

WineLand

■ MEDIA



WINELAND
MEDIA KIT:
PRINT &
ONLINE
2023

UNIQUE SELLING POINTS

- South Africa's longest-running trade magazine for the local wine industry (since 1931)
- Perfectly positioned to give informed opinions
- Strong & influential readership & following
- Serving a sector that contributes R55 billion to GDP
- Focus: winemaking & viticulture, technology & research, development & transformation, sales & marketing, wine tourism, sustainability & Cape Winelands lifestyle
- Available in print and online formats (including various digital channels)
- The magazine of choice for the South African wine industry.

MAGAZINE PROFILE

WineLand is South Africa's longest established and most authoritative wine industry publication covering all South African wine and grape growing activities since 1931. The magazine is highly regarded and recognised for keeping readers up to date with changing wine industry trends and markets ahead of its competitors.

WineLand subscribers represent all industry categories including grape producers, winemakers, viticulturists, wine cellars, educational institutions, researchers & academics, industry suppliers & service providers, media, wine marketers and decision-makers.

A big fish in a small pond, the magazine is considered a valuable communication and marketing channel by producers and service providers all along the industry's extensive value chain.

Circulation of print magazine: 3 500+ [ABC audit].

OTHER CHANNELS

SA WINE INDUSTRY DIRECTORY & SAWID ONLINE

A respected & indispensable annual field guide for the South African wine industry. SAWID (25th edition) provides a comprehensive overview with profiles of all active wine producers, cellars and wineries, media and wine influencers, local and international organisations, suppliers and service providers. Readers also get a lay of the land with maps and information on the country's wine routes and managers, as well as the official areas designated for the production of wine down to ward level. Now also available online at sawid.online.

Distribution: 2 500+
Format: A5.



2023
SOUTH AFRICAN WINE INDUSTRY
DIRECTORY
#sawid

WINELAND WEBSITE

Winemakers, viticulturists, marketers, and serious consumers turn to www.wineland.co.za for up-to-date winemaking and viticulture articles, wine business trends, social upliftment, learning & development, as well as feel-good stories that embrace the dynamic spirit of #SAWine.

Wineland.co.za 2022 (vs 2021)

- Users: 67.8K (+2.54%)
- Sessions: 94K (+5.02%)
- New Users: 67.7K (+4.0%)
- Page Views: 133K (+5.83%)



WINELAND SOCIAL MEDIA

WineLand continually adapts to establish and nurture new communities and connect them in authentic ways. Our social media has 'industry influencer' status and an engaging audience.

- f Facebook monthly reach: 20-30k+ [7 500 likes & 9 500 followers]
- t Twitter monthly impressions: 33 000 + [8 000 followers]
- i Instagram monthly reach: 6 000 + [5 700 followers].

WINELAND NEWSLETTER

WineLand's monthly newsletter keeps subscribers informed with news, exclusive, thought-provoking web articles on various wine business trends, video links, podcasts social media competitions, and many more.

- Monthly subscribers: 3 500
- Average open rate: 24%

WineLand
MEDIA

NUSSBRIEF | NEWSLETTER

WINELAND VIDEO & STUDIO

Through expert native video production, as well as first-hand knowledge of the Cape Winelands, we create captivating videos that articulate the story of your brand. We script, film, edit, package and transform your stories into tailor-package videos for digital and social media use.

- Watch WineLand video productions on our YouTube channel.

[Click here for a short reel of our video services.](#)



RATE CARD 2023

WINELAND | PRINT MAGAZINE

Unit / Insert	1 Insert	3 Insert	6 Insert	11 Insert
Double page spread advert	R32 000	R28 000	R24 000	R20 000
Double page spread editorial	R32 000	R28 000	R24 000	R20 000
Full page advert	R22 000	R19 000	R17 000	R15 000
Full page editorial*	R22 000	R19 000	R17 000	R15 000
Half page advert	R16 400	R13 000	R10 000	R 8 000
Half page editorial*	R16 400	R13 000	R10 000	R 8 000
Quarter page advert	R12 800	R10 000	R 8 000	R 6 500

*Writing services of in-house journalists at additional cost of R7 000.
Advertising clients receive free copies of the magazine (according to contract).

SPECIAL POSITIONS

Unit / Insert	1 Insert	3 Insert	6 Insert
Front cover article + DPS editorial*	R38 000		
Inside front cover [DPS advert]	R31 000	R28 000	R24 000
Inside back cover [FP advert]	R25 000	R22 000	R19 000
Outside back cover [FP advert]	R25 000	R22 000	R19 000

*Artwork featured on WineLand front cover is subject to editorial guidelines and approval.

DIGITAL & ONLINE

Unit / Insert	1 Insert	3 Insert	6 Insert	12 Insert
Newsletter advert	R3 500	R3 000	R2 500	R2 000
Web advert	R3 500	R3 400	R3 000	R2 700

Includes web click-through links & monthly analytic report upon request.

*Additional R500 for social media promotion.

SA WINE INDUSTRY DIRECTORY

Unit / Insert	1 Insert
Insert front cover [FP advert]	R24 000
Insert back cover [FP advert]	R20 000
Outside back cover [FP advert]	R25 000
Full page advert	R15 000
Half page advert	R10 000
Listings	R600

VIDEO PRODUCTION

Unit / Insert	1 Insert
Premium Video Package	R28 000

Extensive filming as per brief [3-4 days], mini-doccie or series of short videos, creative consultation [script], in-depth interviews [6-7 subjects], multiple locations, advanced editing [effects & animation], music [stock] & sound effects. Distributed via tailored social & online campaign.

Unit / Insert	1 Insert
Standard Video Package	R16 000

Short, punchy with impact! Creative briefing, reporting & interviews [3-4 subjects], single location, basic editing, music [stock]. Distributed via social & online campaign.

ADDITIONAL SERVICES

Sponsorships [events, competitions & campaigns].
Insert & bellybands [impact print marketing].
Social media & online [digital/social media campaigns].

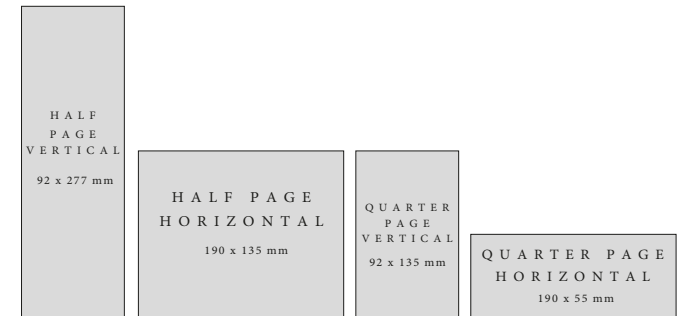
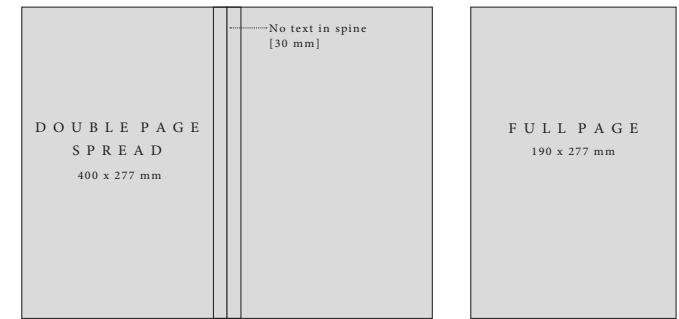
Quotes available upon request.

TECHNICAL SPECS

WINELAND | PRINT MAGAZINE

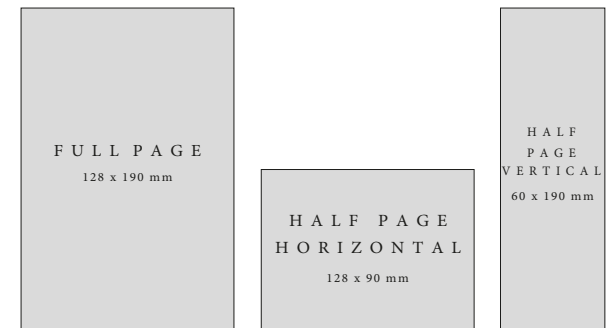
Size of Ad	Dimensions (mm)
Double page spread [DPS]	400 x 277
Full page [FP]	190 x 277
Half page vertical [HPV]	92 x 277
Half page horizontal [HPH]	190 x 135
Quarter page vertical [QPV]	92 x 135
Quarter page horizontal [QPH]	190 x 55

No bleed required | Supply in .PDF format [highest quality settings with hyperlinks box checked].



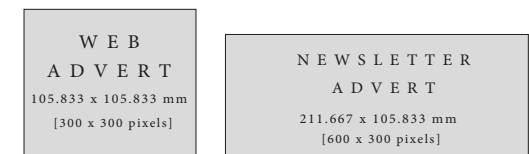
SA WINE INDUSTRY DIRECTORY

Size of Ad	Dimensions (mm)
Full page [FP]	128 x 190
Half page vertical [HPV]	60 x 190
Half page horizontal [HPH]	128 x 90
SAWID online	300 x 300 pixels



WEB & NEWSLETTER

Size of Ad	Dimensions Width x Height [pixels]
Web advert [wineland.co.za]	300 x 300
Newsletter advert	600 x 300



SPECS: Minimum resolution: 72 dpi. Static or animated images allowed [.GIF], click-through link included, clients receive monthly analytics report [on request].

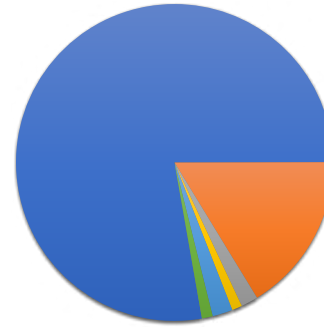
THEMES & FEATURES DEADLINES 2023

MONTH	THEME	TECHNICAL FEATURE	EDITORIAL DEADLINE	ADVERT DEADLINE
JANUARY/FEBRUARY 2023	The Year in View	Packaging	17 Nov 2022	5 Dec 2022
MARCH 2023	Working with the Elements	Green	17 Jan 2023	30 Jan 2023
APRIL 2023	Champions of Change	Tractors & Sprayers	15 Feb 2023	27 Feb 2023
MAY 2023	Woeker met jou Wingerd	In the Vineyard	15 Mar 2023	3 Apr 2023
JUNE 2023	30 Under 30	Bottling	13 Apr 2023	1 May 2023
JULY 2023	Business as Unusual	Soil & Irrigation	17 May 2023	5 Jun 2023
AUGUST 2023	World on the Move	Cooling & Refrigeration	15 Jun 2023	3 Jul 2023
SEPTEMBER 2023	Heritage	Maturation	13 Jul 2023	31 Jul 2023
OCTOBER 2023	The Consumer Connection	Mechanisation	16 Aug 2023	4 Sep 2023
NOVEMBER 2023	Movers & Shakers	Yeast & Oenological	14 Sep 2023	2 Oct 2023
DECEMBER 2023	Vat die Pad	Technology	18 Oct 2023	30 Oct 2023

DEMOGRAPHICS

SEM 8-10 (SOCIO-ECONOMIC MEASURE)

- Average household income: 2.5 times greater than the South African average.
- 70.9% falls into the R10 000 – R40 000 (p.m) bracket & 14.8% in the R40 000+ (p.m) classification.
- SEM 8-10 are the heaviest consumers of media.
- Outdoor and broadcast media offer the highest penetration of this group, with digital media performing well. They're more likely to be readers.



WHO READS WINELAND?

- Producers & Cellars: 78%
- Winemakers & Viticulturists: 16%
- Research & Educational: 2%
- Marketers & Roleplayers: 1%
- Suppliers: 2%
- Consumers: 1%

CONTACT

FOR SALES AND ADVERTISING QUERIES:

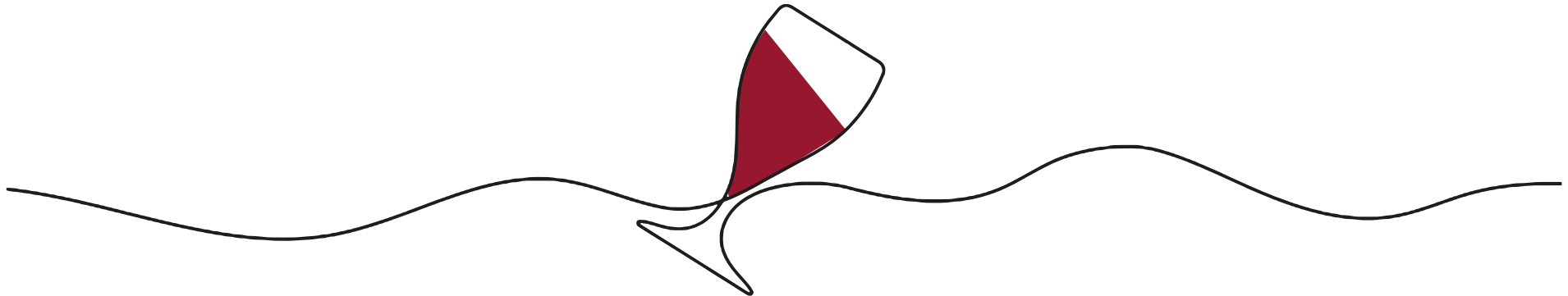
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