

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.

The magazine is considered a valuable communication and marketing channel by producers and service providers all along the industry's extensive value chain.

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: **3 500+**

WHO READS WINELAND?

- | | |
|-------------------------------|-----|
| • Producers & Cellars | 78% |
| • Winemakers & Viticulturists | 16% |
| • Research & Educational | 2% |
| • Marketers & Role-players | 1% |
| • Suppliers | 2% |
| • Consumers | 1% |

SALES & ADVERTISING

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Printed Magazine

Unit / Insert	Dimensions (mm)	1 Insert	3 Inserts	6 Inserts	11 Inserts
Double page spread (DPS) advert / editorial*	400 x 277	R35 616	R31 000	R26 500	R22 200
Full page (FP) advert / editorial*	190 x 277	R24 400	R21 250	R18 500	R16 500
Half page (HP) editorial*	varies	R18 250	R14 450	R11 250	R8 950
Half page vertical (HPV) advert	92 x 277	R18 250	R14 450	R11 250	R8 950
Half page horizontal (HPH) advert	190 x 135	R18 250	R14 450	R11 250	R8 950
Quarter page vertical (QPV) advert	92 x 135	R14 250	R11 250	R8 950	R7 250
Quarter page horizontal (QPH) advert	190 x 55	R14 250	R11 250	R8 950	R7 250

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 500.

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	R42 500		
Inside front cover [Double page spread (DPS) advert]	400 x 277	R34 500	R31 250	R26 550
Inside back cover [Full page (FP) advert]	190 x 277	R27 550	R24 250	R21 250
Outside back cover [Full page (FP) advert]	190 x 277	R27 550	R24 250	R21 250

**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: 3 500 • Average open rate: 29.5%

Unit / Insert	Dimensions (pixels)	1 Insert	3 Inserts	6 Inserts	12 Inserts
Newsletter advert (horizontal)	600 x 300	R3 850	R3 400	R2 950	R2 500
Website advert (maximum size 200kb)	300 x 300	R3 850	R3 400	R2 950	R2 500
Combo* option (newsletter & website advert)		R7 250	R6 350	R5 450	R4 550

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.

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:
15 000+ 8 190 likes & 10 536 followers	4 000+ 8 296 followers	5 500+ 7 188 followers	5 800+ 1 793 followers	1 900 + 127 followers

Unit / Post	Dimensions (pixels)	1 Post	3 Post	6 Post	10 Posts
Instagram post	1080 x 1080	R1 050	R950	R800	R550
Facebook post	940 x 788	R1 050	R950	R800	R550
Twitter post	1600 x 900	R1 050	R950	R800	R550

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.

Additional Channels & Services

WINELAND STUDIO / MULTIMEDIA

Through expert native video production, as well as first-hand knowledge of the Cape Winelands, we create captivating videos that articulate the story of your brand. We script, film, edit, package and transform your stories into tailored videos for digital and social media use.

Unit / Insert	Subject	Location	1 Insert
Premium video package. Extensive filming as per brief, mini-doccie or series of short videos, creative consultation [script], in-depth interviews, advanced editing, music [stock] and sound effects. Distributed via tailored social and online campaign.	6-7 subjects	multiple locations	R37 000
Standard video package. Short, punchy with impact. Creative briefing, reporting and interviews, basic editing and music [stock]. Distributed via a social and online campaign.	3-4 subjects	single location	R23 350
Photography. Please contact us with your specific needs to determine pricing.			



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	R26 750
Inside back cover [Full page (FP) advert]	128 x 190	R22 250
Outside back cover [Full page (FP) advert]	128 x 190	R27 550
Full page (FP) advert	128 x 190	R16 500
Half page vertical (HPV) advert	60 x 190	R11 250
Half page horizontal (HPH) advert	128 x 90	R11 250
Print & online listing [300 x 300 pixels]		R700
Online landing page [300 x 300]		R22 000
Online secondary landing page [300 x 300]		R11 500

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 R8 500 if supplied (cost will vary if we need to print supplied artwork)

Bellybands (impact print marketing)

Social media and digital campaigns.

www.wineland.co.za

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2025

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Themes & Features Deadlines 2025

MONTH	THEME	TECHNICAL FEATURE	EDITORIAL DEADLINE	ADVERT DEADLINE
January/February 2025	Future Now	Packaging	15 Nov 2024	29 Nov 2024
March 2025	Local is Lekker	Storage & Warehousing	15 Jan 2025	3 Feb 2025
April 2025	Winemaking 101	Tractors & Sprayers	12 Feb 2025	5 Mar 2025
May 2025	Woeker met jou wingerd	Cooling & Refrigeration	12 Mar 2025	31 Mar 2025
June 2025	30 Under 30	Bottling	16 Apr 2025	5 May 2025
July 2025	Business as unusual	Soil & Irrigation	14 May 2025	2 Jun 2025
August 2025	Champions of change	Technology	11 Jun 2025	30 Jun 2025
September 2025	Home is where the wine is	Maturation	16 Jul 2025	4 Aug 2025
October 2025	The consumer connection	Mechanisation	13 Aug 2025	1 Sep 2025
November 2025	Movers & Shakers	Yeast & Oenological	10 Sep 2025	29 Sept 2025
December 2025	Vat die pad	Green	15 Oct 2025	3 Nov 2025
January/February 2026	The year in view	Packaging	12 Nov 2025	1 Dec 2025

* Copy from correspondents and advertisers.

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