

# HARPERS WINE & SPIRIT

## MEDIA PACK 2023



# EDITORS COMMENT

A top-down view of a workspace. In the top right corner, there is a silver laptop with a black keyboard. To its left is a white computer mouse. Above the mouse is a white cup of coffee with a red handle. Below the mouse are a pair of tortoiseshell glasses and a white pen resting on a dark brown leather folder or notebook. The entire scene is set against a light teal background.

**I**n a fast-evolving world where challenges to and opportunities for trade are constantly shifting, the need for drinks businesses to be able to access up-to-the-minute news, analysis and opinion has never been more important. Which is why Harpers Wine & Spirit, as the only subscription publication and free news service to span the whole of the industry, continues to be the go-to source for readers seeking authoritative and informed content across the whole spectrum of the production, supply and retail chain.

Dedicated to reporting on the drinks sector for almost 150 years, Harpers continues to examine and explore the topics and issues affecting all facets of the trade. And it does this with a singular aim of allowing stakeholders across the industry to take the information-based decisions that will allow them to 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, the quality on and off-trade retailers, online operators, 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](http://harpers.co.uk), newsletters and news alerts, plus a busy roster of popular industry focused events both virtual and physical, Harpers is the pre-eminent publication for those looking to stay informed as to the latest industry developments and news as it happens.

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

**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,**  
HEAD OF BWS, M&S

*"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 2023

ISSUE	FEATURES 2023	TASTE OFF	REPORTS	EVENTS
Jan 13th	Australia / UK's 50 Best Indies	English Fizz		UK's 50 Best Indies
Feb 10th	Austria / Corks & Closures / New Zealand	Tasmania		SITT / Wine Paris
Mar 10th	Bulk / Champagne / Portugal / Rum		South America Report	Prowein
April 7th	Gin / USA / Tonics	War of the Rosés	Sustainability Report	
May 5th	Adult soft drinks / Spain / 30 Under Thirty		Italy Report	London Wine Fair / 30 Under Thirty
June 9th	Malbec / Sparkling / Greece		France Report	
July 7th	Premium Spirits / Water / Top 25 Sommeliers	Riesling Old vs New World	UK's Top 25 Sommeliers	
Aug 4th	Australia / Design + Packaging / Succession (family wineries)		The Unusual Suspects	
Sept 8th	UK's 50 Best Wholesalers / Chile / No & Low			SITT / UK's 50 Best Wholesalers
Oct 6th	Christmas Campaigns / Argentina / Sherry	Garnacha / Grenache	Spain Report	
Nov 10th	Port / South Africa/ Whiskies		Sustainability Report	
Dec 8th	Wine Tourism / Design Awards / Design & Packaging			

## PUBLISHER

Lee Sharkey

+44 (0)1293 558136

lee.sharkey@agilemedia.co.uk

## COMMERCIAL DIRECTOR

Stuart Sadler

+44 (0)1293 590054

stuart.sadler@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

27040

Average monthly readership

13,000

Registered users

28000

Twitter followers

## ONLINE

143,829

page views per month

68,122

Unique visitors per month

## PLATFORM

2%

Tablet

36%

Mobile

62%

Desktop

# PRINT RATES

## PRINT ADVERTISING RATES

Size	1-3 Insertions	4-9 Insertions	10+ Insertions
Dps	£4877	£4389	£3951
Full page	£2684	£2416	£2175
Half page	£1516	£1365	£1228
Quarter page	£966	£870	£782
Outside back cover	£2892	£2581	£2303
Inside front cover	£3102	£2791	£2513
Inside back cover	£2892	£2581	£2303

## PRINT RECRUITMENT RATES

Size	Price
Full page	£2271
Half page	£1379
Quarter page	£818

## PRINT ADVERTORIAL RATES

Full page	Price
Final artwork supplied	£2683
Assets & copy supplied / HWS to design	£2858
HWSTR to commission & design (photography not inc.)	£3189
DPS	Price
Final artwork supplied	£4877
Assets & copy supplied / HWSTR to design	£5080
HWSTR to commission & design (photography not inc.)	£5354

## SPECIAL RATES

Option	Rate (full run)
Cover wrap (full page wrap: 4 sides)	£14385
Cigarband	£6028
Bellyband	£9712
Front gatefold	£7088
Back gatefold	£6038
Tip-on (based on client supplying print)	£2625
Full page/cover rate	£4988

## INSERTS RATES

Weight	Price
0-9g	£1801
10-19g	£1856
20-29g	£1911
30-39g	£1966
40-49g	£2020
50-59g	£2075
60-69g	£2129
70-79g	£2184
80-89g	£2239
90-99g	£2293

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	£1050 per week
Super Leaderboard	970 x 90	£500 per week
Premium MPU (above the fold)	300 x 250	£800 per week
MPU	300 x 250	£500 per week
2 week Job Listing	Lineage advert	£250
4 week Job Listing	Lineage advert	£450

## 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
Top Leaderboard 728 x 90	£225 per day
Top Skyscraper 160 x 600	£200 per day
Skyscraper 160 x 600	£190 per day

Bespoke Mailer	Price
First broadcast	£1600
Second broadcast of same mailer (no amends)	£1125

## ONLINE EVENTS

Utilising Harpers unique audience and respected voice we will work with you to promote your brand/event to the wine and spirit trade.

Bespoke	Price
Digital Round tables	POA
Webinars	POA
Online Masterclasses	POA
Podcast/Interview	POA
Promotional Feature Box	£800 per week



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.

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.

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



**HEADLINE  
HEROES**

Celebrating a milestone anniversary this year, Casa Real is a pioneer of Hispanic viticulture. **James Lawrence** discusses the company's latest moves to ensure it is "fufilling its role as a 'custodian of the soil'."





# Casa Real: Thirty years of excellence

**C**asa Real is a thriving pioneer for the agri-food sector. The California company, producing award-winning and highly driven, continues to grow faster than ever, with a vision of becoming the most innovative and successful wine producer in the world, while being the most responsible in the Major Valley. Since the wine's incorporation into the table, it has grown its international presence, with 100% exportation. As the Santa Rita winemaker's slogan says, "We are Casa Real, we are the world – everything."

Broad-based growth has imbued the 30th anniversary of product with deep significance, the extent of which is reflected in the company's growth.

Founded in 2014, Casa Real is currently regarded as one of Chile's most innovative wine producers. The company is part of the Colchagua Region, Chile's most important wine region, and has been chosen for its growth by the Chilean government. Casa Real is the first generation of a winery that has been founded in the region, and is the first winery to be awarded the "100% Chilean" award by the Chilean government.

Since 2014, Casa Real has been recognized as one of the most innovative wine producers in the world, and has been chosen for its growth by the Chilean government. The company is the first generation of a winery that has been founded in the region, and is the first winery to be awarded the "100% Chilean" award by the Chilean government.

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**Label:** "To our core, we want to make wines that are earthy, elegant and approachable, with high levels of acidity and fruit. We want to deliver pleasure."

*or*

**QUALITY TEST**

Like any winemaker, Label believes that the quest for greater precision and quality never ends. In 2014, Casa Real was the first winery to be awarded the "100% Chilean" award by the Chilean government. The company is the first generation of a winery that has been founded in the region, and is the first winery to be awarded the "100% Chilean" award by the Chilean government.




**Winemaker Santa Rita**

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# SPAIN

HARPERS **WINE** SPIRITS

REPORT 2022



JUST BECAUSE IT'S CHARTER  
Harpers Sustainability Charter

# HARPERS SUSTAINABILITY CHARTER

## Green Agenda

As the first part of the Sustainability Charter, **gates' momentum**, **James Laurence** looks at the progress made by just some of the first movers

It's a long time since the first business sustainability charters were introduced. Back then, you could find a number of notable ones, including the **United Nations Global Compact** and the **World Economic Forum's Principles for Responsible Management**. But it was the **United Nations Global Compact** that really got the attention of business leaders. It was the first to be signed by a large number of companies, and it was the first to be endorsed by the United Nations. It was the first to be signed by a large number of companies, and it was the first to be endorsed by the United Nations. It was the first to be signed by a large number of companies, and it was the first to be endorsed by the United Nations.

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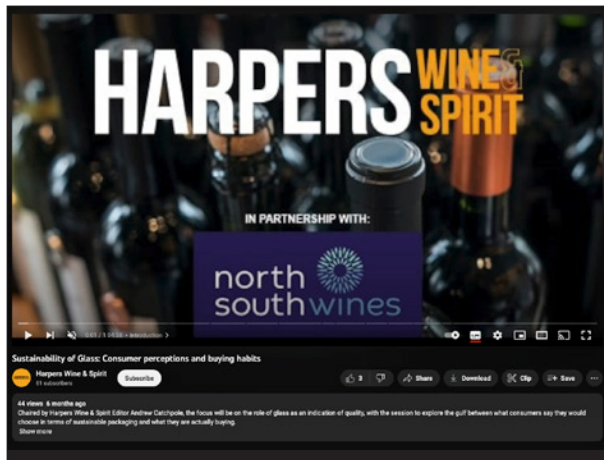
By James Laurence, 10th November 2012

10th November 2012

The cover of the 2022 Harpers Wine Spirit Report features a photograph of a modern, curved glass building at night. The building's facade is illuminated from within, creating a warm glow that contrasts with the deep blue twilight sky. The architecture is characterized by its fluid, undulating lines and the way it reflects the ambient light. The title 'FRANCE' is printed in large, bold, yellow capital letters at the top. Below it, 'HARPERS WINE SPIRIT' is written in smaller white text, and 'REPORT 2022' is displayed in large, bold, white capital letters on the right side. The overall composition is dynamic and visually striking.



# BESPOKE PROJECTS



**ADVERTISEMENT FEATURE**

## Côtes de Bordeaux: Five terroirs

With careful label buyers looking for accessible and affordable Bordeaux, we set up a tasting of Côtes de Bordeaux wines to explore the diversity and value offered by its sub-regions, picking out 29 of the most characterful and enjoyable expressions from these unexpected flights

**SEIZING UP CÔTES DE BORDEAUX**

Comparing the sub-regions, the Côtes de Bordeaux vineyards collectively cover 112,000ha of Bordeaux's 160,000ha, and are known for more than 100 appellations. The most common of these are the five sub-regions of which this wine is the focus: the sub-regions include:

- 1. **Graves** Côtes de Bordeaux (AOC)
- 2. **Libournais** Côtes de Bordeaux (AOC)
- 3. **Macoussais** Côtes de Bordeaux (AOC)
- 4. **Entre-deux-Mers** Côtes de Bordeaux (AOC)
- 5. **Blaye** Côtes de Bordeaux (AOC)

**QUALITY CONQUERS**

Back to the 18th century quality in the Côtes de Bordeaux was the exception rather than the rule. The most common wine was high price, high quality and made from pure, unblended grapes. The quality of the wine was often determined by the quality of the soil. The quality of the wine was often determined by the quality of the soil. The quality of the wine was often determined by the quality of the soil.

**THE TASTERS**

1. **Benjamin Chénais**, manager, The Vineyard  
2. **John Bates**, wine manager, The Vineyard  
3. **Andrew Cartwright**, author, Harpers Wine & Spirit

**THE WINES**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Graves, 12.99  
2. **Château de la Roche** 2019, Côtes de Bordeaux, Libournais, 12.99  
3. **Château de la Roche** 2019, Côtes de Bordeaux, Macoussais, 12.99  
4. **Château de la Roche** 2019, Côtes de Bordeaux, Entre-deux-Mers, 12.99  
5. **Château de la Roche** 2019, Côtes de Bordeaux, Blaye, 12.99

**ADVERTISEMENT FEATURE**

## The tasting

**BLAYE CÔTES DE BORDEAUX**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Blaye, 12.99

**LIBOURNAIS CÔTES DE BORDEAUX**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Libournais, 12.99

**MACOUSSAIS CÔTES DE BORDEAUX**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Macoussais, 12.99

**ENTRE-DEUX-MERS CÔTES DE BORDEAUX**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Entre-deux-Mers, 12.99

**GRAVES CÔTES DE BORDEAUX**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Graves, 12.99

**SAINT-FOY CÔTES DE BORDEAUX**

1. **Château de la Roche** 2019, Côtes de Bordeaux, Saint-Foy, 12.99

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.

## OPTIONS

- Roundtables
- Buyer trips
- Retailer promotions
- Tastings
- Virtual tastings
- Forum panel discussions
- Masterclasses
- Webinars

# EVENTS

## OUR EVENTS

- SITT
- Design Awards
- UK's 50 Best Indies
- 30 Under Thirty
- Spirits Insights
- Think Rum



BRINGING SPECIALISTS  
AND INDEPENDENTS TOGETHER  
— SINCE 2005 —



# CONTACT US

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## EDITORIAL

### EDITOR

**Andrew Catchpole**

+44 (0)1293 590055

andrew.catchpole@agilemedia.co.uk

### DEPUTY EDITOR

**Jo Gilbert**

+44 01293 558139

jo.gilbert@agilemedia.co.uk

### SENIOR REPORTER

**James Bayley**

+44 01293 590057

james.bayley@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 DIRECTOR

**Stuart Sadler**

+44 (0)1293 590054

stuart.sadler@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 9AN**

+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 websites, 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

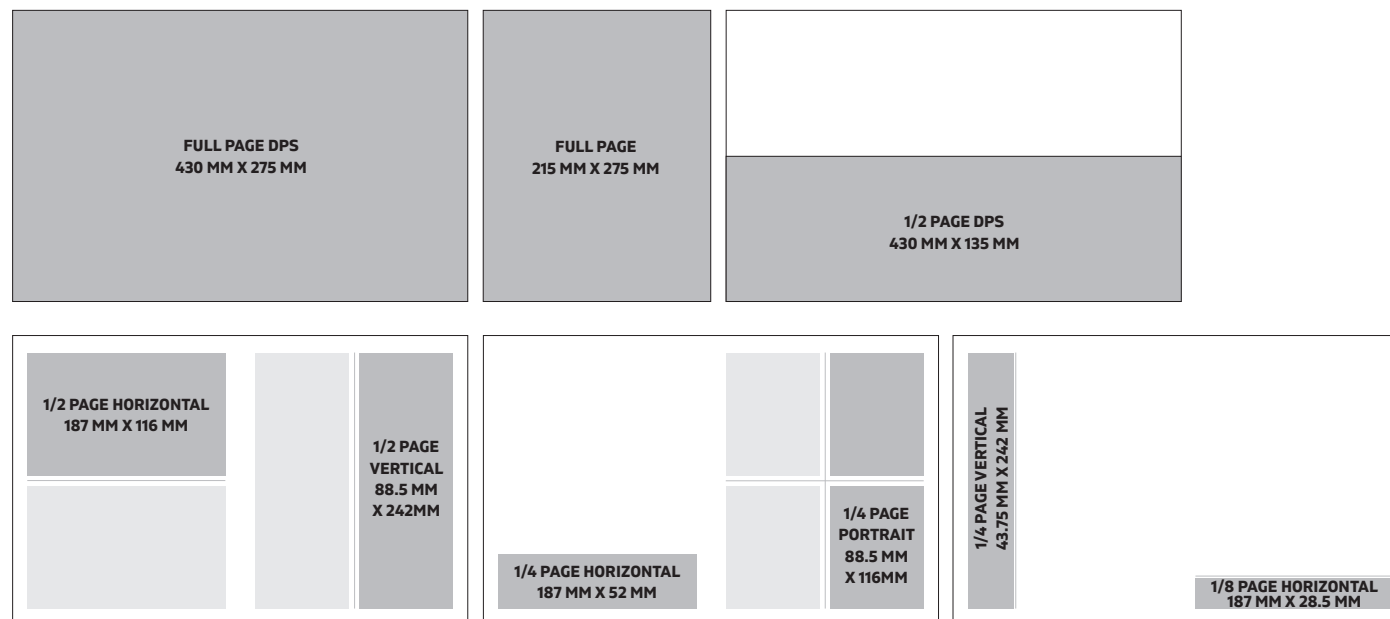
➤ All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call 020 7216 6449 or 020 7216 6407 for an artwork reference number if unsure. If you are sending complete artwork and not a PDF file you must first place all the relevant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

## CONTACT: Kevin Porter

Tel: +44 (0)20 7216 6449

Email: [harperswineandspirit@ccmediagroup.co.uk](mailto: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)

<b>Website – Animated</b>				
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
<b>Expandable website banner – Animated</b>				
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
<b>Mobile website banner – Non animated</b>				
Banner Size	Width px	Height px	File Size kb	
Leaderboard	300	50	40	.Gif or .Jpg
<b>Website background banner – non animated</b>				
Banner Size	Width px	Height px	File Size kb	
Background *	1600	1050	80	.Gif or .Jpg
<b>Newsletter banner – Non animated</b>				
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.







# HARPERS WINE & SPIRIT

**COMMERCIAL DIRECTOR**

Stuart Sadler

+44 (0)1293 590014

[stuart.sadler@agilemedia.co.uk](mailto:stuart.sadler@agilemedia.co.uk)