READY TO BOOK?

WineLand MEDIA

ADVERTISING 2027

PEOPLE | STORIES
INDUSTRY | BUSINESS
TECHNICAL

The wine industry is our audience.

A CONCENTRATED B2B AUDIENCE ACROSS THE SOUTH AFRICAN WINE VALUE CHAIN.

90+	2025	8 years
INDUSTRY AUTHORITY	GLOBAL BRAND AWARD WINNER	AVERAGE ADVERTISER RELATIONSHIP

Relevance before reach.

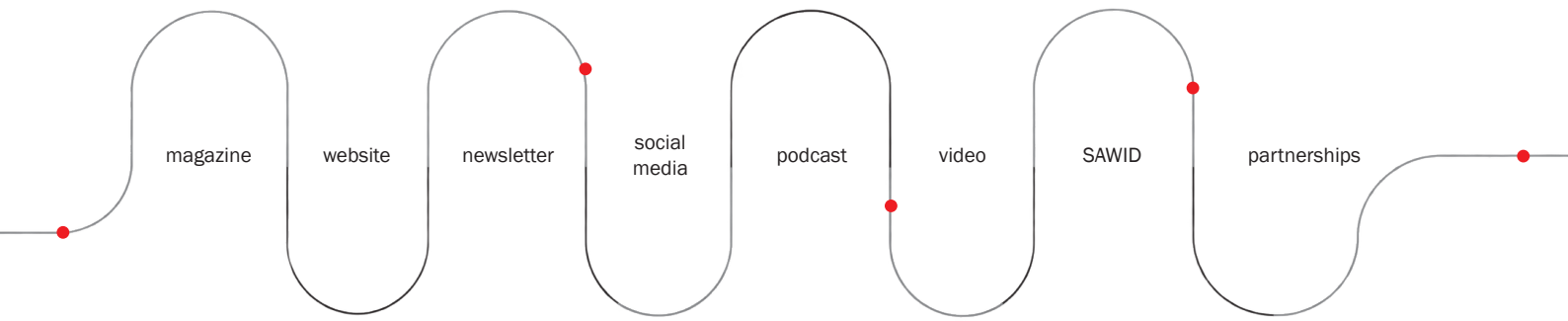
Your brand appears in an environment where wine is the work, the business and the conversation.

One audience. Multiple touchpoints.

WINELAND MEDIA CONNECTS BRANDS WITH THE INDUSTRY ACROSS PRINT, DIGITAL, AUDIO, VIDEO AND INDUSTRY RESOURCES.

3 000	4 000+	6 800+	2 500+
MAGAZINE CIRCULATION	WEBSITE MONTHLY ACTIVE USERS	WEBSITE MONTHLY PAGE VIEWS	SAWID PRINT DISTRIBUTION

12 200+	10 000+	3 000+	1 150+	570+
FACEBOOK FOLLOWERS	INSTAGRAM FOLLOWERS	LINKEDIN FOLLOWERS	TIKTOK FOLLOWERS	YOUTUBE FOLLOWERS
127 500+ Impressions/m 3 700+ Interactions/m	17 600+ Impressions/m 860+ Interactions/m	8 200+ Impressions/m 1 000+ Interactions/m	2 600+ Impressions/m 130+ Interactions/m	6 500+ Impressions/m 600+ Interactions/m



ONE EDITORIAL BRAND. ONE INDUSTRY AUDIENCE.
MANY WAYS TO CONNECT.

What moves South African wine?

SEVEN EDITORIAL WORLDS GIVE BRANDS A RELEVANT PLACE TO PARTICIPATE IN THE INDUSTRY CONVERSATION.

1

VINEYARD

Viticulture · soil · irrigation · climate · mechanisation · sustainability

2

CELLAR

Winemaking · oenology · technology · maturation · bottling · packaging

3

BUSINESS & MARKETS

Markets · sales · marketing · economics · exports · consumers

4

PEOPLE

Leadership · careers · skills · young talent · transformation

5

INNOVATION & RESEARCH

Research · science · technology · data · practical innovation

6

TOURISM & EXPERIENCE

Wine tourism · hospitality · destinations · wine experiences

7

INDUSTRY & POLICY

Industry developments · sustainability · policy · market access · trade

Start with the objective.

TELL US WHAT YOU WANT THE INDUSTRY TO KNOW, THINK OR DO. WE WILL BUILD THE RIGHT WINELAND SOLUTION AROUND IT.

1

Visibility

ADVERTISE

Print · website · newsletter · SAWID

2

Explanation

TELL YOUR STORY

Digital article · print editorial · video · blog

3

Thought leadership

START A CONVERSATION

Podcast · interview · Q&A · expert voice

4

Integrated impact

PARTNER WITH WINELAND

Multi-platform campaigns · content series · sponsorships

YOUR BRAND. OUR AUDIENCE. ONE INDUSTRY.

RATES BELOW ARE EXCLUSIVE OF VAT.

WineLand Magazine.

PREMIUM, CURATED INDUSTRY JOURNALISM WITH LASTING VISIBILITY.

FORMAT	DIMENSIONS (MM) / COPY	1	3	6	11
DPS advert / editorial*	400 × 277 mm or 1 200–1 800 words	R39 750	R34 530	R29 520	R24 730
Full page advert / editorial*	190 × 277 mm or 600–800 words	R27 850	R23 650	R20 650	R18 350
Half page editorial*	300–400 words	R20 450	R16 250	R12 530	R10 050
Half page vertical	92 × 277 mm	R20 450	R16 250	R12 530	R10 050
Half page horizontal	190 × 135 mm	R20 450	R16 250	R12 530	R10 050
Quarter page vertical	92 × 135 mm	R15 850	R12 520	R10 050	R8 050
Quarter page horizontal	190 × 55 mm	R15 850	R12 520	R10 050	R8 050

*Writing by WineLand journalists: additional R8 950. Advertising clients receive a free copy according to contract.
No bleed required. PDF press quality.

Special positions

FORMAT	1	3	6
Front cover article + double page spread editorial + homepage feature	R47 350		
Inside front cover (double page spread) 400 × 277 mm	R38 450	R34 820	R29 550
Inside back cover (full page advert) 190 × 277 mm	R30 650	R26 950	R23 650
Outside back cover (full page advert) 190 × 277 mm	R30 650	R26 950	R23 650

Newsletter + website.

BE SEEN WHERE THE INDUSTRY IS READING.

Newsletter · 2 features a month

POSITION	DIMENSIONS (PIXELS)	RATE
Top	600 × 300 px	R4 950
Middle	600 × 300 px	R4 350
Bottom	600 × 300 px	R3 850

Static or animated GIF · 72 dpi minimum · click-through link · analytics on request.

Website · premium placements

UNIT / INSERT	DIMENSIONS (PIXELS)	DESCRIPTION	INVESTMENT
Homepage	1250 x 250 px	Under front cover	R12 500 / month
Homepage	600 x 600 px	Secondary ad: Limited to 4 placements	R8 950 / month
Content pillar landing page	728 x 90 px	Main ad: Leaderboard	R6 950 / month
Content pillar landing page	600 x 600 px	Secondary ad: Limited to 4 placements	R4 250 / month
Content pillar landing page	300 x 600 px	Third ad: Sidebar Ad – Large skyscraper	R3 250 / month
Article page	300 x 250 px	Main ad: Sidebar ad	R5 250 / month
Article page	300 x 600 px	Secondary ad: Large skyscraper	R5 950 / month
Article page	728 x 90 px	Third ad: Below content	R3 500 / month

Watch + Listen. Podcasts + video.

TARGET READERS AROUND AUDIO AND VIDEO CONTENT.

UNIT / INSERT	DIMENSIONS (PIXELS)	DESCRIPTION	INVESTMENT
Watch & Listen page	728 x 90 px	Main ad: Leaderboard	R4 250 / month
Watch & Listen page	300 x 600 px	Secondary ad: Sidebar ad – large skyscraper	R5 950 / month
Podcasts page	300 x 600 px	Main ad: Sidebar ad – large skyscraper	R4 250 / month
Podcasts page	728 x 90 px	Secondary ad: Below content	R3 250 / month
Videos page	300 x 600 px	Main ad: Sidebar Ad – large skyscraper	R4 250 / month
Videos page	728 x 90 px	Secondary ad: Below content	R3 250 / month
30 Under 30 Page entry page	300 x 600 px	Sidebar ad: Large skyscraper	R5 950 / month

Website adverts require a click-through link. JPG, PNG or GIF. 72 dpi minimum. Analytics available on request.

Tell your story. Start a conversation.

EDITORIALLY LED FORMATS DESIGNED FOR EXPLANATION, EXPERTISE AND ENGAGEMENT.

UNIT / INSERT	DESCRIPTION	INVESTMENT
Digital article	Written by WineLand editorial team · wineland.co.za · 1 social post · 1 Instagram story	R9 550
Industry Voices podcast	Hosted by WineLand editorial team · Spotify + wineland.co.za · 1 social post · 1 Instagram story	R16 500
Featured video	Client-supplied video · YouTube + wineland.co.za · 1 Instagram story	R8 950
Digital blog post	Client press release edited to WineLand style · wineland.co.za · Facebook or LinkedIn post	R6 650

More than an advert.

COMBINE PLATFORMS AROUND ONE OBJECTIVE, ONE AUDIENCE AND ONE CAMPAIGN IDEA.

PACKAGE	DESCRIPTION	INVESTMENT
Grow	1 Full page advert | 1 Article sidebar website ad 1 Bottom newsletter banner | 1 IG/FB Story with CTA	R34 950
Influence	1 Double page spread | 1 Industry Voices podcast + social media post 1 Podcast entry ad | 1 Digital article + social support	R62 800

Need something different?

We can build a custom partnership around your objective, audience and budget including Content Series, Podcast Series, Multi-Month Campaigns and Sponsorships.

Be where the industry looks for the industry.

THE SOUTH AFRICAN WINE INDUSTRY DIRECTORY CONNECTS PRODUCERS, WINERIES, SUPPLIERS, SERVICE PROVIDERS, REGIONS AND ORGANISATIONS.

Digital platform.

SAWID.Online keeps industry information current and accessible throughout the year. Month campaigns and sponsorship.

UNIT / INSERT	DIMENSIONS (PIXELS)	DESCRIPTION	INVESTMENT
Homepage	600 x 600 px	Main Ad: Limited to 4 placements	R8 950 / month
Category landing page	970 x 90 px	Main Ad: Leaderboard	R6 950 / month
Category landing page	600 x 600 px	Secondary Ad: Limited to 4 placements	R4 250/ month

2 500+ Print distribution.

DESCRIPTION	DIMENSIONS (MM)	INVESTMENT
Inside front cover (full page advert)	128 × 190 mm	R29 750
Inside front cover (full page advert)	128 × 190 mm	R24 750
Outside back cover (full page advert)	128 × 190 mm	R30 650
Full page advert	128 × 190 mm	R18 350
Half page (vertical advert)	60 x 190 mm	R12 550
Half page (horizontal advert)	128 × 190 mm	R12 550
Bookmark	60 × 150 mm	R29 250
Print + online listing	148 × 210 mm	R795
Print & online listing – complete Excel form		

ADVERTISERS STAY WITH WINELAND FOR AN AVERAGE OF EIGHT YEARS.

Moss Group report, August 2025

2027 Editorial calender.

USE THE MAGAZINE THEMES AS NATURAL HOOKS FOR ADVERTISING, EXPERTISE AND INTEGRATED DIGITAL CAMPAIGNS.

ISSUE	THEME	TECHNICAL FEATURE	EDITORIAL	ADVERTISING
January/February	The Year Ahead	Packaging	13 November 2026	27 November 2026
March	Local is Lekker		15 January	1 February
April	Winemaking 101	Tractors & Sprayers	12 February	1 March
May	Vineyard Focus	Cooling & Refrigeration	12 March	29 March
June	30 Under 30	Bottling	16 April	3 May
July	Business as Unusual	Soil & Irrigation	14 May	31 May
August	Champions of Change	Technology	11 June	28 June
September	Home is where the Wine is	Maturation	16 July	2 August
October	Consumer Connection	Mechanisation	13 August	30 August
November	Movers & Shakers	Yeast & Oenological	17 September	4 October
December	On the Road	Green	15 October	1 November

Print is monthly. WineLand media is always on.

A magazine theme can be the starting point for a broader digital campaign.

Artwork, services + next steps.

KEEP THE PRODUCTION DETAIL SIMPLE. START WITH THE OBJECTIVE AND WE WILL GUIDE THE FORMAT.

Artwork specifications

PRINT	DIGITAL
PDF press quality · CMYK · fonts embedded · no bleed unless specified	JPG, PNG or GIF · 72 dpi minimum · click-through URL · static or animated ANALYTICS: Available on request for digital placements

Other services · quotes on requests.

Sponsorships · events · campaigns · loose inserts · bellybands · foiling · embellishments · custom label application.

Ready to reach the South African wine industry?

Tell us what you want to achieve. We will help you choose the right WineLand platform, content format or partnership.

WE KNOW WINE.
MORE IMPORTANTLY,
WE KNOW THE PEOPLE BEHIND IT.

WineLand
MEDIA

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