

WINE Technology

In New Zealand

2008 ADVERTISING RATES

PAGE RATES	Casual	2x (per insertion)	4x (per insertion)	6x (per insertion)
Full Page	\$2,205	\$2,115	\$2,030	\$1,875
Double Page Spread	\$3,800	\$3,600	\$3,400	\$3,200
Half Page	\$1,570	\$1,505	\$1,445	\$1,335
Third Page	\$1,400	\$1,345	\$1,290	\$1,190
Quarter Page	\$1,230	\$1,180	\$1,130	\$1,045
Sixth Page	\$700	\$665	\$630	\$595

* All rates exclusive of GST

* All rates are non-commissionable

SPECIAL POSITIONS

Front Cover	\$3,000.00	Front & Back Cover	\$5,000.00
Inside Front Cover	\$2,600.00	Centre Page Spread	\$4,000.00
Inside Back Cover	\$2,500.00	Gatefold Front Cover	\$7,000.00
Back Cover	\$2,600.00		
Brochure Inserts from \$900.00 A minimum of 1000 copies, others by negotiation			

* All rates exclusive of GST

CONTACTS

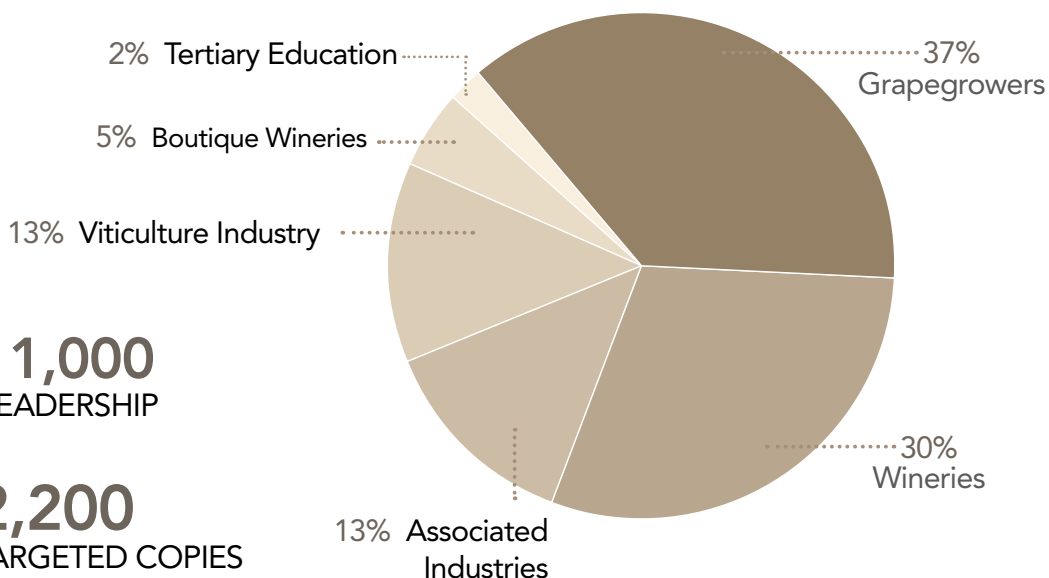
www.tplmedia.co.nz
www.winetech.co.nz

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11,000
READERSHIP

2,200
TARGETED COPIES
BI-MONTHLY



Find out what's driving New Zealand's booming wine industry with Wine Technology magazine.

Now published six times a year with an associated web site – www.WineTech.co.nz – the magazine features an annual Industry Directory that makes it even easier for our readers to find your products and services.

Wine Technology is a nationally distributed publication for grape-growers, wine makers and their suppliers, delivering independent editorial on all the technical aspects of grape-growing, wine-making, bottling and shipping – as well as finance and marketing.

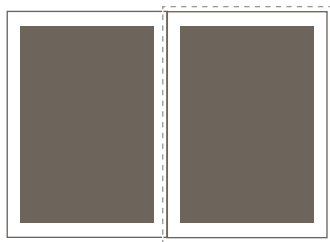
Our team of journalists draws on expert knowledge from the industry to write news and features, and the magazine also carries articles written by the experts themselves.

Wine Technology is **THE** independent technical magazine for the New Zealand wine industry – a vehicle to reach readers who are looking to grow their business.

PAGE SIZES

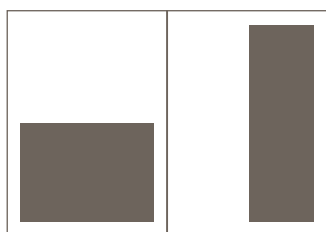
FULL PAGE

Trim size: 297 x 210 mm (A4)
Bleed size: 303 x 216 mm
Type Area: 260 x 177 mm



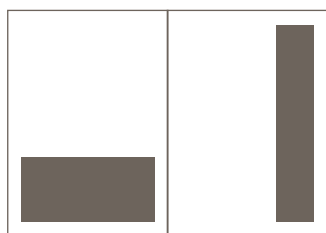
HALF PAGE

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Vertical: 260 x 85 mm



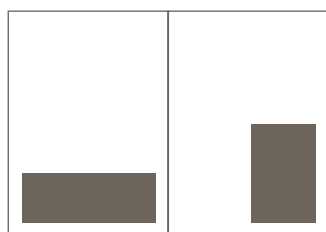
THIRD PAGE

Horizontal: 85 x 177 mm
Vertical: 260 x 55 mm



QUARTER PAGE

Horizontal: 65 x 177 mm
Vertical: 130 x 85 mm



SIXTH PAGE

Horizontal: 40 x 177 mm
Vertical: 130 x 55 mm



SPECIFICATIONS

See our website
www.tplmedia.co.nz
for full technical
specifications or contact
ads@tplmedia.co.nz

Month	Features	Sales Close	Material Deadline	Publication Date
APR MAY	Vintage - Laboratory - Temperature Measurement & Control - Bottling/bottle coding - Screw caps - Packaging - Storage - Shipping - Export marketing - Education - Irrigation	12 MAR	14 MAR	7 APR
JUN JUL	Laying the ground work - Vineyard posts and wire - Pruning and mulching/Fertilising - Cooperage - Barrel racks - Winery Design - Finance and investment - Directory issue	15 MAY	19 MAY	6 JUN
AUG SEP	Preparing for the next crop - Irrigation systems - Frost protection - Rootstock selection - Clonal selection - Grafting - Nursery Vines - Organic wine production techniques - Cooperage	14 JUL	17 JUL	8 AUG
OCT NOV	Nurturing first growth - Cover crops - Trellis care and attention - Crop spraying - Labelling - Vineyard safety - Vineyard and Winery Design	15 SEP	17 SEP	9 OCT
DEC 08 JAN 09	Ensuring a good crop - Canopy care and fruit thinning - Irrigation - Pests and Diseases - Bird Control - Precision Viticulture - Sustainable vineyards - Harvest Automation - Organic Wine Production Techniques - Closures	14 NOV	18 NOV	5 DEC
FEB 09 MAR 09	Preparing for harvest/vintage - Filtration/ Membranes - Fining - Brix measurement - Testing/analysis - Wine presses - Tanks/Storage - Warehousing - Labelling - Web and email marketing - Transport	TBA	TBA	TBA

Features subject to change

PRODUCTION CHARGES

Advertising Design Rate	\$50 - \$250.00 Full Page
Photography	P.O.A

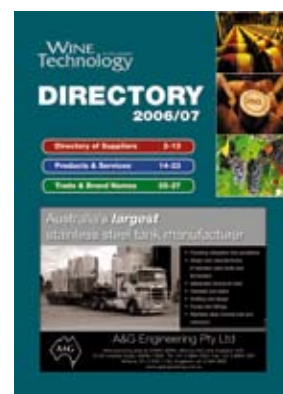
* All rates exclusive of GST

CREATIVE SOLUTIONS

At TPL Media, we have a client-focused approach, working with you to find solutions to meet your marketing needs. We can provide a range of advertising options to help you achieve maximum exposure and stand above your competitors.

COMPLETE AND INNOVATIVE SOLUTIONS | Don't let

us limit your imagination - most things are possible. Chat to us about your marketing plans and we will produce a robust, creative package to help you meet your objectives.



DIRECTORY

The June issue of Wine Technology includes a directory and buyers guide - making it even easier for our readers to find products and services.