

WBM

Australia's Wine Business Magazine

WINE100
Australia's Leading Independent Wine Guide

TWTW
THE WEEK THAT WAS

MEDIA KIT 2012

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AUSTRALIA'S BEST WINE INDUSTRY PUBLICATIONS

WBM came into the world in April 2005 and was welcomed with open arms by an industry crying out for a quality publication covering a wide range of wine business issues including winemaking, viticulture and marketing.

Yes, **WBM** looks fantastic and our human-interest cover stories are legendary, but it will always be about the content—each edition is crammed with dozens of short, sharp, word-perfect articles written by professionals and we are the only wine trade magazine that provides commentary on industry issues.

Our writing team includes Nathan Gogoll, Nick Bulleid, David LeMire, Lawrie Stanford, Peter Fuller, Anthony Madigan, Di Davidson, Larry Lockshin, Kate Fuller and John Kruger. We also pick the brains of experts like lawyer Will Taylor.

Readers pay good money for **WBM** and in return we provide outstanding content. Definitely no advertorials dressed up as technical papers!

In September 2006 we launched our online sister publication, the Friday e-bulletin **The Week That Was** which now has a cult following from wine industry people all over the world. We launched the third string to our bow, **WINE100**, a monthly wine trade publication, in October 2007. It too has been an overwhelming success. Good things happen in threes!

In May 2011 **WINE100** joined forces with **WBM** for a bigger and better magazine for members of the wine industry and trade.

Invest in knowledge with **WBM**.

WBM POWER

Readership: 13,600 (square holes readership survey)

Circulation: 4,000

- 3,000 Direct mailed subscriptions
 - 1,000 Newsagents, Distributors and Advertisers *additional*
 - 1,000 printed in months showcasing a feature business or event
- 2,000 guaranteed minimum trade distribution.
 - Highly targeted national distribution.
 - Only publication dedicated to the business of wine.
 - CEOs, Directors & GMs own 50% of subscriptions.
 - 90-95% subscription retention rate.
 - Comprehensive wine business appeal – the trade, wineries, winery suppliers and everyone in between.
 - Unique commentary ensures a fresh approach to industry communication.
 - Strong active social media backing.

Australia is trying to get people all over the world to trade up to our very best wines – it follows that you present your products and services in the best magazine – **WBM**.

ADVERTISING RATES

AD SIZE	CASUAL	X3	X6	X12
Double Page Spread (+ bleed) {DPS}	\$3400	\$3230	\$3150	\$2900
Full Page (+ bleed) {FP}	\$1700	\$1615	\$1580	\$1515
Half Page Horizontal {HPH}	\$1020	\$970	\$950	\$910
Third Page Horizontal {TPH}	\$740	\$700	\$690	\$660
Third Page Vertical {TPV}	\$740	\$700	\$690	\$660
Quarter Page Horizontal {QPH}	\$600	\$570	\$560	\$535

These rates do not include GST. 10% GST will be added to rates when invoiced.

Inside Front Cover / Inside Back Cover + 10% Loading

Outside Back Cover + 20% Loading

All other Preferred Positions + 10% Loading

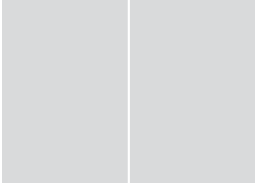
Price for Inserts available on request

ADVERTISING DEADLINES 2012

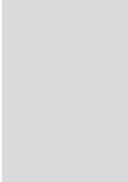
ISSUE	AD BOOKINGS	AD COPY	LAUNCH
January / February	15 Dec	15 Dec	9 Jan
March	15 Feb	17 Feb	7 Mar
April	14 Mar	16 Mar	4 Apr
May	11 Apr	13 Apr	2 May
June	16 May	18 May	6 June
July	13 June	15 June	4 July
August	11 July	13 July	1 Aug
September	15 Aug	17 Aug	5 Sep
October	12 Sep	14 Sep	3 Oct
November	17 Oct	19 Oct	7 Nov
December	14 Nov	16 Nov	5 Dec

Details are correct as of December 2011.

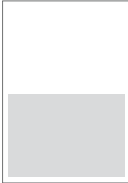
ADVERTISING SIZES




DPS
Double Page Spread with Bleed
 297 x 210
 Add 5 mm bleed to all sides (307 x 430)




FP
Full Page with Bleed
 297 x 210
 Add 5 mm bleed to all sides (307 x 220)




HPH
Half Page Horizontal
 121 x 175



TPH
Third Page Horizontal
 79 x 175



TPV
Third Page Vertical
 272 x 72



QPH
Quarter Page Horizontal
 58 x 175

Above Measurements are shown depth x width and in mm. Magazine trim size is 297 x 210 (A4). Full page ads must be supplied with 5mm bleed to all sides with no cropmarks.

Cancellations — Please read carefully

All cancellations before booking deadline will be charged 50% of the agreed rate. Cancellations after the booking date will be charged 100% of the agreed ad rate. Any cancellations of an ad within a series booking will be charged at the full media kit rate. Any editorial articles that form part of an advertising package will be charged at the media kit price for the equivalent sized ad. All cancellations must be provided in writing.

ADVERTISING FILE TYPES

WBM is created using InDesign CS4 on Apple computers. The following file formats are acceptable for advertisement supply.



PDF: PDF files must be supplied press-ready: CMYK colour (not RGB), 300ppi* graphics, all fonts embedded.



JPG: Complete ads can be supplied in JPG format, but cannot be edited by WBM. JPG files must be 300ppi* CMYK colour. Other acceptable image formats include EPS, TIF and BMP. Low resolution and/or poor quality files can't be accepted.



InDesign
 InDesign files must be supplied with all images and font files separately. All images to be 300ppi* CMYK colour.



EPS: Illustrator and Freehand EPS files must be supplied with all images and font files separately. All images to be 300ppi* CMYK colour. Please supply a second copy with fonts converted to outlines.



Photoshop PSD: Layered Photoshop PSD files must be supplied with font files separately. Files must be 300ppi* CMYK colour.



Microsoft Files: Microsoft Word, Excel and Powerpoint files can be received but will not be used as final art. Any adverts supplied in these formats need to be rebuilt by WBM and may incur a fee. Any images embedded in the files must also be supplied separately. Images must be 300ppi*.

Publisher and Pagemaker files cannot be accepted. Placement of advertisements is at the discretion of the editor. * Image resolutions are correctly described as ppi = pixels per inch (traditionally known as dpi = dots per inch).

WBM FEATURES LIST

- Jan/Feb**
- Packaging
 - Yeast
 - Direct marketing
 - IT

- March**
- Marketing: Brand Development
 - Closures
 - WBM Design Clinic

- April**
- Marketing: Public Relations
 - Packaging
 - Clean & Green
 - Safety/OHS
 - Wine clubs
 - Travel

- May**
- Oak
 - Wastewater
 - Transport
 - Filtration
 - Viticulture Supplement

- June**
- Wine Tanks
 - Efficient Vineyard Practices
 - WBM Design Clinic
 - End Financial Year Feature

- July**
- Packaging
 - Finance
 - Sustainability
 - Bulk Wine
 - Wine laboratories

- August**
- Brettanomyces
 - Web design
 - Quirky Packaging
 - Legal Services
 - Public Relations

- September**
- Closures
 - Label Printers
 - Selling Wine Online
 - WBM Design Clinic
 - Refrigeration and Cooling

- October**
- Innovation
 - Transport, Distribution and Logistics
 - Oak
 - Viticulture Supplement

- November**
- Wine Storage
 - Wine Additives (chemicals, enzymes, yeasts)
 - Preparing for Vintage
 - Recruitment

- December**
- Spotlight on Asia
 - Crushing, Pressing & Storing
 - Banking and Finance
 - WBM Design Clinic

Regular Features

The Globe, Meet the Press, The Workshop with the ASVO, Numbers Game, The Business of Viticulture, Varietal Hero, An Hour With, The Market, Market Snapshot, From The Tasting Bench, Competitor Analysis, Communication, Larry Lockshin, Innovation, The Total Package, Who's Doing What, World Wine Web, Beer Radar, iTips, Business Directory

TWTW: THE MOST POPULAR E-BULLETIN IN THE WINE INDUSTRY

Impressions: 12,000 - 15,000 per month
 └ 1,000 Subscribers
 └ 2,000 Teaser Edition



The Week That Was is *WBM* magazine's famous weekly e-bulletin. It brings the wine industry to a halt every Friday when it lobs in the inboxes of winemakers, wine marketers, viticulturists and CEOs in Australia and around the world. Readers love it because it's chatty, irreverent and always interesting ... the odd bit of cheeky goss goes down particularly well. *The Week That Was* has a cult following and been hailed as the most innovative wine publication to appear in the past 20 years. Thousands keep their finger on the pulse of the Australian wine industry and end the working week with a bang with a subscription to *The Week That Was*.

Just one question remains: Who writes it? Well, we could tell you but then we would have to kill you.

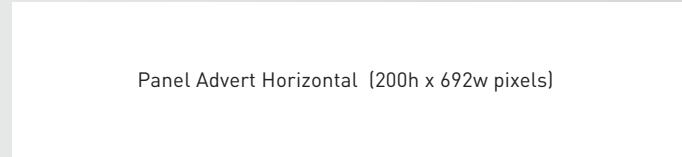
WBM website

It's always peak hour on the *WBM* website! Host to countless visitors, *awbm.com.au* is a hub of activity where movers and shakers come to find out the latest on issues confronting the Australian wine industry - breaking news, live blog feeds, tasting notes, videos and extensive archives provide a library of information. *awbm.com.au* is also the place where people land to find out more about *WBM* and the opportunities the publications provide.

There are a number of exclusive advertising spots available to clients wishing to promote their business in conjunction with *WBM* - Australia's best wine industry publications.



There are limited advertising opportunities available on *The Week That Was*. Make 2012 the year you grasp the full power of internet marketing.



Panel Advert Horizontal (200h x 692w pixels)

ADVERTISING RATES:

ANIMATED ROTATING BANNER	STANDARD	PREMIUM
One month (4 weekly ads):	\$1000	\$1500
Three months (12 weekly ads):	\$2000	\$3000
Six months (24 weekly ads):	\$3000	\$4500

These rates do not include GST. 10% GST will be added to rates when invoiced.

Advertising File formats:

Please supply your file in RGB colour as a high quality JPG, PSD, TIF, BMP or GIF at 72ppi (pixels per inch).



Please ask us for available sizes

ADVERTISING RATES:

ANIMATED ROTATING BANNER	STANDARD	PREMIUM
One month (30 days):	\$1000	\$1500
Three months (90 days):	\$2000	\$3000
Six months (180 days):	\$3000	\$4500
Job Posting:	\$399	

These rates do not include GST. 10% GST will be added to rates when invoiced.

Advertising File formats:

Please supply your file in RGB colour as a high quality JPG, PSD, TIF, BMP or GIF at 72ppi (pixels per inch).