

New Zealand's independent national wine industry publication

NEW ZEALAND

grape

G R O W E R



media Kit

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GROWER

New Zealand's winegrowing industry remains firmly in expansion mode. In the two years to June 2003, our national vineyard grew 15% to more than 15,000ha.

Similar growth is expected in the years ahead. By 2006, New Zealand will have over 20,000ha under the vine. *New Zealand Grape Grower* is introducing special sections on primary grape growing regions across the country to highlight events, innovation and business successes throughout the country.

As the industry grows, so does its thirst for knowledge. Now publishing six issues per year, *New Zealand Grape Grower* provides news, information and features that, like our wines, reflect the unique character of the land and the people which make them world class. We print 2500 copies — 1200 go directly to grape growers and winemakers, 500 are available to bookshops, wineries, and selected retail wine outlets, and the balance are sent to growers throughout the country as a joint subscription with *New Zealand Grape Grower's* sister publication, *Horticulture News*.

Rural Press serves the specialist sectors of Australian, New Zealand and United States primary production with top quality magazines designed to supply readers with timely, in-depth news, technical advice and analysis on specific industries.

These world-class publications, produced by leading agricultural journalists and drawing on the resources of a national and international network of expert commentators and contributors, deliver to a readership representing the most agriculturally productive nations in the world.

The *New Zealand Grape Grower* is about to launch a "new look" magazine with some exciting content and opportunity for further growth in the consumer market.

Recently joining the team are joint editors, Prue Younger and Diana Dobson from Public Impressions Limited, Gisborne.

Prue Younger Profile

Prue operates her own business, Public Impressions Limited, which is a professional company specializing in event management, marketing consultancy and promotion. The company has a credible history of successful events and a wealth of experience in the wine industry. Managing the promotion and marketing of the activities of the Gisborne regional winegrowers, competition director for the International Chardonnay Challenge and consultant for several wine related projects, Prue has a substantial network of industry contacts and service providers.

She is keen to see this independent magazine bring information from the regions together and offer a dedicated wine magazine to stimulate a closer link between the wine industry producer and the consumer.

Diana Dobson Profile

Diana combines her passion for photography and her love of writing with media co-ordination for events under the umbrella of her Gisborne-based business The Black Balloon.

She began photographing animals as a four-year-old and is still capturing them on film. From gorillas in Zaire to whales off Mexico, camels in the Sahara and dogs in France.

Her writing and photography has featured in publications all over the world, including several books. She continues to work closely with most of New Zealand's leading magazines, newspapers, television channels and radio producers.

Diana has won national awards for her writing and has been recognised offshore for her photography.

She sees plenty of potential in the *New Zealand Grape Grower* magazine, with lots of exciting avenues to be explored and expanded upon.

For editorial suggestions contact:

PRUE YOUNGER

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OBJECTIVE OF THE MAGAZINE

To provide industry information to the grape grower, the winemaker and the discerning consumer. This is an opportunity to educate the consumer and provide industry with new and informative developments

CONTENT OF THE MAGAZINE

From the Editors

An introduction to the content and focus theme of each magazine

Introducing

A chance to brief the reader on new vineyards and writers

Letters to the Editor

An opportunity to get feed-back and questions from industry

News

Short interesting items which have been accumulated throughout the two month period
Opportunity for a feature story

Calendar of Events

Feature on specific events
Preview and review

Wine Guide

What's happening in the vineyard and industry processes
Seasonal round up of the processes of grape growing and winemaking.
New Varieties and inclusion of wine labels (best choice)

Food Match — opportunity for supermarket sponsorship
Recipe and food type particular to the season

Wine Technology

Service providers get the opportunity to review their products, processes and share their technical information
Research projects

Wine Tourism & Education

Cellar door activities and information sharing
Profile of cellar door
Polytechs and universities get the chance to profile courses and dates, new developments and potential student profiles

Wine on Line

Internet sites to be explored both nationally and international
Brief profile on directed sites

Wine Products and Tools

Advertising opportunity to profile new products and wine related goods like glasses, equipment and vineyard products.

NEW SECTION TO COMPLEMENT THIS INFORMATIVE MAGAZINE

Our Wine Regions

In the development of a more informed industry magazine, *New Zealand Grape Grower* is offering the New Zealand wine regions, the opportunity for editorial space in their magazine.

As every region has developed its own format of magazine which is distributed to their members, the *New Zealand Grape Grower* wants to expand the distribution of this information to the wider market and members of the NZ Winegrowers. *New Zealand Grape Grower* is printed six times a year (bi-monthly), and is direct mailed to all growers and related industry people. The database is under constant review, and is often increased. Circulation is presently 2500. It is also available at selected retail outlets.

Your magazine often contains information that would be of interest to the other regions. How about expanding its readership?

What we offer

1. 8 - 12 pages to each region
2. A commitment to trying to work within your style and presentation needs
3. Advertisers will be our responsibility; we would like to of course involve your current contacts and supporters. Discussion will be held regarding regional and national rates.
4. Exposure to the consumer
5. Industry-wide circulation
6. Professional designers
7. An assurance our data base will be cross-checked to ensure the entire target market receives the publication
8. Co-operation on editorial
9. Proofing of all editorial pages

The benefits of the amalgamation

1. Distribution to more than 2500 readers
2. Advertisers are taken care of through our own contacts
3. Little or no cost to the regional organisation
4. Publication every second month (or to suit)
5. Selected articles will be submitted to our associated magazines in Australia and USA
6. Inclusion in a highly regarded independent industry magazine
7. Ability to foster closer working relationships with NZRP
8. We take care
9. Publication cost savings
10. Access to professional journalists

This is a back-to-back publication which will aim to provide regional news and specific information to the regional groups. It will be an opportunity to replace the regional magazines and bi-monthly be a publication going out to New Zealand grape growers and wineries.

The information will be provided by the regions themselves with supporting local advertising. This advertising will be at discounted rates specifically for this section.

Additional copied can be purchased.

Please contact us for further information and details about this new opportunity. It will continue to raise the profile of your region, extend the distribution of valuable information and enable you to be part of a collective industry promotional publication.

New Zealand Grape Grower

Published: Bi-monthly
Circulation: Print run 2500, direct mailed to growers, balance inserted into *Horticulture News* as well as sold in bookshops and other outlets.

Head Office

300 Great South Road,
Greenlane, Auckland
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General Manager: Sean Stephens

Advertising Enquiries

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PUBLISHING DATES 2006

<u>ISSUE DATE</u>	<u>BOOKING DEADLINE</u>	<u>MATERIAL DEADLINE</u>
February/March	Jan 25	Jan 27
April/May	Mar 22	Mar 24
June/July	May 17	May 19
August/September	Jul 12	Jul 14
October/November	Sep 13	Sep 15
December/January	Nov 11	Nov 13

NATIONAL RATES FOR NZ GRAPE GROWER 2006

Full Page	<u>Full Colour</u>	<u>Spot Colour</u>	<u>Black & White</u>
Casual	\$1,320	\$1,120	\$970
X3	\$1,200	\$1,050	\$950
X6	\$1,150	\$1,000	\$900
1/2 Page	<u>Full Colour</u>	<u>Spot Colour</u>	<u>Black & White</u>
Casual	\$820	\$620	\$470
X3	\$780	\$600	\$450
X6	\$740	\$580	\$430
1/4 Page	<u>Full Colour</u>	<u>Spot Colour</u>	<u>Black & White</u>
Casual	\$585	\$385	\$235
X3	\$550	\$360	\$220
X6	\$520	\$340	\$200

Advertising Enquiries

Sue Periam

Ph/Fax: 07 826-7754, Mobile: 0274 453-914

Email: nzgrapegrower@xtra.co.nz

REGIONAL SECTION

In the development of a more informed industry magazine, *New Zealand Grape Grower* is offering the New Zealand wine regions, the opportunity for editorial space in their magazine.

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REGIONAL SECTION RATES FOR NZ GRAPE GROWER 2006

Full Page	<u>Full Colour</u>	<u>Spot Colour</u>	<u>Black & White</u>
Casual	\$850	\$775	\$700
X3	\$800	\$750	\$680
1/2 Page	<u>Full Colour</u>	<u>Spot Colour</u>	<u>Black & White</u>
Casual	\$500	\$425	\$350
X3	\$480	\$410	\$330
1/4 Page	<u>Full Colour</u>	<u>Spot Colour</u>	<u>Black & White</u>
Casual	\$325	\$250	\$175
X3	\$300	\$230	\$160

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Email: nzgrapegrower@xtra.co.nz

PRODUCTION DETAILS

ADVERTISEMENT SIZES

TRIM SIZE:	297mm x 210mm		
BLEED PAGE:	307mm deep x 220mm wide		
DPS:	307mm deep x 440mm side (5mm bleed all round, minimum 3mm)		
IMAGE:	Full page:		250mm x 180mm
	1/2 page:	Horizontal:	120mm x 180mm
		Vertical:	250mm x 88mm
	1/4 page:	Standard:	120mm x 88mm
Horizontal:		60mm x 180mm	
COLUMNS:	2 column:	88mm (20.8ems)	
	4 column:	178mm (42ems)	

TECHNICAL DATA

Printing Method:	Web offset
Paper Stock:	85gsm Gloss
Trim Size:	297mm deep x 210mm wide
Columns:	4 columns per page, Each 42mm (10ems) wide.
Preferred material:	We are able to accept digital material in a PDF or EPS format. Please contact our production department for more technical information.
Screen Rulings:	100 Line screen.
Film Supplied:	Right reading positives, emulsion down.

Our production team are able to produce basic advertisements, both 4 colour and B&W from artwork and photographs supplied with instructions for publication in *New Zealand Grape Grower*. No additional charge is made for this service if material is supplied by copy deadline.

Email

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