“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 with changing wine industry trends and markets ahead of its competitors.

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

WineLand is considered a valuable communication and marketing channels by both producers and service providers all along the industry’s extensive value chain.

**KEY FACTS**

- Market leader for 90 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: 3 244 (ABC audit circulation – June 2020)
- 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)
FULL COLOUR SINGLE CONTRACT

DPS (Double Page Spread) R31 000 R28 050
Full page R21 500 R19 500
Half page (horizontal or vertical) R16 200 R14 400
Quarter page (horizontal or vertical) R12 800 R11 300

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

Print & Online Rates (VAT Excl.)

WINELAND MAGAZINE PRINT RATES (A4 PUBLICATION)

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 e-newsletter are 600 x 300 pixels

• DIGITORIAL (Online Editorial): Single Placement: R3 500

FULL COLOUR SINGLE PLACEMENT

DPS (Double Page Spread) R20 500
Full page R14 800
Half page (horizontal or vertical) R9 900

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

SA WINE INDUSTRY DIRECTORY PRINT RATES (A5 PUBLICATION)

ILLUSTRATION

“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 clicks: 8 000+
- Average monthly users: 14 000 - 15 000+
- Average monthly impressions: 269 000+
- Users by device category: 50% (desktop), 35% (mobile), 15% (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 6,000+ likes and followers on Facebook | 7 000+ on Twitter | 3 000+ on Instagram.

FACEBOOK:
- Average monthly reach: 40 - 60k+ (6 000+ likes)

TWITTER:
- Average monthly impressions: 150k+ (7 000+ followers)

INSTAGRAM:
- Average monthly reach: 20k+ (3 000+ 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: 3 400+
Open rate: 40 - 65%

WINELAND INSIGHTS
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 2020/21 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.

Jaco Potgieter, winemaker at Douglas Green Bellingham

“We Speak Wine”
### Themes & Features

<table>
<thead>
<tr>
<th>Month</th>
<th>Technical Feature</th>
<th>Editorial Deadline</th>
<th>Advert Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb 2021</td>
<td>Packaging</td>
<td>9 November 2020</td>
<td>16 November 2020</td>
</tr>
<tr>
<td>March 2021</td>
<td>Sustainable practices</td>
<td>18 January 2021</td>
<td>1 February 2021</td>
</tr>
<tr>
<td>April 2021</td>
<td>Tractors &amp; Sprayers</td>
<td>15 February 2021</td>
<td>1 March 2021</td>
</tr>
<tr>
<td>May 2021</td>
<td>The Vineyard Issue</td>
<td>15 March 2021</td>
<td>29 March 2021</td>
</tr>
<tr>
<td>June 2021</td>
<td>Bottling &amp; Flow Systems</td>
<td>12 April 2021</td>
<td>3 May 2021</td>
</tr>
<tr>
<td>July 2021</td>
<td>Soil &amp; Irrigation</td>
<td>10 May 2021</td>
<td>31 May 2021</td>
</tr>
<tr>
<td>August 2021</td>
<td>Cooling &amp; Refrigeration</td>
<td>14 June 2021</td>
<td>30 June 2021</td>
</tr>
<tr>
<td>September 2021</td>
<td>Maturation</td>
<td>12 July 2021</td>
<td>2 August 2021</td>
</tr>
<tr>
<td>October 2021</td>
<td>Cleaning &amp; Sanitation</td>
<td>16 Augustus 2021</td>
<td>30 August 2021</td>
</tr>
<tr>
<td>November 2021</td>
<td>Fermentation</td>
<td>13 September 2021</td>
<td>4 October 2021</td>
</tr>
<tr>
<td>December 2021</td>
<td>Storage &amp; Warehousing</td>
<td>11 October 2021</td>
<td>1 November 2021</td>
</tr>
</tbody>
</table>

### Advertorial Submissions

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.
- 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 Johannes Richter (johannes@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.

### 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. 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 timelier 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 note that in the event of a confirmed booking cancellation, advertiser shall be liable for a cancellation fee of 50% of the agreed rate.
# Contact Us

<table>
<thead>
<tr>
<th><strong>ADVERTISING</strong></th>
<th><strong>ACCOUNTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tania Matthysen (Manager)</td>
<td>Doronae de Ridder (Co-ordinator)</td>
</tr>
<tr>
<td>c: 072 132 4120</td>
<td>t: 021 276 0459</td>
</tr>
<tr>
<td>e: <a href="mailto:advertising@wineland.co.za">advertising@wineland.co.za</a></td>
<td>e: <a href="mailto:doronae@wineland.co.za">doronae@wineland.co.za</a></td>
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<thead>
<tr>
<th><strong>EDITORIAL</strong></th>
<th><strong>TECHNICAL FEATURES</strong></th>
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<tbody>
<tr>
<td>Wanda Augustyn (Editor)</td>
<td>Johannes Richter (Journalist)</td>
</tr>
<tr>
<td>t: 021 276 0463</td>
<td>t: 021 276 0462</td>
</tr>
<tr>
<td>e: <a href="mailto:wanda@wineland.co.za">wanda@wineland.co.za</a></td>
<td>e. <a href="mailto:johannes@wineland.co.za">johannes@wineland.co.za</a></td>
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