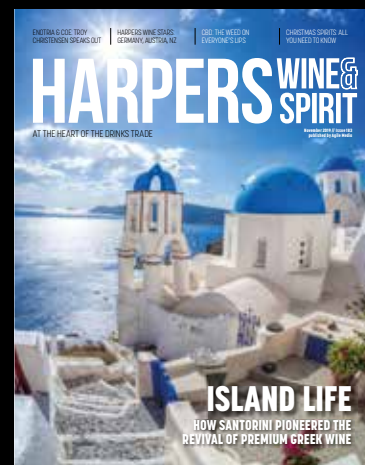




HARPERS WINE & SPIRIT

MEDIA PACK 2020



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 2020

ISSUE	FEATURES	SUPPLEMENTS	EVENTS
January 10	Events 2020 / Australia / Sustainability		
February 7	Austria / Corks & Closures / Portugal		SITT, February 24 - 26
March 6	France and Cremen / New Zealand	South America	Think France, March 24
April 1	Gin / Champagne / California	Spain	Think Drinks
May 8	English & Welsh spirits / En Primeur / Bordeaux	Innovation	London Wine Fair
June 5	Adult soft drinks & mixers / Italy / Vodka		Think Italy, June 16th
July 3	IWC results / Argentina / Germany / 50 Best Wholesaler	Australia	
August 7	Bulk wine / Sustainability / South Africa	Cocktails	
September 4	Prosecco / Chile /Whiskies	France	SITT, September 7 - 9 50 Best Indies
October 9	Christmas campaigns / Sherry / Greece /50 Best Indies		
November 6	Sauvignon Blanc / Port / Premium Spirits / Logisitics		
December 4	No / Design Awards / New Launch Innovation showcase / Design & Packaging		

PUBLISHER

Lee Sharkey

+44 (0)1293 558136

lee.sharkey@agilemedia.co.uk

COMMERCIAL MANAGER

Stuart Sadler

+44 (0)1293 590054

stuart.sadler@agilemedia.co.uk

ACOUNT MANAGER

Luke Robinson

+44 (0)1293 558137

luke.robinson@agilemedia.co.uk

EVENTS SALES MANAGER

Rick Beaumont

+44 (0)1293 558130

rick.beaumont@agilemedia.co.uk

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

READERS

28,540

Average monthly readership

15,500

Registered users

27,500

Twitter followers

ONLINE

146,575

Page views per month

69,467

Unique visitors per month

PLATFORM

4%

Tablet

27%

Mobile

69%

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 2020

- South America
- Innovation Report
- Australia
- Cocktails
- France
- Spain

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BESPOKE PROJECTS

ENVIRONMENT FEATURE

For E&J Gallo Winery sustainability comes natural

Earth is the very heartbeat of E&J Gallo. Winery has been defined by its love for the land since its founding in 1934. Today, the family-owned business has grown to become the 13th largest winery in the world, with 100,000 cases of wine produced annually. As the company grows, so do its commitments to the environment. In 2007, Gallo set a goal to reduce its carbon footprint by 10% and to increase its water efficiency by 10%. The company has since achieved these goals, and is now on track to meet its 2012 goals.

WATER MANAGEMENT
Gallo's water management strategy is based on the principle of "water conservation." The company has implemented a series of measures to reduce its water consumption, including the installation of low-flow fixtures and the use of recycled water for irrigation.

Development is a vital component in winery. Gallo has made both the vineyard and the winery Gallo's "greenest" assets. The company's "green" initiatives include the use of renewable energy, the use of recycled materials, and the use of sustainable farming practices. Gallo has also implemented a series of measures to reduce its carbon footprint, including the installation of low-flow fixtures and the use of recycled water for irrigation.

REDUCE, REUSE, RECYCLE (RRR)
Gallo's commitment to sustainability is reflected in its RRR program. The company has implemented a series of measures to reduce its waste, including the use of recycled materials and the use of sustainable farming practices.

"As a family-owned business, we have a responsibility to our community and to the environment," says Joe E. Gallo, CEO of E&J Gallo Winery. "We are committed to sustainable business practices that protect the environment and ensure the long-term success of our business. We are proud to be a leader in sustainability and to be recognized for our efforts." Gallo's commitment to sustainability is reflected in its RRR program. The company has implemented a series of measures to reduce its waste, including the use of recycled materials and the use of sustainable farming practices.

Category	2007 Achievement	2006 Benchmark
Water	25% Reduction in water use per barrel of wine produced	100% Increase in water use per barrel of wine produced
Energy	8% Reduction in energy use per barrel of wine produced	100% Increase in energy use per barrel of wine produced
Recycle	98% Increase in recycling of organic waste	100% Increase in recycling of organic waste
Carbon Footprint	14% Reduction in carbon footprint per barrel of wine produced	100% Increase in carbon footprint per barrel of wine produced
Renewable Energy	80% Increase in renewable energy use	100% Increase in renewable energy use

that reuse and recycling an important role in achieving the Company's goal. "We have seen a significant increase in the amount of waste that we have recycled, and we are proud to be a leader in sustainability and to be recognized for our efforts."

IN THE COMMUNITY

Gallo is a family-owned business, and as such, it has a responsibility to its community and to the environment. The company has implemented a series of measures to reduce its carbon footprint, including the installation of low-flow fixtures and the use of recycled water for irrigation. Gallo's commitment to sustainability is reflected in its RRR program. The company has implemented a series of measures to reduce its waste, including the use of recycled materials and the use of sustainable farming practices.

NATURE

Gallo's commitment to sustainability is reflected in its RRR program. The company has implemented a series of measures to reduce its waste, including the use of recycled materials and the use of sustainable farming practices.

30 Wines & Spirits | July/August 2008

August 2008 | Wines & Spirits 31

[illegible]

Experience The Original Strawberry Gin

New, vibrant pink gins have undeniably shaped the drinks landscape over the last few years – and the brand that started it all, Puerto de Indios, has now officially launched in the UK!

Based in the heart of Andalusia, Puerto de Indios Strawberry Gin is the first and best-selling strawberry gin in the world, having led its native Spain for over 30 years. It was an immediate hit, as a company so unapologetic to use native ingredients as the foundation of pink gin was unheard of in Europe and further afield. It is credited with the proliferation of pink gin as the most popular gin in the world.

With millions of bottles sold in its Spanish homeland home to a rich gin heritage, the family-brewed gin is in its native country and ranks in the top five in the world.

Margaux Magasin, brand manager for Puerto de Indios, says: "We are passionate about our gin and we're so keen that this is our heritage and every traditional custom of distillation with modern techniques can still be done. The pleasure for what we do really shines in the finished product."

Spain is home to the biggest gin market in the world – and the strawberry variety of Puerto de Indios was one of the first of its kind on the market.

It was the first certified strawberry-gin grown locally in Seville, the product is crafted with 90%S organic ingredients and boasts a wild, citrusy, sometimes, light on the palate with hints of citrus and infused with all the core, natural taste of the strawberries. On the nose, the gin has subtle hints of strawberry and a touch of juniper and minted.

In the UK, however, pink gin was new
Strawberry gin
gave pink gin
its 2016
year – and
it's still
the most
popular
gin in the
UK
(Source: WFA
December)

The legend is distilled in traditional copper stills in one of the oldest distilleries in Seville, with locally harvested Andalusian strawberries. The gin takes on the amazing gold colour of the strawberry. The suggested use, which guarantees its great attention. The suggested use, paired up with premium tonic water, a twist of lime, garnished with fresh strawberry slices and a twing of lime, paired up with premium tonic water.

The bottle itself features the trademark seal, depicting a ship heading out to the New World past the Torre del Oro, or Gold Tower – the centre of the city port of Seville and remnant of Christopher Columbus' voyage to the Americas, which is part of the brand's vibrant heritage.

It is worth noting that in 2018, an million bottles of Puerto de Indios were sold in Spain, while an estimated 14.8 million tonnes created the country in the same period". These tonnes had the opportunity to use and taste the brand and so drink hoping they will find it in the UK to normal them of that perfect holiday under the sun – and now they're here.

Puerto de Indios Strawberry Gin is available through distribution partner Indus Brands, with a 750l bottle priced at a RRP of £23.

To find out more please visit www.indusbrands.co.uk, sales@indusbrands.co.uk or call 01474 327006.

© Margaux Magasin

OPTIONS

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

ADVERTISMENT FEATURE

How to make a gin and tonic

Ingredients: 50ml gin, 100ml tonic water, 1 slice of lime, 10g sugar, 10g ice cubes, 10g fresh strawberries, 10g fresh mint leaves, 10g fresh lemon juice, 10g fresh orange juice, 10g fresh grapefruit juice, 10g fresh pineapple juice, 10g fresh kiwi fruit juice, 10g fresh mango juice, 10g fresh passion fruit juice, 10g fresh pomegranate juice, 10g fresh raspberry juice, 10g fresh strawberry juice, 10g fresh blueberry juice, 10g fresh blackberry juice, 10g fresh elderberry juice, 10g fresh yuzu juice, 10g fresh lime juice, 10g fresh lemon juice, 10g fresh orange juice, 10g fresh grapefruit juice, 10g fresh pineapple juice, 10g fresh kiwi fruit juice, 10g fresh mango juice, 10g fresh passion fruit juice, 10g fresh pomegranate juice, 10g fresh raspberry juice, 10g fresh strawberry juice, 10g fresh blueberry juice, 10g fresh blackberry juice, 10g fresh elderberry juice, 10g fresh yuzu juice, 10g fresh lime juice, 10g fresh lemon juice, 10g fresh orange juice, 10g fresh grapefruit juice, 10g 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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:

Rick Beaumont

rick.beaumont@agilemedia.co.uk

www.harperswinestars.com



➤ 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
- Design Awards
- 50 Best Indies
- Wine Stars
- Think Spirits
- Think Italy
- Think France
- Hot 50



BRINGING SPECIALISTS
AND INDEPENDENTS TOGETHER
— SINCE 2005 —



CONTACT US

EDITORIAL

EDITOR

Andrew Catchpole

+44 (0)1293 590055

andrew.catchpole@agilemedia.co.uk

FEATURES & INSIGHTS EDITOR

Jo Gilbert

+44 01293 558139

jo.gilbert@agilemedia.co.uk

NEWS & WEBSITE EDITOR

Lisa Riley

+44 01293 590057

lisa.riley@agilemedia.co.uk

ART DIRECTOR

Christine Freeman

+44 (0)1293 608852

christine.freeman@agilemedia.co.uk

ART EDITOR

James Down

+44 (0)1293 698853

james.down@agilemedia.co.uk

ADVERTISING

PUBLISHER

Lee Sharkey

+44 (0)1293 558136

lee.sharkey@agilemedia.co.uk

COMMERCIAL MANAGER

Stuart Sadler

+44 (0)1293 590054

stuart.sadler@agilemedia.co.uk

ACCOUNT MANAGER

Luke Robinson

+44 (0)1293 558137

luke.robinson@agilemedia.co.uk

AD PRODUCTION

CC Media Group

Kevin Porter

+44 (0)20 7216 6449

harperswineandspirit@ccmediagroup.co.uk

EVENTS

EVENTS SALES MANAGER

Rick Beaumont

+44 (0)1293 558130

rick.beaumont@agilemedia.co.uk

AGILE MEDIA LTD

Harpers Wine & Spirit

is published by:

Agile Media Ltd

Jubilee House

56-58 Church Walk,

Burgess Hill

West Sussex,

RH15 9SN

+44 (0)1293 590040

MANAGING DIRECTOR

Russell Dodd

russell.dodd@agilemedia.co.uk

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

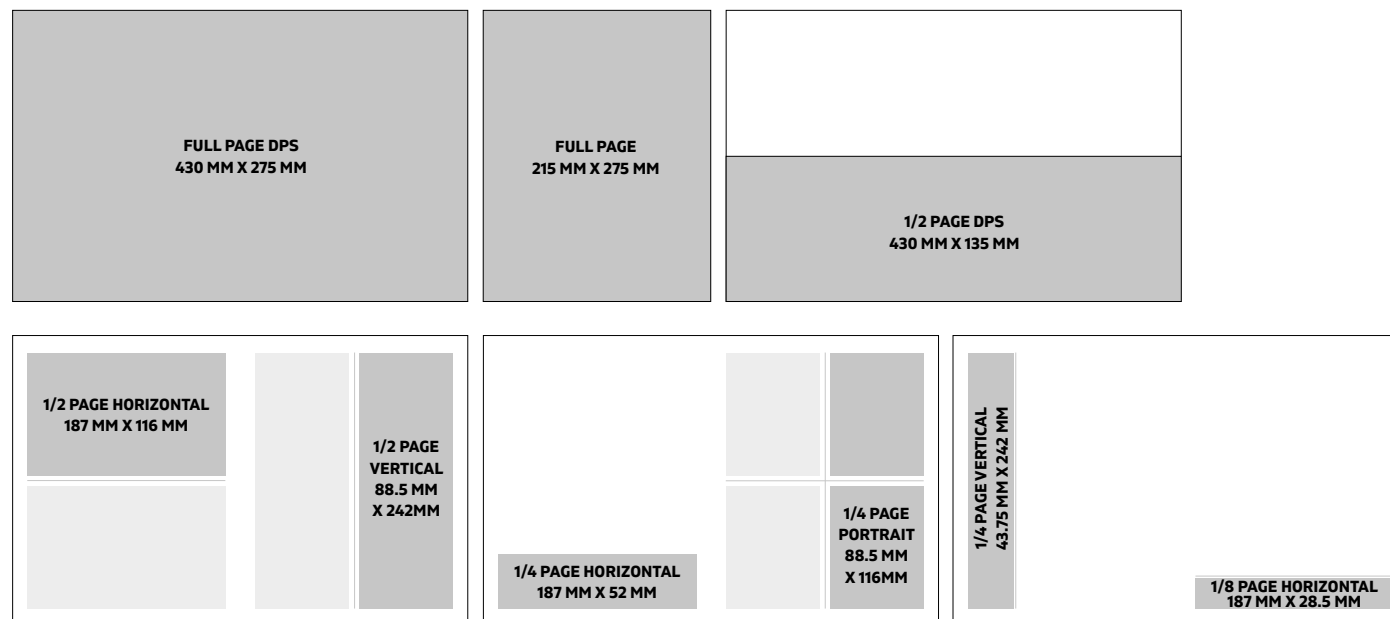
➤ All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call 020 7216 6449 or 020 7216 6407 for an artwork reference number if unsure. If you are sending complete artwork and not a PDF file you must first place all the relevant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

CONTACT: Kevin Porter

Tel: +44 (0)20 7216 6449

Email: harperswineandspirit@ccmediagroup.co.uk

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.

The screenshot shows the Harpers.co.uk website layout with the following technical specifications for ad units:

- Left section:** 292px by 1050px for 1600x1200 screen resolution
- Left section:** 132px by 900px for 1280x1024 screen resolution
- Right section:** 132px by 900px for 1280x1024 screen resolution
- Right section:** 292px by 1050px for 1600x1200 screen resolution

The website content includes:

- Header:** HARPERS.CO.UK, NEWS, ANALYSIS & INSIGHTS, PEOPLE & OPINION, WINE, SPIRITS, SECTORS, CAMPAIGNS, EVENTS & AWARDS, DRINKS WHOLESALES.
- Leader board banner:** The Future of Wine Experts | Broadland
- Breaking News:** Douro harvest delivers quality on back of "absurdly low" yields, Howard's Foily to up production five-fold, Tesco boxes out low and alcohol for the first time at autumn tasting, Plumpton line up for next Wine Talkie series, Kingsland expands Shorn on Tour range with Malbec.
- News:** Clara, Chapel Down appoints head of brewing for its Curious Brewery arm, Maker's Mark launches new collection to tap Brits' thirst for American whisky, Jascots adds Hungarian producer.
- Analysis & Insights:** Tipping point, Wine online pulls in punters.
- People & Opinion:** Guy Woodward: Nyetimber's gift to the industry, Joe Fattorini: Increase your.
- Search:** Search bar.
- Newsletter:** Enter your e-mail, SUBSCRIBE.
- Mid Page Unit (MPU):** Wines, the directory HARPERS WINE SPIRIT.



HARPERS WINE & SPIRIT

COMMERCIAL MANAGER

Stuart Sadler

+44 (0)1293 590054

stuart.sadler@agilemedia.co.uk