

WineLand

WINELAND MEDIA KIT: PRINT & ONLINE 2020



"The true spirit of the Cape Winelands is what WineLand Media is all about ..."

– Since 1931

Magazine Profile



W

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 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.

“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)

FULL COLOUR	SINGLE	CONTRACT
DPS (Double Page Spread)	R30 600	R27 750
Full page	R21 000	R19 000
Half page (horizontal or vertical)	R15 800	R14 000
Quarter page (horizontal or vertical)	R12 500	R11 000

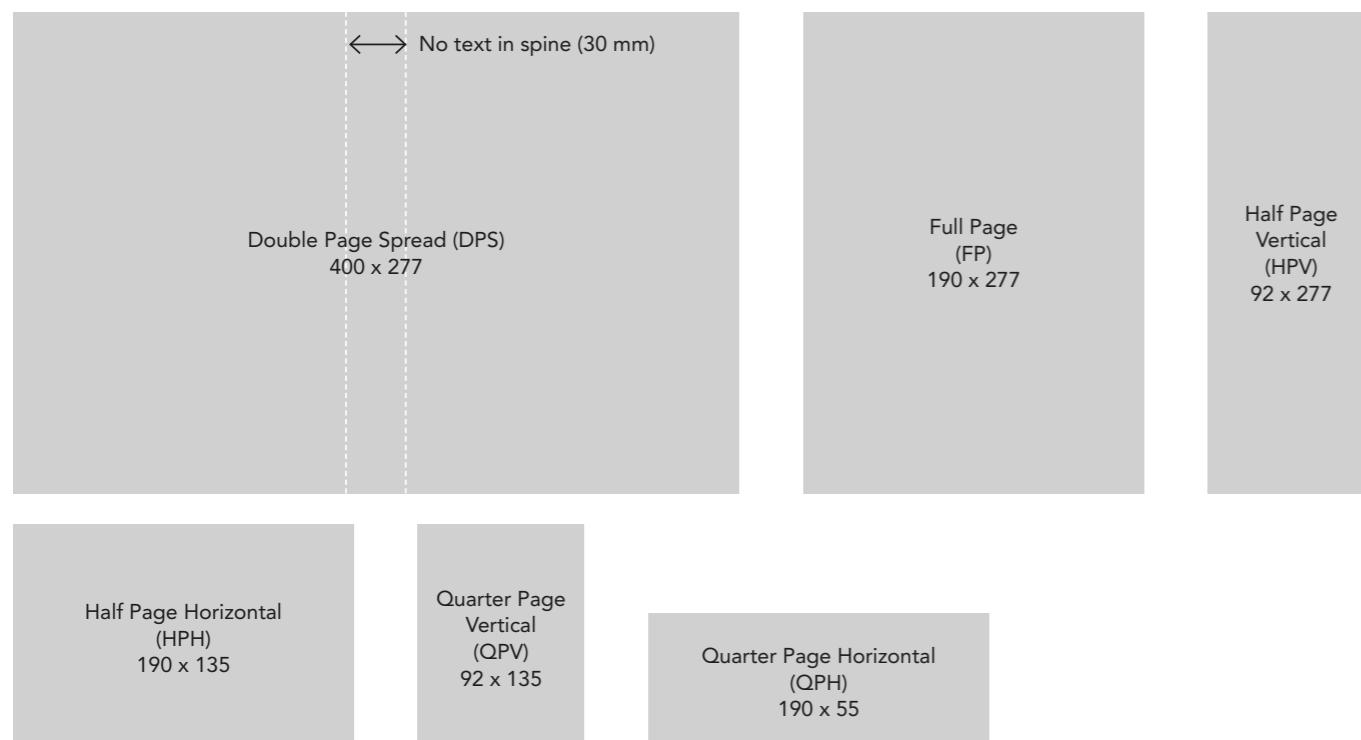
TECHNICAL SPECIFICATIONS (see illustration below)

SIZE OF AD	DIMENSIONS Width x Height (mm)
DPS (Double Page Spread)	400 x 277
Full page	190 x 277
Half page (vertical)	92 x 277
Half page (horizontal)	190 x 135
Quarter page (vertical)	92 x 135
Quarter page (horizontal)	190 x 55



No bleed necessary.
All measurements in mm – width x height.

ILLUSTRATION



WINELAND MAGAZINE DIGITAL RATES

WWW.WINELAND.CO.ZA (WEBSITE)	WINELAND E-NEWSLETTER
SINGLE ADVERT: R3 500	SINGLE ADVERT (Prime): R3 000
SPECS: All adverts on the website are 300 x 300 pixels	SPECS: All adverts in the newsletter are 250 x 300 pixels

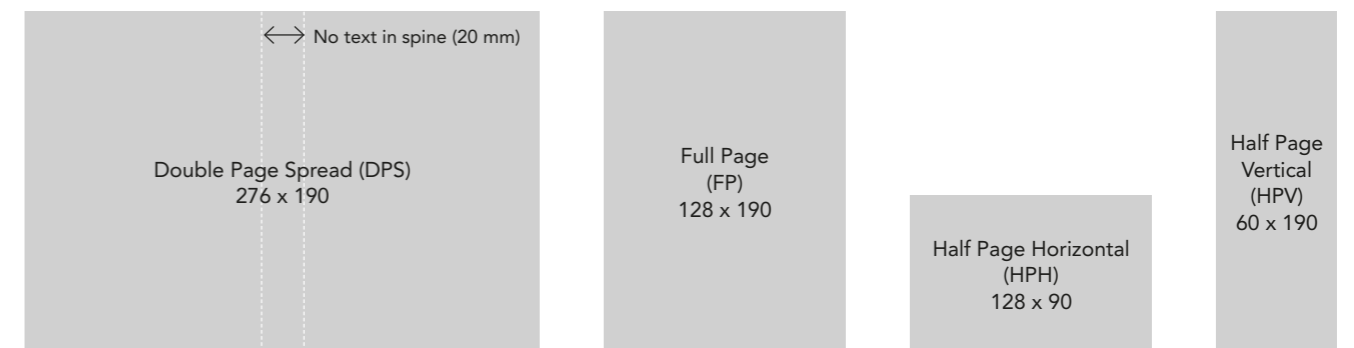
SA WINE INDUSTRY DIRECTORY PRINT RATES (A5 PUBLICATION)

FULL COLOUR	SINGLE
DPS (Double Page Spread)	R20 000
Full page	R14 400
Half page (horizontal or vertical)	R9 700

TECHNICAL SPECIFICATIONS (see illustration below)

SIZE OF AD	DIMENSIONS Width x Height (mm)
DPS (Double Page Spread)	276 x 190
Full page	128 x 190
Half page (horizontal)	128 x 90
Half page (vertical)	60 x 190

No bleed necessary.
All measurements in mm – width x height.



“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

“We Speak Wine”

Demographics



SA WINE INDUSTRY DIRECTORY

A comprehensive reference book containing relevant contacts and information relating to the SA wine industry. Aimed at providing every stakeholder in the wine value chain with mission-critical information, it is revised yearly and distributed to producers, winemakers and viticulturists.

The Directory includes information on the structure of the industry, key organisations, writers, routes, production areas, nurseries, producers and suppliers.

Distribution: 2 200
Format: A5

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)

e-NEWSLETTER

Our e-Newsletter is distributed monthly featuring the top stories from across our multitude of multi-media platforms, including exclusive web stories, magazine articles, competitions, events, social media and other industry-related news.

Total database/recipients: 3 200+

Open rate: 35 - 40%

Unique opens: 15 - 20%

Top locations: South Africa (75%), USA (15%), Europe (10%)

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)



For a glimpse of former projects and services, watch the video here.

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).

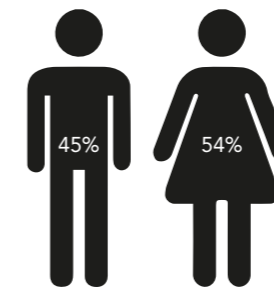
Services include: premium package and standard package (contact our sales representative for more information).

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.



Women: 54%

Men: 45%

AGE:

Men (25 - 34): 15%

Women (25 - 34): 19%

Men (35 - 44): 12%

Women (35 - 44): 14%

HOUSEHOLD INCOME:

R1m - R1.4m: 15%

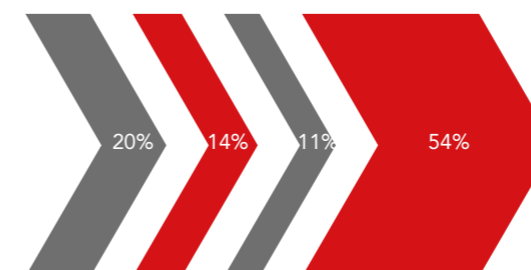
R1.7m - R2.1m: 14%

R2.1m - R2.8m: 10%

R2.8m - R3.5m: 9%

WHO READS WINELAND?

- Producers (growers & wineries): 54%
- Viticulturists: 11%
- Winemakers & assistants: 14%
- Educational institutions, media, key stakeholders, agencies and industry suppliers: 20%



WINELAND PRINT MAGAZINE

WineLand is a core industry medium which communicates practical solution-based information for wine and viticulture decision-makers. This monthly publication offers comprehensive coverage on the latest industry news and information, conveniently segmented into regular sections of news, grape growing, wine making, business and technology, sales and marketing. It is the official magazine and preferred content provider to the South African wine industry.

58% of readers have purchased a product as a result of seeing an advertisement in the WineLand Magazine.

52% of readers plan on making capital equipment purchases in the 2018/19 financial year.

43% of new readers subscribe based on the magazine being recommended to them.

62% of readers share WineLand with others in their business or household, with more than 26% sharing it with more than four other people.

2 500+ of WineLand readers are Vinpro members. Each member receives a subscription to the magazine.

“WineLand is a critical source of information for the South African wine industry and its stakeholders.”

Jaco Potgieter, winemaker at Douglas Green Bellingham

Themes & Features

Advertorial Submissions

DEADLINES 2020				
Month	Theme	Technical Feature	Editorial Deadline	Advert Deadline
Jan/Feb 2020	Touch & Change	Packaging	7 Nov 2019	18 Nov 2019
March 2020	Sustainability	Sustainable practices	17 Jan 2020	3 Feb 2020
April 2020	Beyond 2020	Tractors & Sprayers	10 Feb 2020	2 Mar 2020
May 2020	The Vineyard Issue	The Vineyard Issue	9 Mar 2020	28 Mar 2020
June 2020	Watch this space	Bottling & Flow systems	14 Apr 2020	4 May 2020
July 2020	Around the globe	Soil & Irrigation	11 May 2020	1 Jun 2020
August 2020	Market watch	Cooling & Refrigeration	8 Jun 2020	28 Jun 2020
September 2020	Toeka tot nou	Maturation	13 Jul 2020	3 Aug 2020
October 2020	Know your consumer	Cleaning & Sanitation	11 Aug 2020	1 Sep 2020
November 2020	Movers & Shakers	Fermentation	14 Sep 2020	5 Oct 2020
December 2020	Vat die pad ...	Buyers' Guide	12 Oct 2020	2 Nov 2020



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).

- 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, Cecilia 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 50% of the agreed.

Contact Us

A large, bold, black serif letter 'W' is centered on the page. It is the first letter of the word 'Wineland'.

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.

ADVERTISING

Tania Matthysen (Manager)
c: 072 132 4120 | t: 021 276 0458
e: advertising@wineland.co.za

EDITORIAL

Wanda Augustyn (Editor)
t: 021 276 0463
e: wanda@wineland.co.za

ACCOUNTS

Doronae de Ridder (Co-ordinator)
t: 021 276 0459
e: doronae@wineland.co.za

TECHNICAL FEATURES

Johannes Richter (journalist)
t: 021 276 0462
e: johannes@wineland.co.za