

Current at 14/1/2009

Advertising Rates

Winestate Magazine 4 Colour Advertisements	Casual	3 x Rate	6 x Rate	9 x Rate	12 x Rate
Double page Spread	\$9900	\$8500	\$7000	6000	5600
Full Page	\$4950	\$4250	\$3500	3000	2650
Half Page	2750	\$2400	\$1950	1750	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 \$11,000 – Inside Back Cover \$5500 – Outside Back Cover \$6500					

All rates subject to GST

Wine & Spirit Insider 4 Colour Advertisements	Casual	3 x Rate	6 x Rate	9 x Rate	12 x rate
Double page Spread	\$11,000	\$10,000	\$9000	\$7000	\$6500
Full Page	\$5500	\$5000	\$4500	\$3500	\$3250
Half Page	\$3500	\$2990	\$2730	\$2210	\$2015
Third Page	\$2500	\$1702	\$1554	\$1258	\$1147
Inside Front Cover \$12,000 – Inside Back Cover \$5500 – Outside Back Cover \$6500					

All rates subject to GST

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 rhp 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.

Material Instructions & Deadlines

Issue	Booking & Material Deadline	On Sale
MARCH / April 09	21 st January	First week of March
MAY / June 09	3 rd March	Last week of April
JULY / August 09	6 th May	Last week of June
SEPTEMBER / October 09	3 rd July	Last week of August
NOVEMBER / December 09	4 th September	Last week of October
SPECIAL Edition Wine of the Year	2 nd October	First week of December
Annual 2010 Special Sized Edition January / February 2010	12 th November Special Material sizes please refer: www.winestate.info	Last week of January Re-released July 10

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 x297 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	

- 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.