

INCLUDING WINETECH TECHNICAL 1931 - 2021 | 90 YEARS

WineLand

WINELAND MEDIA KIT: PRINT & ONLINE 2021



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

– Since 1931

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www.wineland.co.za

Magazine Profile



W

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 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.

“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)	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

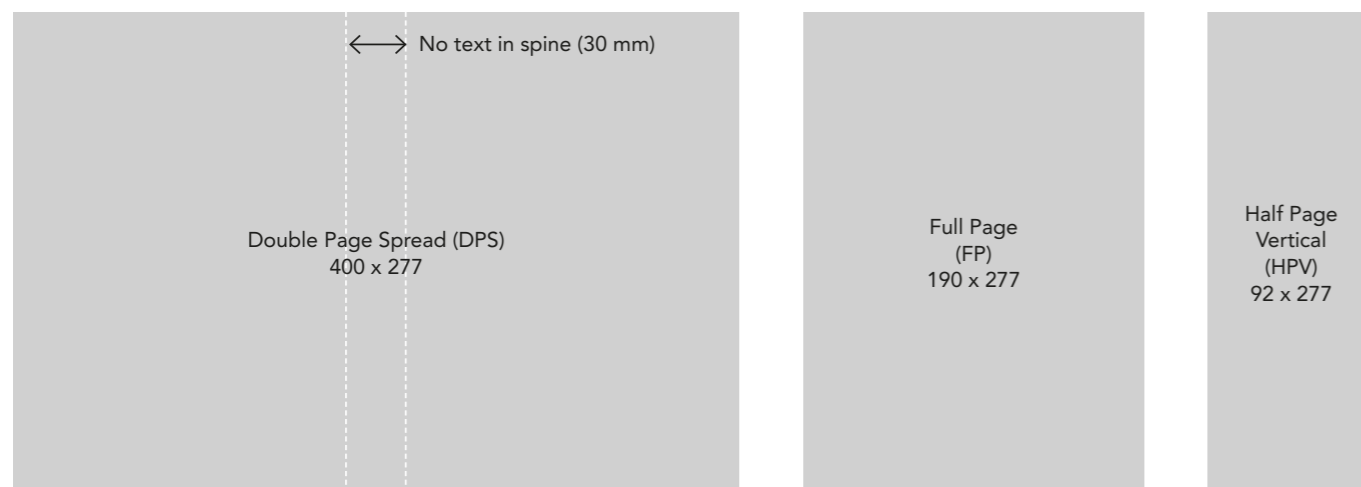
TECHNICAL SPECIFICATIONS (see illustration below)

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



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 e-newsletter are 600 x 300 pixels
• DIGITORIAL (Online Editorial): Single Placement: R3 500	

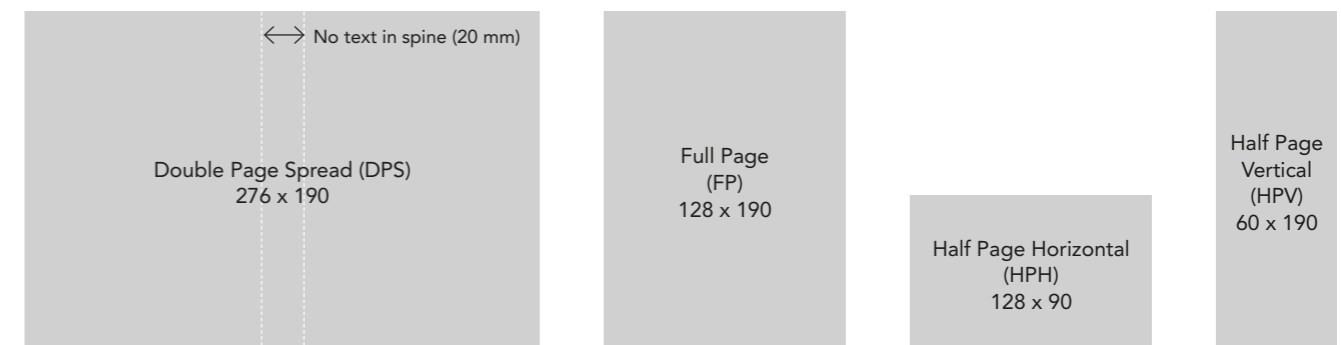
SA WINE INDUSTRY DIRECTORY PRINT RATES (A5 PUBLICATION)

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

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 6,000+ likes and followers on Facebook | 7 000+ on Twitter | 3 000+ on Instagram.

f 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%

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)



VIDEO SERVICES

Our team of creative 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).

Contact our advertising manager for tailored video production packages.

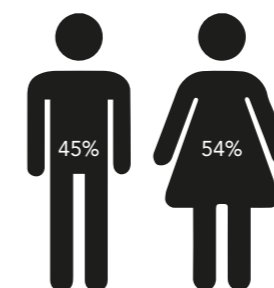
To view our portfolio of video productions, visit our YouTube page (@WineLand)

Premium Video Package: R25 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 Video Package: R15 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:

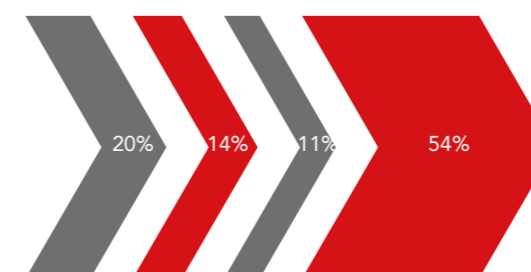
Men (25 - 34): 15%
Women (25 - 34): 19%
Men (35 - 44): 12%
Women (35 - 44): 14%

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 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.

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



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.

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