

Winestate On-line

Our online site is used by wine connoisseurs globally to research information about the best of Australian wines. Many of the users of our website are current subscribers to the magazine or use the site for latest news.

Rankings on most search engines puts it generally in the top 10 wine sites.

We have consistently maintained an average of 11 million hits per annum on the site we have re-launched the site in November 2008 with a new look and a number of exciting features and changes.

There is a number of exciting user friendly functions on our site for wine buyers/consumers to use. These include access to stories as well as sort functions for wine reviews by region, variety, winery, vintage & price.

We currently have around 12,000 reviews on this site going back to March 2007. Around 10% are viewed for free with out log in and an additional 25% can be viewed simply by registering details (still free) To access the remaining reviews users of the site can subscribe to a paid subscription.

All the reviews that are viewed for FREE are the reviews in the magazine with either bottle or label shots supplied alongside the review. In addition these reviews have the winery website details and contact email below the actual review.

The screenshot shows the Winestate website interface. At the top, there is a navigation bar with links for HOME, CURRENT ISSUE, WINE REVIEWS, FOOD & TRAVEL, WINE NOVICE 101, GIFT SHOP, NEWS & EVENTS, MEMBER'S AREA, and CONTACT. A search bar and a 'Sign in' link are also present. The main content area is divided into several sections:

- WINESTATE**: A banner with the text 'WINESTATE IS AUSTRALIA'S OLDEST WINE PUBLICATION' and a background image of wine labels.
- CURRENT ISSUE**: A section for the 'WINESTATE' magazine, featuring a 'DISC NOIR 2011' cover and a 'Wine of the Year AWARDS 2008' image.
- WINE OF THE YEAR RESULTS**: A section titled 'Queensland winery beats drought to win top award'. It includes a quote from winemaker Peter Simio: "It's an incredible result because who in their right mind would select a Queensland wine as the country's best?"
- SUBSCRIBE TO WINESTATE**: A section with options for 'FREE', 'ONLINE', and '+ ONLINE' subscriptions.
- NEW WEB SITE**: A section with the text 'Welcome to our new website. Please let us know what you think!'.
- SPONSORED LINKS**: A section with links to 'Sterling Wine Auctions & Exchange', 'Wines Australia', 'Wine Ark', 'Wine World', 'Winezone', 'Winezone's', and 'Winezone's'.
- WINE STORAGE SERVICES**: A section with a list of cities: ADELAIDE, BRISBANE, MELBOURNE, PERTH, SUNSHINE COAST, SYDNEY. It also includes the text 'Established in 1999, Wine Ark is Australia's largest and most recommended wine storage provider...' and a contact number '1800 111 275'.

Winestate Publishing Readership Snapshot

	Readership	Places of Distribution	Target Audience	Demographic snapshot
Winestate Magazine	102,000	Newsagents Subscriptions Wine Club Promotions	Wine Buyers	75% Male Skewed 25 -60 years of age
Wine & Spirit Insider	189,500	Inside Winestate Independent liquor stores Chain Liquor Stores Restaurants	Wine Buyers	57% Male 43% Female 18 - 45 years of age
Winestate On-line	94,935 page views per month	Online only	Wine Buyers	75% Male Skewed 25 -60 years of age
Custom Publications	Variable on application	Tourism offices. Cellar doors Point of Sale On-line	Wine Buyers	Variable on application
Palate New Zealand	102,000	Inside Winestate	Wine Buyers	75% Male Skewed 25 -60 years of age
E-Newsletter	Can be customised	Email	Wine Buyers Trade Subscribers	Variable on application

Winestate Magazine On-line

- More than 1 Million page views each year.
- Nearly 11 Million Hits each year.
- Over 94,935 page views per month.
- Over 3000 page views per day.
- Over 18,000 unique user sessions per month.
- Over 216,000 unique user sessions per annum.
- Active database of newsletter subscribers.

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Winery Name	Wine	Variety	Vintage	Rating	Price
Twin Islands	Pinot Noir 2007	Pinot Noir	2007	★★★★☆	\$17.95
Twin Island	Pinot Noir 2008	Pinot Noir	2008	★★★★☆	\$19.95
Trentham Estate	Pinot Noir 2005	Pinot Noir	2005	★★★	\$12.50
The Wine Society	Regional Premium Selection	Pinot Noir	2007	★★★★	\$19.99
Stefani Estate	The View	Pinot Noir	2004	★★★	\$35.00
Starvedog Lane	Pinot Noir 2007	Pinot Noir	2007	★★★★☆	\$28.50
Paul Conti Wines	Mediol Ridge	Pinot Noir	2007	★★★★	\$20.00
Nanny Goat Vineyard	Pinot Noir 2008	Pinot Noir	2008	★★★★	\$32.00
Montana	Terroir Series Corbetta Legacy	Pinot Noir	2008	★★★	\$34.95
Montana	Terroir Series Forgotten Valley	Pinot Noir	2008	★★★★☆	\$34.95
Montana	Terroir Series Gabriel's Gully	Pinot Noir	2008	★★★	\$34.95
Boat O'Raigo	Rob Roy	Pinot Noir	2008	★★★★	\$24.00

www.winestate.com.au

WINESTATE
WINESTATE IS AUSTRALIA'S OLDEST WINE PUBLICATION.

HOME | CURRENT ISSUE | **WINE REVIEWS** | FOOD & TRAVEL | WINE NOVICE 101 | GIFT SHOP | NEWS & EVENTS | MEMBER'S AREA | CONTACT

Region | Variety | Edition | Winery | Tasting FAQ

Winestate Tasting Notes

Starvedog Lane Pinot Noir 2007

Pinot Noir

Region: Adelaide Hills
Year: 2007
Price: AUD \$28.50

Rating: ★★★★★

Subdued nose with a faint whiff of bacon fat and black cherries - very attractive. The black cherry flavours are wrapped in truffles. It's complex, textured and long. A keeper 3-5.

Contact Details:
www.cwines.com.au
customers@cwines.com.au

LOGIN OR SUBSCRIBE
User Name:
Password:
Forgot your password? Click [here](#)

WINE STORAGE SERVICES

- ADELAIDE
- BRISBANE
- MELBOURNE
- PERTH
- SUNSHINE COAST
- SYDNEY

Established in 1999, Wine Ark is Australia's largest and most recommended wine storage provider. Our state of the art storage facilities have set international benchmarks and

Bottle image can be enlarged



Winery website & contact email

winestate.com.au rate card

Sponsored Links on Home Page 6 month minimum	\$500 per month
Links	\$500 per year
Premium Links with Logo	\$1500 per year
Banner Ads run of site fixed number of page views.	\$50 per thousand
Banner Ads run of site	\$1500 per month
Banner Ads Premium placement	\$165 per/th. page views
Promotional Micro sites	P.O.A
Direct Marketing via our Winestate e-newsletter	P.O.A

ALL Prices shown are GST exclusive

Some Key Points:

- More than 1 Million page views each year.
- We can run banner advertising.
- We can quickly upload newsworthy stories and press releases.
- Run promotions online.
- Active database of newsletter subscribers.
- Packages for banner ad placement & for links available.