

2026

**2025 GLOBAL BRAND
AWARD WINNER:**

- Excellence in Agricultural Media – South Africa
 - Leading Wine Industry Publication – South Africa
- (globalbrandsmagazine.com)

WineLand

■ MEDIA

RateCard

WineLand is South Africa's longest established and most authoritative wine industry publication covering all South African wine and grape growing activities since 1931. The magazine is highly regarded and recognised for keeping readers up to date with changing wine industry trends and markets ahead of its competitors.

WineLand subscribers represent all industry categories including grape producers, winemakers, viticulturists, wine cellars, educational institutions, researchers and academics, industry suppliers and service providers, media, wine marketers, and decision-makers.

"There is no other publication like it. It is a crucial part of maintaining a flow of ideas and connection between diverse players in the industry, from producers to media, to academics and beyond." – reader.

UNIQUE SELLING POINTS (USP)

- The magazine of choice for the South African wine industry.
- Perfectly positioned to give informed and expert opinions on winemaking and viticulture.
- Serving a sector that contributes R55 billion to the GDP.
- Focus on wine technology; research, development and transformation; wine sales and marketing; wine tourism, sustainability and the Cape Winelands lifestyle.
- Strong and influential readership.

Circulation: **3 000**

WHO READS WINELAND?

- Producers & Cellars
- Winemakers & Viticulturists
- Research & Educational
- Marketers & Role-players
- Suppliers
- Consumers

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Printed Magazine

ALL PRICES ARE EXCLUSIVE OF VAT.

Unit / Insert	Dimensions (mm)	1 Insert	3 Inserts	6 Inserts	11 Inserts
Double page spread (DPS) advert / editorial*	400 x 277	R37 500	R32 550	R27 850	R23 320
Full page (FP) advert / editorial*	190 x 277	R25 650	R22 320	R19 450	R17 320
Half page (HP) editorial*	varies	R19 250	R15 250	R11 820	R9 500
Half page vertical (HPV) advert	92 x 277	R19 250	R15 250	R11 820	R9 500
Half page horizontal (HPH) advert	190 x 135	R19 250	R15 250	R11 820	R9 500
Quarter page vertical (QPV) advert	92 x 135	R14 950	R11 820	R9 500	R7 620
Quarter page horizontal (QPH) advert	190 x 55	R14 950	R11 820	R9 500	R7 620

Advertising clients receive free copies of the magazine (according to their contract).

Each month the magazine follows a set theme. **Themes and features for the year are available on request.**

*Writing services of in-house journalists charged at an additional cost of R8 950.

No bleed is required for adverts. To be supplied in PDF format [highest quality settings box checked]. Prices are quoted per insert.

Special Positions

Unit / Insert	Dimensions (mm)	1 Insert	3 Inserts	6 Inserts
Front cover article + Double page spread (DPS) editorial**	varies	R44 650		
Inside front cover [Double page spread (DPS) advert]	400 x 277	R36 250	R32 850	R27 850
Inside back cover [Full page (FP) advert]	190 x 277	R28 950	R25 450	R22 350
Outside back cover [Full page (FP) advert]	190 x 277	R28 950	R25 450	R22 350

**Artwork featured on WineLand front cover is subject to editorial guidelines and approval.

Digital & Online

WINELAND WEBSITE: Winemakers, viticulturists, marketers, and serious consumers turn to www.wineland.co.za

for new winemaking and viticulture articles, wine business trends, social upliftment, learning and development,

and blog posts that embrace the dynamic spirit of #SAWine. **WINELAND NEWSLETTER:** WineLand's monthly newsletter keeps subscribers informed with exclusive stories and industry news, personalities, podcasts, competitions and more.

• Monthly subscribers: 2 800 • Average open rate: 29.5%

Unit / Insert	Dimensions (pixels)	1 Insert	3 Inserts	6 Inserts	12 Inserts
Newsletter advert (horizontal)	600 x 300	R4 050	R3 570	R3 100	R2 620
Website advert (maximum size 200kb)	300 x 300	R4 050	R3 570	R3 100	R2 620
Combo* option (newsletter & website advert)		R7 620	R6 650	R5 750	R4 780

Prices are quoted per insert. When choosing a web advert, please include a click through-link and a paragraph about the company in Word format.

(Newsletter adverts require only the click-through link.) Monthly analytic report can be provided on request.

SPECS: Minimum resolution: 72 dpi. Static or animated images allowed [GIF], click-through link included, clients receive monthly analytics report [on request].

*Combo option includes one free social media post per insert month.

www.wineland.co.za



“Readers engage with WineLand to stay informed and up to date with content they feel is trustworthy, timely, comprehensive, interesting, and insightful.
(Moss Group, August 2025.)”

Social Media

WineLand nurtures online communities and connect them in authentic ways.
Our social media has 'industry influencer' status and an engaged audience.

Facebook monthly reach:	Twitter monthly impressions:	Instagram monthly reach:	LinkedIn monthly impressions:	TikTok monthly reach:
25 000+ 8 190 likes & 11 000+ followers	4 000+ 8 300+ followers	35 000+ 8 100+ followers	6 000+ 2 200+ followers	6 000 + 1 000+ followers

Unit / Post	Dimensions (pixels)	1 Post	3 Post	6 Post	10 Posts
Instagram post	1080 x 1080	R1 100	R1 000	R850	R580
Facebook post	940 x 788	R1 100	R1 000	R850	R580
Twitter post	1600 x 900	R1 100	R1 000	R850	R580

Prices are quoted per post. These prices include the publication of a press release to our website, posts without a press release cost R750. A link to the relevant press release on our website will be shared across the above channels. We reserve the right to edit or replace images should they not be in the correct size or format. We post news related content to LinkedIn at our discretion. The month of June is reserved for our 30under30 sponsors.

SA Wine Industry Directory (SAWID) / SAWID.online

SAWID provides a comprehensive overview with profiles of all active wine producers, cellars and wineries, media and wine influencers, local and international organisations, suppliers and service providers. Readers also get a lay of the land with maps and information on the country's wine routes and managers, as well as the official areas designated for the production of wine down to ward level.

The web portal ([SAWID.Online](#)) allows producers and service providers to keep their information current and accessible to the whole industry.

• Distribution: 2 500+ • Format: A5

Unit / Insert	Dimensions (mm)	1 Insert
Inside front cover [Full page (FP) advert]	128 x 190	R28 100
Inside back cover [Full page (FP) advert]	128 x 190	R23 350
Outside back cover [Full page (FP) advert]	128 x 190	R28 950
Full page (FP) advert	128 x 190	R17 350
Half page vertical (HPV) advert	60 x 190	R11 850
Half page horizontal (HPH) advert	128 x 90	R11 850
Bookmark	60 x 150	R27 550
Print & online listing	300 x 300 pixels	R750
Online landing page	300 x 300 pixels	R23 100
Online secondary landing page	300 x 300 pixels	R12 100



Advertisers benefit from long-standing relationships with WineLand – eight years on average.

(Moss Group report, August 2025.)

Other Services

(quotes available on request)

We're always ready to serve the wine industry in new ways and welcome new proposals.

These are examples of campaigns we have successfully collaborated on in the past:

Sponsorships (events, competitions and campaigns)

Loose inserts R9 000 if supplied (cost will vary if we need to print supplied artwork)

Bellybands (impact print marketing)

Social media and digital campaigns

Video and multimedia services.

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2026



Themes & Features Deadlines 2026

MONTH	THEME	TECHNICAL FEATURE	EDITORIAL DEADLINE	ADVERT DEADLINE
January/February 2026	Future Now	Packaging	14 Nov 2025	28 Nov 2025
March 2026	Local is Lekker	Storage & Warehousing	14 Jan 2026	2 Feb 2026
April 2026	Winemaking 101	Tractors & Sprayers	11 Feb 2026	2 Mar 2026
May 2026	Woeker met jou wingerd	Cooling & Refrigeration	11 Mar 2026	30 Mar 2026
June 2026	30 Under 30	Bottling	15 Apr 2026	4 May 2026
July 2026	Business as unusual	Soil & Irrigation	13 May 2026	1 Jun 2026
August 2026	Champions of change	Technology	10 Jun 2026	29 Jun 2026
September 2026	Home is where the wine is	Maturation	15 Jul 2026	3 Aug 2026
October 2026	The consumer connection	Mechanisation	12 Aug 2026	31 Aug 2026
November 2026	Movers & Shakers	Yeast & Oenological	16 Sept 2026	5 Oct 2026
December 2026	Vat die pad	Green	14 Oct 2026	2 Nov 2026
January/February 2027	The year in view	Packaging	11 Nov 2026	2 Dec 2026

* Copy from correspondents and advertisers.

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