

A photograph of three people sitting at a table in a restaurant, clinking wine glasses. The man in the center is smiling and looking towards the woman on the right. The woman on the left is partially visible, wearing glasses. The table has a white tablecloth and a plate of food. The background is a blue tufted sofa.

WineNZ

Media kit
2020

NEW ZEALAND WINE CONSUMERS.

"The wine tasting results influence our wine selections"

(Extract from Wine NZ magazine readers' survey)

NZ WINERIES KPI'S.



396,000

TONNES OF GRAPES.



2.8

HECTOLITRES OF WINE.



\$1.8

BILLION ANNUAL EXPORT SALES WITH DOMESTIC SALES INCREASING YEAR ON YEAR.



SURVEY OF WINE NZ READERS.

Wine Tastings:
Wine NZ pages influence wine selection with near 90% of readers.

Reader Profile:

- 68% Male
- 60% are 55 plus
- 92% have post graduate education or higher.
- 46% have \$150,000 house hold income or more

How they travel:

- 98% travel to NZ winery regions every year.
- 96% travel to Australia winery regions every 2 to 3 years.
- 52% travel to European winery regions every 3 to 5 years.

Wine consumption habits:

- Readers like to match wine with food selection.
- Most spend \$30 to \$40 per bottle with 28% spending over \$40 per bottle. (Slightly less for everyday consumption)
- 40% of readers purchase wine on line.

CONTENTS.

- **Featured tastings:** Panel tastings of over 100 wines per issue.
- **Other features:** New Releases, regional reviews, producer profiles, Issues, varietal overview, accolades, wine and food matching, Travel, Lifestyle, Motoring.
- **Regular columnists:** Vic Williams, Martin Gillon, Daniel Honen, Anne Marie Nasett, Louis Pierard, John Saker, Charmaine Smith, Paul Taggart.

CIRCULATION.

Published quarterly, we distribute 5,000 copies of each edition to reach an estimated 20,000 active, affluent and dedicated wine consuming individuals. Through our strategic national and regional distributions, you will reach our readers as they plan wine touring activities and make dozens of shopping, dining and recreation buying decisions each quarter.

DISTRIBUTION BREAKDOWN.

CONSUMER

- 5,000 copies per issue
- Retail sales through nationwide retail outlets including both supermarket chains.
- Subscriptions.

WINE GROWERS

- Controlled trade circulation to all wine producers, distributors, wine trade and associated interests.
- Winery 'Cellar Doors'
- Distributions through wine related functions such as festivals and tasting events. Food and Wine Expos.

ADVERTISING RATES.

* All prices NZ\$ plus GST.

** There is no commission allowance for Advertising Agency bookings.

*** Run-on copies of multi-page features available.

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Publishing Dates:

Autumn: First week of March

Winter: First week of June

Spring: First week of September

Summer: First week of December

Full page advertisement
\$1890

Half page advertisement
\$995

Third page advertisement
\$795

Quarter page advertisement
\$595

Inside front cover double-page spread advertisement
\$3495

Double-page spread advertisement
\$2395

Back cover advertisement
\$1995

SPACE	TRIM SIZE (WIDTH X DEPTH)	BLEED SIZE (WIDTH X DEPTH)
Double-page spread*	420mm x 297mm	430mm 307mm
Full page	210mm x 297mm	220mm x 307mm
Half page	210mm x 143.5mm	220mm x 153.5mm
Third page	68.5mm x 297mm	73.5mm x 307mm

* Allow 30mm clearance on either side of the spine to avoid issues with text or pictures.

** Also options for advertorials on winenzmagazine.co.nz