

the wine & spirit insider

The Wine & Spirit Insider

To compliment Winestate magazine, there is The Wine & Spirit Insider magazine. This magazine is a supplement to Winestate that features new release wines plus different alcoholic product and advertorial promotions.

This magazine is distributed at no charge to thousands of major independent liquor retailers across Australia such as Liquor King, Sip N Save as well as major chain retailers and selected restaurants

The Wine & Spirit Insider is used nationally as a friendly, uncomplicated reference for consumers who are experimenting and want to know about new wines and as a price point guide. It is also read and used by the employees of bottle shops to keep up with new releases of wine, beer and spirits. It is also sent to a subscribed database of Restaurant owners and food beverage managers.

Regular Sections.

- Top 40 Wines under \$15.
- New Releases Wines
- Dark Rum & Bourbon
- Whiskies of the World
- Brandy, Cognac & Armagnac
- White Spirits
- Summer & Winter Beers



It is **THE** point-of-sale vehicle.

Tastings & Special Features

	Winestate Magazine Regional Features	Winestate Magazine Style Features	the wine & spirit insider
MARCH /April 08	Barossa Valley, Eden Valley Central & Western Victoria Marlborough	Chardonnay & Blends Italian & Spanish Varietals	New Releases Cask Wines
MAY / June 08	Adelaide Hills Mudgee, South Central NSW & ACT Southern Victoria & Tasmania Western Australia Wairarapa	Fortified Wines Bordeaux Blend Varieties, Merlot, Cab Franc, Malbec, Petit Verdot Sweet White Wines	Winter Beers New Releases
JULY / August 08	Canterbury, Waipara, Otago & Nelson River Regions (SA, VIC & NSW) Clare Valley	Cabernet Sauvignon & Blends	Whiskies of the World New Releases
SEPTEMBER / October 08	McLaren Vale, Langhorne & Fleurieu Yarra Valley Hawkes Bay	Shiraz & Blends Semillon & Blends	Brandy, Cognac & Armagnac New Releases
NOVEMBER / December 08	North East Victoria Limestone Coast Upper North Island (NZ)	Sparkling Wines Pinot Noir	New Releases The Summer Beer Issue
SPECIAL Edition 08 Wine of the Year	Wine of the Year Awards Hunter Valley Queensland	Dry Riesling, Sauvignon Blanc & Blends	New Releases White Spirits Xmas gift ideas / Indulgence
Annual Best of 2008 January / February 2009	All the four- to five-star wines of 2008 in review. Re-released in July 2009.	<i>See www.winestate.info for latest deadlines</i>	

Advertising Rates

Winestate Magazine 4 Colour Advertisements	Casual	3 x Rate	6 x Rate	9 x Rate	12 x Rate
Double page Spread	\$9300	\$8000	\$6400	5800	5600
Full Page	\$4650	\$4000	\$3300	2800	2650
Half Page	2550	\$2200	\$1850	1650	1500
Third Page	\$1950	\$1700	\$1400	1200	1100
Quarter Page	\$1450	\$1200	\$1100	950	800
Sixth Page	\$995	\$800	\$700	600	550
Inside Front Cover \$9950 – Inside Back Cover \$5000 – Outside Back Cover \$6000					

Wine & Spirit Insider 4 Colour Advertisements	Casual	3 x Rate	6 x Rate	9 x Rate	12 x rate
Double page Spread	\$9900	\$9100	\$8300	\$6750	\$6000
Full Page	\$4950	\$4554	\$4158	\$3366	\$3069
Half Page	\$3250	\$2990	\$2730	\$2210	\$2015
Third Page	\$1850	\$1702	\$1554	\$1258	\$1147
Inside Front Cover \$9950 – Inside Back Cover \$5500 – Outside Back Cover \$6000					

Issuance & closing dates

Published last week of the month preceding date of issue.

Ad bookings close as published schedule. Refer Booking & Material deadlines Page.

No cancellations accepted after closing date.

Agency commission: (conditional on payment being made within 45 days from receipt of invoice)

Preferred thp positions 10% loading.

Specific position requests upon application.

Inserts: Full run only / prices available on application.

Frequency discount based on advertiser's contract year

Advertisement composition, art, retouching, typesetting and other services as required will be billed to the advertiser.

Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked.

ONLINE ADVERTISING OPTIONS AVAILABLE WITH
BANNER ADVERTISEMENTS OR LINKS.

Material Instructions & Deadlines

Issue	Booking & Material Deadline	On Sale
MARCH / April 08	21 st January	First week of March
MAY / June 08	3 rd March	Last week of April
JULY / August 08	5 th May	Last week of June
SEPTEMBER / October 08	7 th July	Last week of August
NOVEMBER / December 08	8 th September	Last week of October
SPECIAL Edition Wine of the Year	6 th October	First week of December
Annual 2008 Special Sized Edition January / February 2009	10 th November Special Material sizes please refer: www.winestate.info	Last week of January Re-released July 09

Size	Vertical Width x height	Horizontal Width x height
Double Page Spread	210 x 297 each page allow 15mm from inside edge if running text across pages.	
Full page	210 x 297 trim size Add 5mm for bleed.	
Half page	90 x 270 copy size	178 x 135 copy size
1/3 page	59 x 270 copy size	178 x 90 copy size
¼ page	90 x 135 copy size	
1/6 page	55 x 135 copy size	
<ul style="list-style-type: none"> • This is the trim size of the advertisement. • All full page advertisements which bleed (run to edge of page) must include 5mm bleed each side of the artwork. • Copy size relates to ads which do not bleed and sit within the page margins. • PC formatted zip disk or CD preferred, Mac not accepted • Files must be saved as PC format, Mac not accepted • If size permits you can email advertisement to: production@winestate.com.au • Provide a colour proof with your digital material. • Text must be 5mm from edge of ads, which bleed. • Provide Illustrator .eps (fonts converted to paths). • Photoshop .tif or 300dpi pdf (remember your file extension!) • Please consult with the design manager for further options. • Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked. 		