

NEW ZEALAND

# Winegrower

Official magazine of the New Zealand wine industry

## 2026 MEDIA KIT

New Zealand Winegrower magazine is the official journal of NZ Wine Growers and is published six times a year – once every two months.

### TOTAL MARKET COVERAGE

- Has a circulation of 2500
- The only industry magazine that goes out to every single levy paying vineyard and winery in the country (multiple copies to each grower and winery).

### CONTENT

- Is the only industry magazine that brings you the latest wine industry research.
- Has the most up-to-date information relating to the New Zealand wine industry, for those working in the vineyard or winery.

### QUICK FACTS

- Established in 1997
- Distribution 2500 copies, 2300 directly to the industry
- Bi-monthly
- Advertising available on website [www.nzwinegrower.co.nz](http://www.nzwinegrower.co.nz)
- Only official journal for the industry
- Owned by the winegrowers





**SOPHIE PREECE  
EDITOR**

Sophie has been based in Marlborough, New Zealand's largest wine region, for the past 18 years. Over that time she has written extensively about the wine industry's people, places and extraordinary product. From wine science and soils to winemaking and marketing, it's an industry with endless stories waiting to be told.

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## BACKGROUND

New Zealand Winegrower has been the definitive journal of the New Zealand wine sector for more than 20 years. It is owned by the grape growers and winemakers of the country, through their national organisation, New Zealand Winegrowers.

As one of the most important export industries in New Zealand, the wine sector has had a meteoric rise. From Sauvignon Blanc to Syrah, Pinot Noir to Chardonnay, our wines are taking the world by storm.

Enabling that to happen are the people who grow the grapes, the wine makers who produce the wine, the scientists who lead the world in wine related research, the marketers who promote the wine and the industries who support the sector.

There are literally thousands of individuals who play a part in the production of our world renowned wines and the majority of them read New Zealand Winegrower.

With a team of informed reporters, spread from Auckland to Central Otago, New Zealand Winegrower is the one stop for all the latest news and information.

Produced bi-monthly, the journal has a strong regional focus, providing up to the minute information on what is happening out there where the wine is being created. New techniques, research, practical advice, sustainability, marketing and local and export markets are all covered within the journal.

If you want to reach anyone within the wine sector, then New Zealand Winegrower is the most effective way to do so. Highly regarded, it is the only "official" magazine of the New Zealand Wine Industry.

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## CONTACTS

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## ADVERTISING RATES

Size	Measurement	Casual Rate	4 + Cost Rate
Full DPS	Trim Size: 297mm deep x 420mm wide Bleed Size: 307mm deep x 430mm wide Image Size (no bleed): 250mm deep x 390mm wide	\$3645	\$3420
Half DPS	120mm deep x 390mm wide	\$1754	\$1640
Full Page	Trim Size: 297mm deep x 210mm wide Bleed Size: 307mm deep x 220mm wide Image Size (no bleed): 250mm deep x 180mm wide	\$1822	\$1710
Half Page Portrait	250mm deep x 88mm wide	\$1025	\$970
Half Page Landscape	120mm deep x 180mm wide	\$985	\$930
Quarter Page Portrait	120mm deep x 88mm wide	\$575	\$547
Quarter Page Landscape	60mm deep x 180mm wide	\$575	\$547
Inserts		On Application	
Preferred and Special Positions		Plus 25%	

All rates include four colour and exclude GST

## PUBLISHING DATES & DEADLINES

Publishing & Issue Date	Booking Deadline	Camera Ready Deadline
February / March 2026 Publishing 9 February – Issue 156	21 January	27 January
April / May 2026 Publishing 6 April – Issue 157	18 March	24 March
June / July 2026 Publishing 1 June – Issue 158	13 May	19 May
August / September 2026 Publishing 3 August - Issue 159	15 July	21 July
October / November 2026 Publishing 5 October - Issue 160	16 September	22 September
December 2026 / January 2027 Publishing 1 December – Issue 161	11 November	17 November

## SPECIFICATIONS

- New Zealand WineGrower is trimmed to A4 (297mm deep x 210mm wide).
- Please do not put crop marks on adverts supplied.
- Camera-ready adverts should be supplied as high resolution pdf files colour corrected to CMYK. If any information is required on Acrobat settings please contact Rural News Group.
- If providing adverts for typesetting, all artwork should be included separately as high resolution jpeg, tif or pdf files.
- Completed adverts supplied by the client as either Word Document or Publisher files for publication will not be accepted.



# NZ WINEGROWER ONLINE ADVERTISING

Advertisements booked with NZ Winegrower online appear on every page of every page of the website related to NZ Winegrower

## What Can I Get?

- Targeted industry website advert
- Website of the official industry magazine
- Online competitions and content sponsorship also available

## How Much for an advertisement?

- \$600 Premium banner (viewable on PC, tablet and mobile)
- \$500 Top priority banner (viewable on PC, tablet and mobile)
- \$350 Standard banner (viewable on PC, tablet and mobile)
- \$600 Premium tile (viewable on PC, tablet and mobile)
- \$500 Top priority tile (viewable on PC and tablet)
- \$350 Standard tile (viewable on PC and tablet)



All costs are per month and bookings are subject to availability

## Specifications

Size:

- 300px wide x 250px deep for Tiles
- 350px wide x 85px deep for Banners

Formats accepted: jpg, gif, adserve.  
(adserve/swf not available for newsletter)

Flash files will not work on certain devices.

All our prices quoted are exclusive of GST and Production Statistic reports provided on request monthly.

\*Analytics are gathered via Google Analytics.

The screenshot shows the Rural News Group website with a navigation bar at the top containing links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is also present. The main content area features several news articles with images and headlines, such as 'Teaser bull leaser bags top award', 'Hort focus on global', 'Spark rolls out rural wireless broadband service', 'Consumers are taking a big bite out of the Earth', and 'Changes to health and safety reforms sensible'. On the right side, there are three distinct advertising spots: a 'Premium banner (fixed position)' at the top, a 'Top priority tile (fixed position)' in the middle, and a 'Standard tile (rotates position)' at the bottom. A 'NEWSLETTER' section is also visible at the bottom right, including a 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER' button and a 'bein to WIN' contest announcement.



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