WineLand

WINELAND MEDIA KIT: PRINT & ONLINE 2020

“The true spirit of the Cape Winelands is what WineLand Media is all about …”
– Since 1931
WineLand is South Africa’s longest established and most authoritative wine industry publication covering all South African wine and grape growing industries since 1931.

As a brand, WineLand is highly regarded and recognised for keeping readers up to date of changing wine industry trends and markets ahead of their competitors.

WineLand subscribers represent all industry categories including grape producers, wine cellars, winemakers, viticulturists, educational institutions, industry suppliers, media and wine marketers.

WineLand is highly regarded as a valuable communication and marketing channel by both producers and service providers all along the industry’s extensive value chain.

KEY FACTS

- Market leader going on 88 years.
- Perfectly positioned to give informed opinions.
- Guaranteed to reach the entire wine industry.
- We serve an industry that contributes R36.1 billion to SA’s GDP (2013).
- Covering winemaking & viticulture, technology & research, development & transformation and sales & marketing, as well as the Cape Winelands lifestyle, wine tourism, conservation and sustainability.
- Available in print and online.
- Readership of print copies: 3 653 (ABC audit circulation).
- The magazine of choice for the South African wine industry.

“WineLand articles align with our industry strategy (WISE), and it is doing a good job of conveying what WISE is trying to achieve.”

Siobhan Thompson, CEO of Wines of South Africa (WoSA)
### Print & Online Rates (VAT Excl.)

#### WINELAND MAGAZINE PRINT RATES (A4 PUBLICATION)

<table>
<thead>
<tr>
<th></th>
<th>SINGLE</th>
<th>CONTRACT</th>
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</thead>
<tbody>
<tr>
<td>DPS (Double Page Spread)</td>
<td>R30 600</td>
<td>R27 750</td>
</tr>
<tr>
<td>Full page</td>
<td>R21 000</td>
<td>R19 000</td>
</tr>
<tr>
<td>Half page (horizontal or vertical)</td>
<td>R15 800</td>
<td>R14 000</td>
</tr>
<tr>
<td>Quarter page (horizontal or vertical)</td>
<td>R12 500</td>
<td>R11 000</td>
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</tbody>
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#### WINELAND MAGAZINE DIGITAL RATES

- **WWW.WINELAND.CO.ZA (WEBSITE)**
  - SINGLE ADVERT: R3 500
  - SPECS: All adverts on the website are 300 x 300 pixels

- **WINELAND E-NEWSLETTER**
  - SINGLE ADVERT (Prime): R3 000
  - SPECS: All adverts in the newsletter are 250 x 300 pixels

#### SA WINE INDUSTRY DIRECTORY PRINT RATES (A5 PUBLICATION)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>DPS (Double Page Spread)</td>
<td>R20 000</td>
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<tr>
<td>Full page</td>
<td>R14 400</td>
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<tr>
<td>Half page (horizontal or vertical)</td>
<td>R9 700</td>
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### Technical Specifications (see illustration below)

<table>
<thead>
<tr>
<th>SIZE OF AD</th>
<th>DIMENSIONS Width x Height (mm)</th>
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</thead>
<tbody>
<tr>
<td>DPS (Double Page Spread)</td>
<td>400 x 277</td>
</tr>
<tr>
<td>Full page</td>
<td>190 x 277</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>92 x 277</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>190 x 135</td>
</tr>
<tr>
<td>Quarter page (vertical)</td>
<td>92 x 135</td>
</tr>
<tr>
<td>Quarter page (horizontal)</td>
<td>190 x 55</td>
</tr>
</tbody>
</table>

**No bleed necessary.**

All measurements in mm – width x height.

### Illustration

- 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

“**The technical side of the magazine is very helpful. Our viticulturists and winemakers often come into meetings armed with a copy of WineLand.”**

Ferdinand Appel, MD of UniWines
WEBSITE
Winemakers, viticulturists, marketers and serious consumers turn to WineLand for up-to-date winemaking and viticulture articles, wine business trends and stats, social upliftment, learning and development, as well as feel-good stories that embrace the dynamic, often quirky spirit of the SA wine industry.
• Average monthly users: 14 000 - 15 000+
• Organic traffic: 10 309+
• Users by device category: 50% (desktop)
  45% (mobile)
  5% (tablet)

SOCIAL MEDIA
As consumers become increasingly fragmented in how they engage with both traditional and social media, WineLand continually adapts online to establish and nurture new communities and connect with them in authentic ways. WineLand Media has gained ‘industry influencer’ status with more than 5 000 likes and followers on Facebook | 6 300+ on Twitter | 1 500+ on Instagram.

FACEBOOK: Average monthly reach: 40 - 60k+ (5 000+ likes)
TWITTER: Average monthly impressions: 124k+ (6 300+ followers)
INSTAGRAM: Average monthly reach: 20k+ (2 000+ followers)

VIDEO SERVICES
Our team of creative videographers and video content producers believe in being heads down and hands-on. Through expert native video and studio production, as well as first-hand knowledge of the Cape Winelands, we create captivating videos that articulate the story of your brand. We write, film, research, edit and transform your stories into tailor-packaged videos for social and digital use.

Average video minutes viewed on WL Facebook page: 52 100 (up 2 000% from 2018).
Services include: premium package and standard package (contact our sales representative for more information).

Premium Package: R20 200 VAT excl.
Documentary-style videos. Includes: 3-4 days scripting/storyboarding (brief, guidelines and consultancy) | 2 days filming | in-depth reporting/interview with 6-7 subjects | multiple locations | advanced editing (animation & effects) | music (stock) & sound effects | two rounds of feedback | final pending client approval | 4 social media posts (on WineLand platforms) | 1 web blog | Original final video client owns.

Standard Package: R9 000 VAT excl.
Standard video production package includes: 1 day creative brief | 1-2 days filming | in-depth reporting/interview with 3-4 subjects | single location | basic editing (shots & B-roll) | music (stock) | one round of feedback | final pending client approval | 1 social media posts (on WineLand platforms) | Original final video client owns.

HOME USER INCOME:
• Households earn R1m - R1.4m: 15%
• R1.7m - R2.1m: 14%
• R2.1m - R2.8m: 10%
• R2.8m+: 9%

WHO READS WINELAND?
• Producers (growers & wineries): 54%
• Viticulturists: 11%
• Winemakers & assistants: 14%
• Educational institutions, media, key stakeholders, agencies and industry suppliers: 20%
### Themes & Features

#### DEADLINES 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Technical Feature</th>
<th>Editorial Deadline</th>
<th>Advert Deadline</th>
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</thead>
<tbody>
<tr>
<td>Jan/Feb 2020</td>
<td>Touch &amp; Change</td>
<td>Packaging</td>
<td>7 Nov 2019</td>
<td>18 Nov 2019</td>
</tr>
<tr>
<td>March 2020</td>
<td>Sustainability</td>
<td>Sustainable practices</td>
<td>17 Jan 2020</td>
<td>3 Feb 2020</td>
</tr>
<tr>
<td>April 2020</td>
<td>Beyond 2020</td>
<td>Tractors &amp; Sprayers</td>
<td>10 Feb 2020</td>
<td>2 Mar 2020</td>
</tr>
<tr>
<td>May 2020</td>
<td>The Vineyard Issue</td>
<td>The Vineyard Issue</td>
<td>9 Mar 2020</td>
<td>28 Mar 2020</td>
</tr>
<tr>
<td>June 2020</td>
<td>Watch this space</td>
<td>Bottling &amp; Flow systems</td>
<td>14 Apr 2020</td>
<td>4 May 2020</td>
</tr>
<tr>
<td>July 2020</td>
<td>Around the globe</td>
<td>Soil &amp; Irrigation</td>
<td>11 May 2020</td>
<td>1 Jun 2020</td>
</tr>
<tr>
<td>August 2020</td>
<td>Market watch</td>
<td>Cooling &amp; Refrigeration</td>
<td>8 Jun 2020</td>
<td>28 Jun 2020</td>
</tr>
<tr>
<td>September 2020</td>
<td>Toeka tot nou</td>
<td>Maturation</td>
<td>13 Jul 2020</td>
<td>3 Aug 2020</td>
</tr>
<tr>
<td>October 2020</td>
<td>Know your consumer</td>
<td>Cleaning &amp; Sanitation</td>
<td>11 Aug 2020</td>
<td>1 Sep 2020</td>
</tr>
<tr>
<td>November 2020</td>
<td>Movers &amp; Shakers</td>
<td>Fermentation</td>
<td>14 Sep 2020</td>
<td>5 Oct 2020</td>
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WineLand welcomes news from suppliers about technology, products or services in the wine industry – especially success stories. We recognise the significant role suppliers play in increasing productivity, quality and sustainability, thereby making South Africa’s grape-growers and winemakers competitive on the global stage.

- When you forward an article for consideration, keep it short (400 words).
- News-focused copy is preferred (e.g. launch of a new product, new research involving your technology, a client who has utilised your product to success). Our editors will contact you if we need to flesh out your story into a broader case study to obtain additional information.
- It is WineLand’s preference to print the price (or a guide to price) of products and/or services in articles.
- Please conclude your article with contact details for yourself (or other relevant person) with telephone, email and website details.
- Articles should be saved as Word documents and emailed to our journalist, Anton Pretorius (anton@wineland.co.za).

#### Advertorial Submissions

- Advertisers are welcome to submit photographs for publication with their advertorials. When submitting electronic photographs, our preference is JPEG files. Attach each photograph as a separate JPEG file (i.e. not embedded within the advertorial document).
- Please ensure photos are of sufficient size and quality (resolution of 300 dpi and no smaller than 2 MB).
- Articles are placed at the editor’s discretion and may be cut for clarity or space.

**HOW TO SUBMIT ADVERTISEMENTS**

Advertising material should be submitted in the following ways.

**WE WILL ACCEPT:**

- **PDF**
  - Adobe Acrobat: Please supply artwork using the highest quality settings, with hyperlinks box checked. Contact our advertising manager for a preset.
- **.INDD**
  - Adobe InDesign: Supply InDesign files with all images and font files separately.
- **.EPS OR .AI**
  - Adobe Illustrator: Supply Illustrator EPS or AI files with all images and font files separately. Outlined type format is recommended. Supply all images/logos in separate files in 300 dpi resolution.

Physical discs can be sent to the following address: Vinpro Office, Picardi Farm, Cecil Street, Southern Paarl, 7646. Files larger than 20G must be sent electronically via WeTransfer or Dropbox. Prior to sending files via email, please compress to Zip format. PDF files don’t need further compression.

#### General Conditions

You agree not to reproduce, duplicate, copy, sell, resell or exploit any portion of our service, use of the service, or access to the service or any contact on the website or magazine through which the service is provided, without express written permission by us. We are not responsible if information made available in the magazine or website is inaccurate, incomplete or outdated. The material within this publication or website is provided for general information only and should not be relied upon or used as the sole basis for making decisions without consulting primary, more accurate, more complete or more timely sources of information. The website or print magazine may contain certain historical information, which is, by nature, not current and provided for your reference only. We reserve the right to modify the contents of the website at any time, but we have no obligation to update any information unilaterally. You agree that it is your responsibility to monitor changes to our site. For our full terms and conditions, visit www.wineland.co.za.

Please take note that in the event of a confirmed booking cancellation, the advertiser shall be liable for a cancellation fee of 30% of the agreed.
We want to display your advertisement to its full potential. We are happy to help with any queries you may have regarding the submission of advertisements. If you are unsure how to supply your artwork, please contact our advertising manager.

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