

MEDIAKIT 2015

NEW ZEALAND



# WINE

## TECHNOLOGY

HAYLEYMEDIA

# PROFILE

HAYLEYMEDIA have been the publishers of NZ **FOODtechnology** and **NZ Engineering News** since 2002. Over that time we have built both magazines into market leaders with strong advertiser support and loyal readers who respect the value the content brings to their businesses. At HAYLEYMEDIA we have a strong belief in quality content that includes local and international news stories, actual case studies, people in the news and key issues that affect our readers and their businesses.

In September 2014 we included NZ Wine Technology into NZ Food technology News magazine – a magazine within a magazine. There are many areas of crossover and common interest in both Industries.

The New Zealand wine industry is booming and growers and wine producers have a need to stay informed and up-to-date

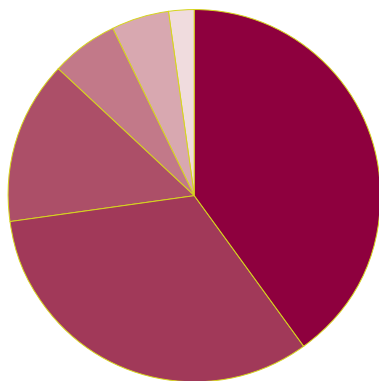
with the latest developments and news from the industry. Now published monthly with print edition included within NZ FOODtechnology News, digital and online editions.

Wine Technology in New Zealand is a must for suppliers and consultants to the New Zealand wine sector.

Wine Technology remains a business magazine for grape growers, wine makers and exporters and their suppliers, delivering independent editorial on all the technical aspects of grape growing, winemaking, bottling, packaging and shipping – as well as finance and marketing.

# DISTRIBUTION | FACTS

NZ FOODtechnology News magazine is distributed to 4100 key people in the Food and beverage industries. Our Wine Technology database of 1800 was merged with the FOODtechnology News database giving us a combined total of 5000 businesses and VIP's. Of our 1800 Wine Technology readers the following represents the subsections of our circulation.



40%	Grapegrowers	6%	Viticulture Industry
33%	Wineries	5%	Tertiary Education
14%	Associated Industries	2%	Boutique Wineries

## CIRCULATION

Under 5000 targeted printed etc  
(1800 dedicated wine and beverage readers)

## READER PROFILE

Readers of Wine Technology are the key people who make important buying decisions. They are decision makers who help lead this industry. They share responsibility for the intricate recipes needed to craft, market, sell and ship New Zealand's world class wines.

The constantly changing variables of grape-growing and wine-making demonstrate why people in the industry want to read what's happening outside the winery gates.

The complexities of getting the best results from the vineyard and the winery – and the need to be and remain profitable – mean the best equipment, the latest systems and the best advice is essential to achieve this target.

Wine Technology will provide this essential information to its readers

# SPECIFICATIONS AND RATES

## COMBO ADVERTISING RATES

A combo combines your advertising with an equivalent size article written and prepared by our qualified journalists. It could also include a skyscraper for one month on the NZ FOODtechnology website and could include an interactive link to your own website.

## GOLD COMBO ADVERTISING RATES

Full page advertisement + full page editorial

Casual rate \$3650 | 3 Issues \$3280 | 6 Issues \$3070 | 11 Issues \$2940

Half page advertisement + half page editorial

Casual rate \$2450 | 3 Issues \$2250 | 6 Issues \$2080 | 11 Issues \$1950

Quarter page advertisement + quarter page editorial

Casual rate \$1780 | 3 Issues \$1730 | 6 Issues \$1630 | 11 Issues \$1470

## SILVER COMBO ADVERTISING RATES

Full page advertisement + skyscraper + digital links

Casual rate \$3280 | 3 Issues \$2880 | 6 Issues \$2700 | 11 Issues \$2600

Half page advertisement + skyscraper + digital links

Casual rate \$2110 | 3 Issues \$1950 | 6 Issues \$1780 | 11 Issues \$1700

Quarter page advertisement + skyscraper + digital links

Casual rate \$1480 | 3 Issues \$1420 | 6 Issues \$1320 | 11 Issues \$1155

## BRONZE COMBO ADVERTISING RATES

Full page advertisement + full page editorial

Casual rate \$3360 | 3 Issues \$3090 | 6 Issues \$2940 | 11 Issues \$2675

Half page advertisement + half page editorial

Casual rate \$2150 | 3 Issues \$1950 | 6 Issues \$1780 | 11 Issues \$1680

Quarter page advertisement + quarter page editorial

Casual rate \$1365 | 3 Issues \$1250 | 6 Issues \$1200 | 11 Issues \$1150

## STANDARD ADVERTISING RATES

Full page

Casual rate \$3150 | 3 Issues \$3060 | 6 Issues \$2880 | 11 Issues \$2600

Half page

Casual rate \$1900 | 3 Issues \$1730 | 6 Issues \$1550 | 11 Issues \$1440

Quarter page

Casual rate \$1095 | 3 Issues \$1008 | 6 Issues \$920 | 11 Issues \$866

Fifth page

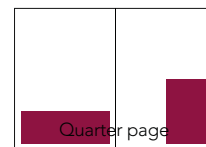
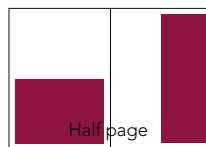
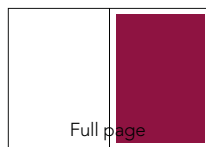
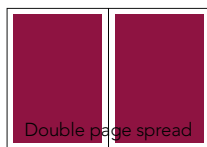
Casual rate \$895 | 3 Issues \$800 | 6 Issues \$720 | 11 Issues \$680

Business card

Casual rate \$404 | 3 Issues \$346 | 6 Issues \$310 | 11 Issues \$288

Inserts (weight and height limitations apply)

Casual rate \$2310 | 3 Issues \$2310 | 6 Issues \$2310 | 11 Issues \$2310



## ONLINE ADVERTISING

### WEBSITE

Wine Technology's online presence will be included as a special feature on [www.NZ Foodtechnology.co.nz](http://www.NZ Foodtechnology.co.nz) website. We will continue to bring the latest news and information to Wine Technology readers on the website and online advertising will be available in this section of the website.

### WINE TECHNOLOGY E-NEWSLETTER

The Wine Technology Newsletter will be emailed monthly to a database of 1800. Sponsorship and advertising is available.





NEW ZEALAND



WINE  
TECHNOLOGY

## CONTACT

**Margie Lindsay** – Sales Manager

**Ph: 027 571 8555**

**E: [margie@hayleymedia.com](mailto:margie@hayleymedia.com)**

PO Box 33146, Takapuna, Auckland 0740

**[www.foodtechnology.co.nz](http://www.foodtechnology.co.nz)**

visit: **[www.hayleymedia.com](http://www.hayleymedia.com)**

**HAYLEYMEDIA**

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