and the industries who support the sector.

There are literally thousands of individuals who play a part in the production of our world renowned wines and the majority of them read *New Zealand Winegrower*.

With a team of informed reporters, spread from Auckland to Central Otago, *New Zealand Winegrower* is the one stop for all the latest news and information.

Produced bi-monthly, the journal has a strong regional focus, providing up to the minute information on what is happening out there where the wine is being created. New techniques, research, practical advice, sustainability, marketing and local and export markets are all covered within the journal.

If you want to reach anyone within the wine sector, then *New Zealand Winegrower* is the most effective way to do so. Highly regarded, it is the only "official" magazine of the New Zealand Wine Industry.

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## CONTACTS

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## ADVERTISING RATES

Size	Measurement	Casual Rate	4 + Cost Rate
Full DPS	307mm deep x 430mm wide (with bleed) 250mm deep x 390mm wide (without bleed)	\$3200	\$3000
Half DPS	120mm deep x 390mm wide	\$1540	\$1440
Full Page	307mm deep x 220mm wide (with bleed) 250mm deep x 180mm wide (without bleed)	\$1600	\$1500
Half Page Portrait	250mm deep x 88mm wide	\$900	\$850
Half Page Landscape	120mm deep x 180mm wide	\$865	\$816
Quarter Page Portrait	120mm deep x 88mm wide	\$505	\$480
Quarter Page Landscape	60mm deep x 180mm wide	\$505	\$480
Inserts		On Application	
Preferred and Special Positions		Plus 25%	

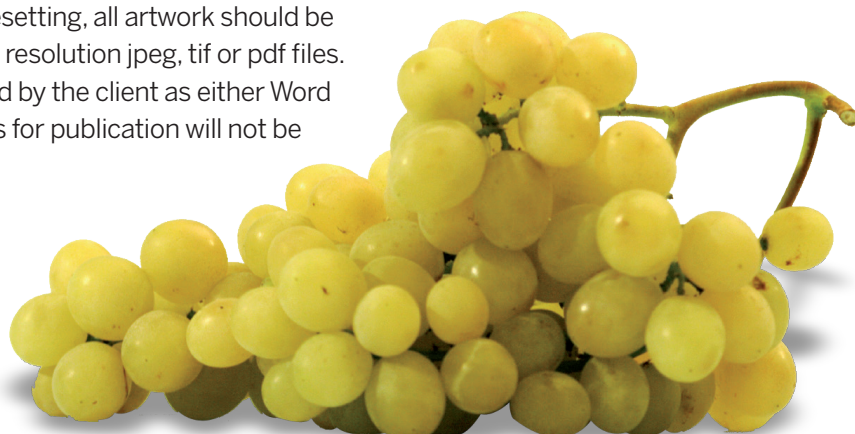
All rates include four colour and exclude GST

## PUBLISHING DATES & DEADLINES

Publishing & Issue Date	Booking Deadline	Camera Ready Deadline
<b>February / March 2021</b> Publishing 8 February – <i>Issue 126</i>	20 January	26 January
<b>April / May 2021</b> Publishing 5 April – <i>Issue 127</i>	17 March	23 March
<b>June / July 2021</b> Publishing 1 June – <i>Issue 128</i>	12 May	18 May
<b>August / September 2021</b> Publishing 2 August - <i>Issue 129</i>	14 July	20 July
<b>October / November 2021</b> Publishing 4 October - <i>Issue 130</i>	15 September	21 September
<b>December 2021 / January 2022</b> Publishing 6 December – <i>Issue 131</i>	17 November	23 November

## SPECIFICATIONS

- New Zealand WineGrower is trimmed to A4 (297mm deep x 210mm wide).
- Camera-ready adverts should be supplied as high resolution pdf files colour corrected to CMYK. If any information is required on Acrobat settings please contact Rural News Group.
- If providing adverts for typesetting, all artwork should be included separately as high resolution jpeg, tif or pdf files.
- Completed adverts supplied by the client as either Word Document or Publisher files for publication will not be accepted.



# NZ WINEGROWER ONLINE ADVERTISING

Advertisements booked with NZ Winegrower online appear on every page of every page of the website related to NZ Winegrower

## What Can I Get?

- Targeted industry website advert
- Website of the official industry magazine
- Online competitions and content sponsorship also available

## How Much for an advertisement?

- **\$600** Premium banner (viewable on PC, tablet and mobile)
- **\$500** Top priority banner (viewable on PC, tablet and mobile)
- **\$350** Standard banner (viewable on PC, tablet and mobile)
- **\$500** Top priority tile (viewable on PC and tablet)
- **\$350** Standard tile (viewable on PC and tablet)



All costs are per month and bookings are subject to availability

## Specifications

Size:

300px wide x 250px deep for Tiles  
350px wide x 85px deep for Banners

Formats accepted: jpg, gif, adserve.  
(adserve/swf not available for newsletter)

Flash files will not work on certain devices.

All our prices quoted are exclusive of GST and Production  
Statistic reports provided on request monthly.

\*Analytics are gathered via Google Analytics.

Global Menu: Publications - Advertise - Contact etc...

Weather

## NZ Winegrower

Subject Menu: National - World - Agribusiness - Markets - Animal Health etc...

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Topic image

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Print Issues Online

Current Online RN

Current Online DN

Current Online WG

Archives

Top priority tile (fixed position)

National

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Editor picks

Editor icon

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Connect

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Newsletter

Standard banner (rotates position)

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