

NEW ZEALAND

Winegrower

Official magazine of the New Zealand wine industry



2025 MEDIA KIT

New Zealand Winegrower magazine is the official journal of NZ Wine Growers and is published six times a year – once every two months.

TOTAL MARKET COVERAGE

- Has a circulation of 2500
- The only industry magazine that goes out to every single levy paying vineyard and winery in the country (multiple copies to each grower and winery).

CONTENT

- Is the only industry magazine that brings you the latest wine industry research.
- Has the most up-to-date information relating to the New Zealand wine industry, for those working in the vineyard or winery.

QUICK FACTS

- Established in 1997
- Distribution 2500 copies, 2300 directly to the industry
- Bi-monthly
- Advertising available on website www.nzwinegrower.co.nz
- Only official journal for the industry
- Owned by the winegrowers





**SOPHIE PREECE
EDITOR**

Sophie has been based in Marlborough, New Zealand's largest wine region, for the past 18 years. Over that time she has written extensively about the wine industry's people, places and extraordinary product. From wine science and soils to winemaking and marketing, it's an industry with endless stories waiting to be told.
sophie@sophiepreece.co.nz

BACKGROUND

New Zealand Winegrower has been the definitive journal of the New Zealand wine sector for more than 20 years. It is owned by the grape growers and winemakers of the country, through their national organisation, New Zealand Winegrowers.

As one of the most important export industries in New Zealand, the wine sector has had a meteoric rise. From Sauvignon Blanc to Syrah, Pinot Noir to Chardonnay, our wines are taking the world by storm.

Enabling that to happen are the people who grow the grapes, the wine makers who produce the wine, the scientists who lead the world in wine related research, the marketers who promote the wine and the industries who support the sector.

There are literally thousands of individuals who play a part in the production of our world renowned wines and the majority of them read *New Zealand Winegrower*.

With a team of informed reporters, spread from Auckland to Central Otago, *New Zealand Winegrower* is the one stop for all the latest news and information.

Produced bi-monthly, the journal has a strong regional focus, providing up to the minute information on what is happening out there where the wine is being created. New techniques, research, practical advice, sustainability, marketing and local and export markets are all covered within the journal.

If you want to reach anyone within the wine sector, then *New Zealand Winegrower* is the most effective way to do so. Highly regarded, it is the only "official" magazine of the New Zealand Wine Industry.

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ADVERTISING RATES

Size	Measurement	Casual Rate	4 + Cost Rate
Full DPS	Trim Size: 297mm deep x 420mm wide Bleed Size: 307mm deep x 430mm wide Image Size (no bleed): 250mm deep x 390mm wide	\$3645	\$3420
Half DPS	120mm deep x 390mm wide	\$1754	\$1640
Full Page	Trim Size: 297mm deep x 210mm wide Bleed Size: 307mm deep x 220mm wide Image Size (no bleed): 250mm deep x 180mm wide	\$1822	\$1710
Half Page Portrait	250mm deep x 88mm wide	\$1025	\$970
Half Page Landscape	120mm deep x 180mm wide	\$985	\$930
Quarter Page Portrait	120mm deep x 88mm wide	\$575	\$547
Quarter Page Landscape	60mm deep x 180mm wide	\$575	\$547
Inserts		On Application	
Preferred and Special Positions		Plus 25%	

All rates include four colour and exclude GST

PUBLISHING DATES & DEADLINES

Publishing & Issue Date	Booking Deadline	Camera Ready Deadline
February / March 2025 Publishing 10 February - Issue 150	22 January	28 January
April / May 2025 Publishing 7 April - Issue 151	19 March	25 March
June / July 2025 Publishing 2 June - Issue 152	14 May	20 May
August / September 2025 Publishing 4 August - Issue 153	9 July	15 July
October / November 2025 Publishing 6 October - Issue 154	10 September	16 September
December 2025 / January 2026 Publishing 1 December - Issue 155	12 November	18 November

SPECIFICATIONS

- New Zealand WineGrower is trimmed to A4 (297mm deep x 210mm wide).
- Please do not put crop marks on adverts supplied.
- Camera-ready adverts should be supplied as high resolution pdf files colour corrected to CMYK. If any information is required on Acrobat settings please contact Rural News Group.
- If providing adverts for typesetting, all artwork should be included separately as high resolution jpeg, tif or pdf files.
- Completed adverts supplied by the client as either Word Document or Publisher files for publication will not be accepted.



NZ WINEGROWER ONLINE ADVERTISING

Advertisements booked with NZ Winegrower online appear on every page of every page of the website related to NZ Winegrower

What Can I Get?

- Targeted industry website advert
- Website of the official industry magazine
- Online competitions and content sponsorship also available

How Much for an advertisement?

- \$600 Premium banner (viewable on PC, tablet and mobile)
- \$500 Top priority banner (viewable on PC, tablet and mobile)
- \$350 Standard banner (viewable on PC, tablet and mobile)
- \$600 Premium tile (viewable on PC, tablet and mobile)
- \$500 Top priority tile (viewable on PC and tablet)
- \$350 Standard tile (viewable on PC and tablet)



All costs are per month and bookings are subject to availability

Specifications

Size:

- 300px wide x 250px deep for Tiles
- 350px wide x 85px deep for Banners

Formats accepted: jpg, gif, adserve.
(adserve/swf not available for newsletter)

Flash files will not work on certain devices.

All our prices quoted are exclusive of GST and Production

Statistic reports provided on request monthly.

*Analytics are gathered via Google Analytics.

The screenshot shows the Rural News Group website with several ad placements:

- Top navigation:** HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, CONTACT. Search bar: Enter search query.
- Header:** RURAL NEWS GROUP logo and navigation links: NATIONAL, WORLD, OPINION, AGRIBUSINESS, MANAGEMENT, FARM HEALTH, MACHINERY & PRODUCTS, MOTORING, RURAL LIFE, MARKETS, PODCASTS.
- Featured Section:**
 - Teaser bull leaser bags top award:** Waikato dairy farmer Jennie Macky has been named the best agri-businesswoman of the year.
 - Hort focus on global:** More than 300 delegates from throughout the country have been attending Horticulture New Zealand's annual conference being held in Rotorua.
 - Consumers are 'taking a big bite out of the Earth':** Every meal we eat costs the planet 10kgs of soil, 800 litres of fresh water and 1.3 litres of diesel fuel, says science writer Julian Cribb.
 - Changes to health and safety reforms sensible:** The Parliamentary Select Committee's delay on the Health and Safety Reform Bill has led to improvements for the farming industry, say the Federated Farmers.
 - Food Show on a Mission:** The Auckland Food Show has announced a new partnership with Auckland City Mission, which will see the charity receive exhibitor's leftover product at the end of the event.
- Advertisements:**
 - Premium banner (fixed position):** Orange banner at the top right.
 - Premium tile (fixed position):** Grey tile on the right side.
 - Top priority tile (fixed position):** Yellow tile on the right side.
 - Top priority banner (fixed position):** Purple banner below the Food Show article.
 - Standard banner (rotates position):** Blue banner at the bottom of the featured section.
- National Section:**
 - Industry reform not more marketing:** Farmers levy payment would be better off going towards meat industry reform than generic marketing through Beef & Lamb, says Meat Industry Excellence (MIE).
 - Alliance shareholder resolution received:** Alliance Group has received a request to call a special meeting of Alliance Group shareholders to consider a proposed shareholder resolution.
 - Potato expert praises NZ research:** An international potato industry expert has praised New Zealand's world-leading research during a visit to speak at the Potatoes New Zealand Inc. annual conference.
 - Government needs to heed '10 point' plan:** Federated Farmers want the government to give immediate attention to the Local Government '10 point plan' for rates reform.
 - Trust encourages farmers to enter awards:** Entries for the 2016 Balance Farm Environment Awards open on August 1 and farmers are being encouraged to enter.
- World Section:**
 - More money from milk than milk from money:** Building an Australian dairy industry that is sustainable and profitable should ensure long-term success, says Dairy Australia chair Geoff Aiken.
 - Hard-nosed grocery firms ganging up on Oz 'big two':** Australian supermarkets have been in the gun for years for the way they treat suppliers and farmers.
 - Breathing easier at the bank:** Farmers supplying Fonterra's Wagga Wagga factory in the NSW Riverina have been offered a new pricing agreement aimed at taking...
 - Earlier milk price call from Oz farmers:** Australian farm leaders have again called for earlier forecasts of seasonal prices, eyeing companies that announced this season's prices only...
 - Oz dairying attracts big-ticket buyers:** The latest Dairy Australia National Dairy Farmer Survey (NDFS) shows farmers in many regions investing, or planning to invest, in...
- Newsletter Section:**
 - West heads west:** The Hound notes that Lincoln University's vice-chancellor Andrew West has suddenly resigned. This old mutt hopes West's replacement is not...
 - Nice drop!** A mass of the Hound recently attended the annual conference of Rural Contractors NZ, held in Blenheim in late June.
 - ENewsletter:** SUBSCRIBE TO OUR RURAL NEWS DAIRY NEWS WEEKLY NEWSLETTER.
 - Answer 3 short Questions and... be in to WIN:** Advertisement for a competition.



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