



HARPERS WINE & SPIRIT

EDITORS COMMENT

As the only subscription publication serving the drinks trade, Harpers Wine & Spirit is the go-to source for readers seeking authoritative and informed content across the whole spectrum of the production, supply and retail chain, based on a fully engaged and decision-making readership. Dedicated solely to the drinks sector for almost 150 years, Harpers continues to explore and address the issues and topics affecting all those in the trade, delivering the latest news, analysis, insights and features – up to date information and views that will help trade stakeholders plan and drive their businesses forward.

Our in-depth coverage spans producers and the myriad categories of wines, spirits and beers that they produce, along with agents, importers, distributors and wholesalers, and both on and off-trade retailers, plus associated trades and professions.

With a digital first policy working across a multi-media platform that includes Harpers Wine & Spirit magazine, harpers.co.uk, newsletters and news alerts, plus a growing roster of popular industry focused events, Harpers is the pre-eminent publication for those looking to stay informed of the latest industry developments and news as they happen.

As well as informing, inspiring and entertaining Harpers provides drinks professionals with the insights and tools needed to thrive in today's challenging conditions, Harpers is your one-stop source of comprehensive research, analysis and industry opinion.

Andrew Catchpole
Editor



*At the heart of
the drinks trade*

PLATFORMS



"Harpers offers the UK wine trade an insight in to what's actually happening in the marketplace. At a time when time is precious, Harpers provides a one-stop-shop of meaningful and thought-provoking content for all areas of the business."

ANDREW SHAW, WINE BUYER DIRECTOR MATTHEW CLARKE/
BIBENDUM

"I don't let a week go by without reading through Harper's bulletins and consulting the website half a dozen times. For news and updates on all things wine, beers & spirits, it's a must go-to. The SITT wine tasting events are also a necessity"

CHARLIE YOUNG, CO OWNER, VINOTECA

"Harpers is an essential read as it keeps me up to date with happenings in the UK and global wine business. Without it, I'd spend much more time in search of information, or in not so blissful ignorance, so I'm thankful when each issue of Harpers appears."

DAVID GLEAVE, MANAGING DIRECTOR, LIBERTY WINES

FEATURES LIST 2019

ISSUE	FEATURES	SUPPLEMENTS	EVENTS
January 11	Rum // Low & No alcohol // Australia // New Zealand		Think Rum, January 29
February 1	Turkey // Austria // Corks & Closures // Portugal	South America	SITT, February 25 & 27
March 1	France // Crémant // Eastern Europe		Think France, March 26
April 5	Gin // Champagne // US Regions // Rioja		Think Gin, April 29
May 3	English & Welsh Spirits // English Wines // California // Bordeaux	Innovation	London Wine Fair
June 7	Italy // Mixers & Tonic // Lebanon // Spain // Vodka		
July 10	IWC Results // Cracking Co-Ops // Argentina // Germany	Australia	Grape Debate
August 2	Bulk Wine // Premium Spirits // Sustainability // South Africa		Premium Spirits Roundtable
September 6	Prosecco // Chile // Whiskies // Brandy // 50 Best Indies	France	
October 4	Christmas Wines // Port // Greece	Spain	SITT
November 1	Sherry // Christmas Spirits // Vegan // Logistics (storage)		
December 6	Design Awards // New Launch Showcase // Events for 2020 // Design & Packaging	Italy	

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CIRCULATION



Harpers circulation encompasses buyers and influencers from across the UK wine & spirits trade across all sectors from both the on and off-trade including:

- Supermarket buyers
- Multiple buyers
- High street chains
- National and regional drinks wholesalers
- Independent retailers
- Wine merchants
- Sommeliers
- Restaurants
- Independents and group operators
- Gastropubs
- Bar owners

"In an age of information overload from any manner of sources, Harpers remains one of the best single resources for the latest news and trends in our industry, with the right mix of opinion and interesting features."

NIK DARLINGTON, FOUNDER AND
MANAGING DIRECTOR, RED SQUIRREL WINE

READERS

28,540

Average monthly readership

15,500

Registered users

26,700

Twitter followers

ONLINE

167,310

Page views per month

79,028

Unique visitors per month

PLATFORM

6%

Tablet

23%

Mobile

71%

Desktop

PRINT RATES

PRINT ADVERTISING RATES

Size	1-3 Insertions	4-9 Insertions	10+ Insertions
Dps	£4645	£4180	£3763
Full page	£2556	£2301	£2071
Half page	£1444	£1300	£1169
Quarter page	£920	£829	£745
Outside back cover	£2,754	£2,458	£2,193
Inside front cover	£2954	£2658	£2393
Inside back cover	£2754	£2458	£2193

PRINT RECRUITMENT RATES

Size	Price
Full page	£2163
Half page	£1313
Quarter page	£779
Eighth page	£468

PRINT ADVERTORIAL RATES

Full page	Price
Final artwork supplied	£2556
Assets & copy supplied / HWS to design	£2722
HWSTR to commission & design (photography not inc.)	£3037

DPS	Price
Final artwork supplied	£4645
Assets & copy supplied / HWSTR to design	£4838
HWSTR to commission & design (photography not inc.)	£5099

SPECIAL RATES

Option	Rate (full run)
Cover wrap (full page wrap: 4 sides)	£13700
Cigarband	£5750
Bellyband	£9250
Front gatefold	£6750
Back gatefold	£5750
Tip-on (based on client supplying print)	£2500
Full page/cover rate	£4,750

INSERTS RATES

Weight	Price
0-9g	£1716
10-19g	£1768
20-29g	£1820
30-39g	£1872
40-49g	£1924
50-59g	£1976
60-69g	£2028
70-79g	£2080
80-89g	£2132
90-99g	£2184

Inserts: Please note that a 15% premium will be charged for issues with extra distribution. Costs are available for supplements and in-bound inserts on premium stock quoted depending on your requirements. Please contact us if you wish to discuss.

ONLINE RATES

DIGITAL

Position	Size in pixels	Rate
Full page takeover	Super Leaderboard Top & Bottom, MPU or Video, Half Page, Background Banner	POA
Background banner	1600 x 1050 maximum not animated	£1000 per week
Super Leaderboard	970 x 90	£400 per week
Premium MPU (above the fold)	300 x 250	£800 per week
MPU	300 x 250 maximum 4 rotations	£650 per week
2 week Job Listing	Lineage advert	£200
4 week Job Listing	Lineage advert	£400

NEWSLETTERS & MAILERS

Harpers.co.uk registered users c.15,000 recipients, On-trade database c.12,000 recipients,
Off-trade database c.1,200 recipients OR Wholesalers c.200 recipients.

Newsletter Advertising	Price
Daily Newsletter	£190 per day
	£710 per week
Bespoke Mailer	Price
Exclusive mailer - targeted database available	£1,525

SUPPLEMENTS

Our supplements are a key part of our schedule giving us the chance to really focus in on a particular sector, region or country across a range of dedicated features and face to face activities. The supplements work as a valuable information resource for buyers, with information on trends for both on and off-trade. In addition each supplement includes a tasting panel and discussion, bringing together all sectors of the trade. Our supplements aim to give a holistic view of what's happening in the UK trade. Each of our supplements benefits from an unrivalled circulation – full run Harpers and full run within our sister title Drinks Retailing News as well as key trade shows throughout the year.

PARTNER PACKAGES

We aim to work with a select number of supplier partners for each supplement and provide a range of packages to not only include print advertising but also online, face2face and tailored advertorial content.

LIST OF SUPPLEMENTS FOR 2019

- Innovation in Drinks
- South America
- France
- Australia
- Spain
- Italy

UTILISING INFORMATION & TECHNOLOGY

CONSUMERS STEER THE CONVERSATION

The social media generation is no longer content to sit on the sidelines. Jo Gilbert traces the smart technology that is empowering consumers to make their voices heard and affect real change.

Until the advent of social media, it was a one-way conversation. Whether it was the TV advert, a newspaper headline or a billboard, the message was sent to a passive audience to be read or heard. Now, however, the conversation has changed. In the words of Simon Johnson, founder of digital marketing agency Johnson & Johnson, "The conversation is no longer one-way. It's a two-way conversation. Consumers are no longer passive. They are active. They are engaged. They are making their voices heard and affecting real change."

Like other industries, the world of wine and spirits has seen and continues to see a shift in thought. The social media generation is no longer content to sit on the sidelines. Jo Gilbert traces the smart technology that is empowering consumers to make their voices heard and affect real change.

IN THE DRIVING SEAT

At the heart of it all is a consumer that is more empowered and more engaged. This is the new reality for the wine and spirits industry. The consumer is no longer passive. They are active. They are engaged. They are making their voices heard and affecting real change.

30% of searches will be performed on a screen by 2020

By Jo Gilbert 10th November 2018

REPACKAGING THE OFFER

Today's consumers are looking for wine to tick a lot more packaging boxes than it currently does, says Andrew Catchpole

It's a simple idea, but it's one that's been making waves in the wine world. Repackaging the offer. It's the idea of taking a wine that's been bottled in a standard 750ml bottle and repackaging it into a smaller, more convenient format. It's the idea of taking a wine that's been bottled in a standard 750ml bottle and repackaging it into a smaller, more convenient format. It's the idea of taking a wine that's been bottled in a standard 750ml bottle and repackaging it into a smaller, more convenient format.

INNOVATIONS

Claremont, one of the most innovative and successful wine producers in the world, is leading the way in repackaging the offer. Claremont is a family-owned business that has been producing wine for over 100 years. It's a family-owned business that has been producing wine for over 100 years. It's a family-owned business that has been producing wine for over 100 years.

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HARPERS WINE & SPIRITS

innovation

REPORT 2018

By Jo Gilbert 10th November 2018

IN THE DRIVING SEAT

On-demand delivery services such as Deliveroo and Uber Eats are changing more than just the way consumers access products. Jo Gilbert explores how the trade is adapting to a new customer-centric approach.

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ADVERTISEMENT FEATURE

This month, the **London Wine Fair** opens its doors to thousands of visitors from all corners of the wine world

Don't forget to register for your badge at londonwinefair.co.uk and see you on the 22-23 May!

It may be entering into its 28th year, but what a long road to a **major European London Wine Fair** this year – revamped and rebranded, celebrating its history, and celebrating the wine world of today and the future. The London Wine Fair has been a great success story, and this year it's celebrating its 28th birthday. It's a testament to the wine world's growth and the industry's success in the UK. The London Wine Fair is a great success story, and this year it's celebrating its 28th birthday. It's a testament to the wine world's growth and the industry's success in the UK.

1 GET INNOVATIVE

The innovation in wine is not just in the vineyard, but in the glass. The London Wine Fair is a great place to see the latest in wine technology, from new bottle designs to new glassware. The London Wine Fair is a great place to see the latest in wine technology, from new bottle designs to new glassware.

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2 UNDISCOVERED LINE-UP OF TASTINGS

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3 CELEBRATION OF DESIGN WINES

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4 THE RETURN OF THE FAVORITES

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5 AN AWKWARD-WINNING SELECTION

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6 COMPROMISE LIVE

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WINE WORLD | 10 | 22 May 2015

WINE WORLD | 10 | 22 May 2015

OPTIONS

- ✦ Roundtables
- ✦ Buyer trips
- ✦ Retailer promotions
- ✦ Tastings
- ✦ Forum panel discussions
- ✦ Masterclasses

Utilising Harpers unique audience and respected voice we will work with you to promote your brand/event to the wine and spirit trade. Organising a launch? Our team can help. From full event management including, venue sourcing, guest list management, promotional campaign across print and digital down to design and even telemarketing we can tailor our offering to suit your needs and desired outcome.

HARPERS WINE STARS

HOW WINE STARS WORKS

Harpers Wine Stars Awards are markedly different from the run-of-the-mill, being judged by buyers for buyers. They take blind-assessed quality as the starting point, but then add two further layers for consideration; value for money and design and packaging. As such, these awards are like no other. By taking an holistic approach, entrants get a much clearer idea of the final wine-buying consumer really wants from their products.

ROUND 1 – QUALITY

All wines are tasted blind, aside from knowledge of the region of origin, and assigned a score by each judge based on quality alone.

ROUND 2 – VALUE

Following the quality assessment of the wines in each regional flight, prices are then revealed and judges give additional marks based on the perceived quality-to-value ratio.

ROUND 3 – DESIGN

The labels of all wines are then revealed, with additional marks given for the overall packaging and design of each wine, taking into consideration the intended sales channel(s) – and thus packaging suitability – for each wine.

To find out more about entering Wine Stars competitions contact:

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www.harperswinestars.com



HARPERS
Wine Stars

➤ **Judged by buyers, for buyers.** Harpers Wine Stars Awards has successfully launched with much positive feedback from the trade setting judging criteria designed to mirror the buying decisions of our trade audience.

EVENTS

OUR EVENTS

- SITT
- Wine Stars
- 50 Best Indies
- Design Awards
- Think Gin
- Think Rum
- Think Whisky
- Think France



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PRINT ADVERTISING TECHNICAL SPECIFICATIONS

SUPPLYING ARTWORK:

➤ PDF is our preferred format, supplied as PDFv1.3, composite CMYK. PDFs made to the PPA Pass4Press standard will meet our specifications. We can also accept files in these formats: Quark Express, Adobe InDesign, Photoshop; Illustrator.

➤ **All live matter to be 10mm away from trim measurement.**

➤ Bleed should be added to all 4 edges.

➤ Double page spreads a 20mm gutter is required for all live matter.

➤ All files should be supplied in CMYK process only without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K). No spot, rgb, lab or solid pantone colours should be used.

➤ Images must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression.

➤ Avoid logos or images from web sites, as the resolution will be 72dpi.

➤ Fonts should be PostScript type 1. We cannot guarantee that Opentype, or Multiple Master fonts will print correctly.

FILE DELIVERY

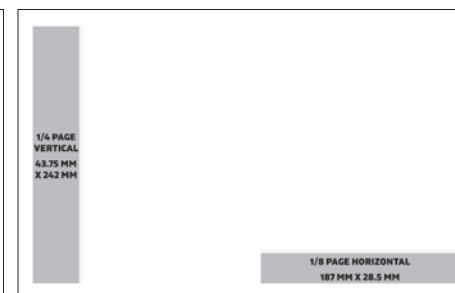
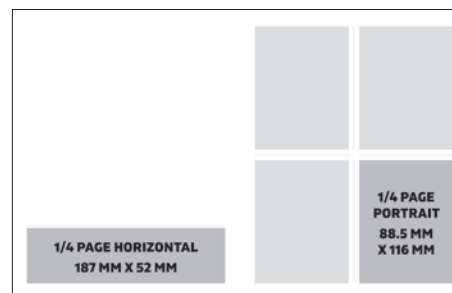
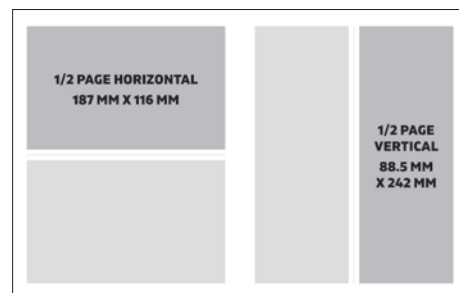
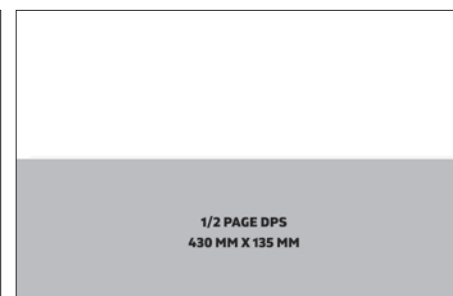
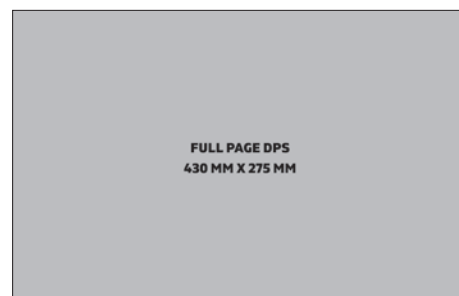
➤ All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call 020 7216 6449 or 020 7216 6407 for an artwork reference number if unsure. If you are sending complete artwork and not a PDF file you must first place all the relevant artwork into a folder and compress/zip the folder.

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HARPERS MAGAZINE IS SIZE: 215mm x 275mm (width x height)						
AD SIZE	TYPE AREA: (10mm away from trim)		TRIM: (Actual page size)		BLEED: (3mm on all 4 sides)	
	Width	Height	Width	Height	Width	Height
DPS	410mm	255mm	430mm	275mm	436mm	281mm
Full page	195mm	255mm	215mm	275mm	221mm	281mm
1/2 page DPS horizontal	410mm	115mm	430mm	135mm	436mm	141mm
1/2 page horizontal			187mm	116mm	193mm	122mm
1/2 page vertical			88.5mm	242mm	94.5mm	248mm
1/4 page horizontal			187mm	52mm	193mm	58mm
1/4 page portrait			88.5mm	116mm	94.5mm	122mm
1/4 page vertical			43.75mm	242mm	49.75mm	248mm
1/8 page horizontal			187mm	28.5mm	193mm	34.5mm



ONLINE ADVERTISING TECHNICAL SPECIFICATIONS

SUPPLYING ARTWORK AND URLS:

- Please use the chart on the right to see artwork size and type.
- If your file exceeds the maximum size, we will send the file back for resizing.

*WEBSITE BACKGROUND BANNER

- A central section of 1000 x 1050 should be left blank. In order to accommodate most users' screen resolutions, advertising messages and branding elements should be positioned close to the web page borders, see example.

URL

- Please provide one web address (URL link) for each banner.

TRACKING TECHNIQUES

- If you would like to track your campaign, you can set up your own tracking url via Google Analytics. Below are links to guide you through the process.
- Getting started: [Click here](#)
- Google Analytics' URL Builder tool: [Click here](#)

SUBMISSION LEAD TIME:

- A minimum of 5 business days before the start of the campaign (Agile Media reserves the right to refuse certain creative material)

Website – Animated				
Banner Size	Width px	Height px	File Size kb	File Type
Super Leaderboard	970	90	40	.Gif or .Jpg
Leaderboard	728	90	40	.Gif or .Jpg
Mid Page Unit (MPU)	300	250	40	.Gif or .Jpg
Half Page	300	600	40	.Gif or .Jpg
Expandable website banner – Animated				
Banner Size	Width px	Height px	File Size kb	
Super Leaderboard Folded	970	90	40	.Gif or .Jpg
Super Leaderboard Expanded Size	970	200	40	.Gif or .Jpg
Mobile website banner – Non animated				
Banner Size	Width px	Height px	File Size kb	
Leaderboard	300	50	40	.Gif or .Jpg
Website background banner – non animated				
Banner Size	Width px	Height px	File Size kb	
Background *	1600	1050	80	.Gif or .Jpg
Newsletter banner – Non animated				
Banner Size	Width px	Height px	File Size kb	
Skyscraper	160	600	15	.Gif or .Jpg
Leaderboard	728	90	15	.Gif or .Jpg

ONLINE ADVERTISING TECHNICAL SPECIFICATIONS CONTINUED...

CREATIVE GUIDE

- Be compelling. Things like images, brand colors, and clear text help banner ads stand out.
- Be concise. Make sure your message sticks. Always have your brand visible.
- Be clear. You don't have a lot of space to work with. Don't try to say too much; the ad may end up looking cluttered. Instead, clearly communicate a single marketing message about a product. The need for clarity goes for call-to-actions, too.





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