

HARPERS WINE & SPIRIT

MEDIA PACK 2024



EDITORS COMMENT



In 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, 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*

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%

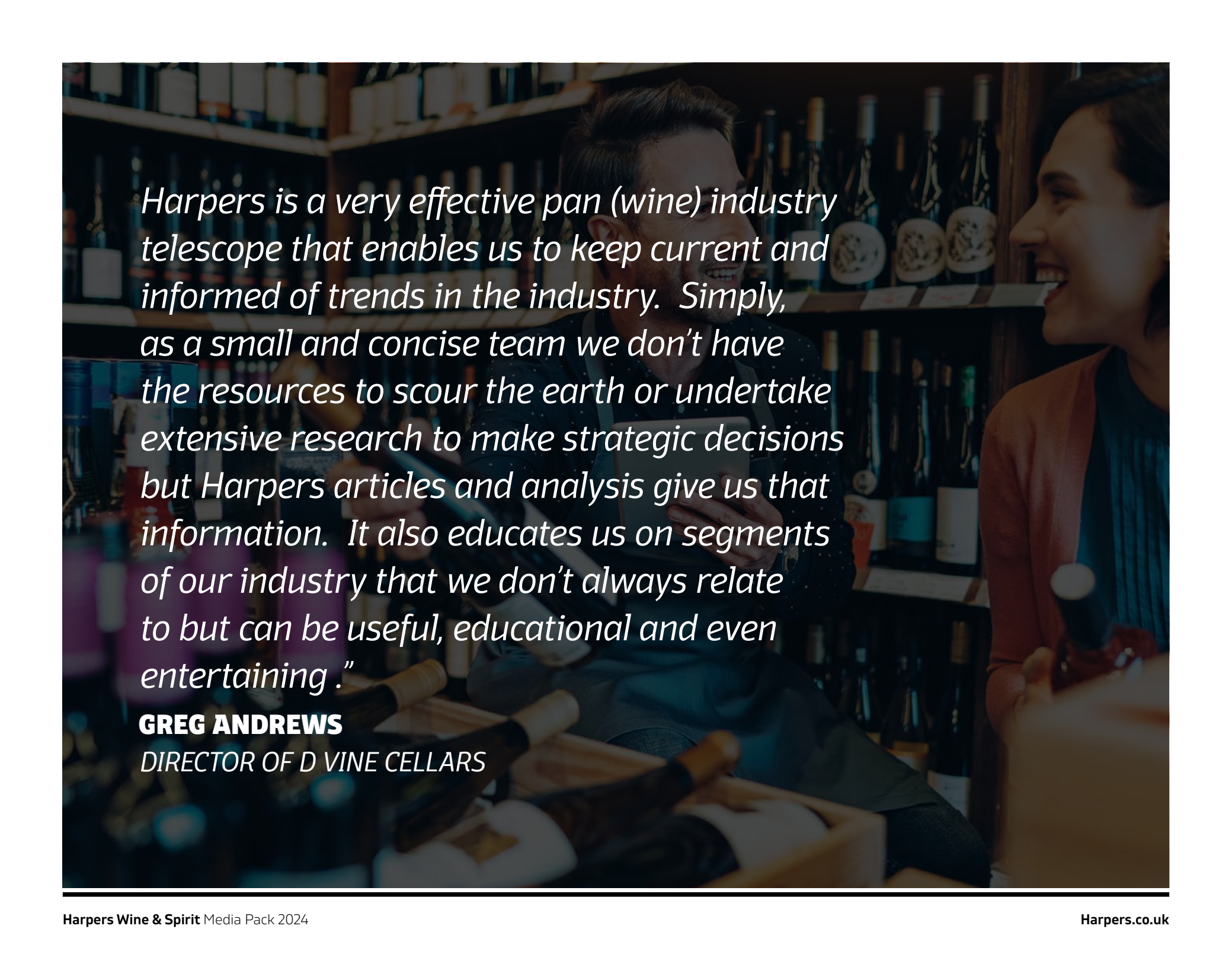
Tablet

36%

Mobile

62%

Desktop

A photograph of a man and a woman in a wine cellar. The man, on the left, is wearing a dark shirt and a grey apron, holding a tablet computer. The woman, on the right, is wearing a red blazer over a blue top. They are both smiling and looking at each other. The background is filled with shelves of wine bottles.

Harpers is a very effective pan (wine) industry telescope that enables us to keep current and informed of trends in the industry. Simply, as a small and concise team we don't have the resources to scour the earth or undertake extensive research to make strategic decisions but Harpers articles and analysis give us that information. It also educates us on segments of our industry that we don't always relate to but can be useful, educational and even entertaining."

GREG ANDREWS

DIRECTOR OF D VINE CELLARS

FEATURES LIST 2024

ISSUE	FEATURES 2023	TASTE OFF	REPORTS	EVENTS
Jan	Australia / Portugal / 50 Best Indies / Logistics			50 Best Indies
Feb	Austria / Corks & Closures / New Zealand	Volcanic wines		SITT / Wine Paris
March	Bulk / Rosé / Rum		South America Report	Prowein
April	Gin / USA Spotlight / Tonic + Modern mixers / Sommelier Wine Awards Results	Naturally lower alcohol wines	Sustainability Report	
May	Spain / 30 under 30 / English			London Wine Fair / 30 under 30
June	Malbec / Sparkling / Greece		France Report	
July	Premium Spirits / On-trade Spotlight / Top 25 Sommeliers / Sommelier Wine Awards Trophies	New World vs Old World Chardonnay	Italy Report	UK Top 25 Sommeliers
August	Australia / Design + Packaging / Succession (family wineries)		The Unusual Suspects	
Sept	50 Best Wholesalers / Chile / No & Low			SITT / 50 Best Wholesalers
Oct	Champagne / Argentina / Sherry	Northern Europe	Spain Report	
Nov	Port / South Africa / Whiskies		Sustainability Report	
Dec	Wine Tourism / Design Awards / Design & Packaging			

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SUPPLEMENTS/REPORTS

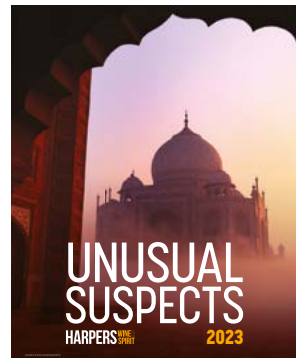
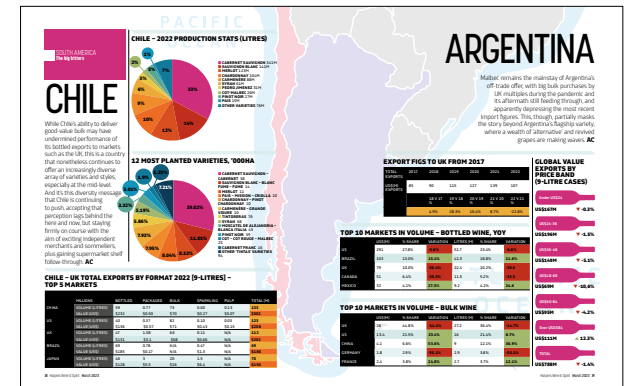
Our supplements and reports are a key part of our schedule giving us the chance to really focus in on a particular sector, region or country across a range of dedicated features and face to face activities. The supplements work as a valuable information resource for buyers, with information on trends for both on and off-trade.

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 CURRENT SUPPLEMENTS

- South America
- Italy
- Unusual Suspects
- Sustainability
- France
- Spain



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

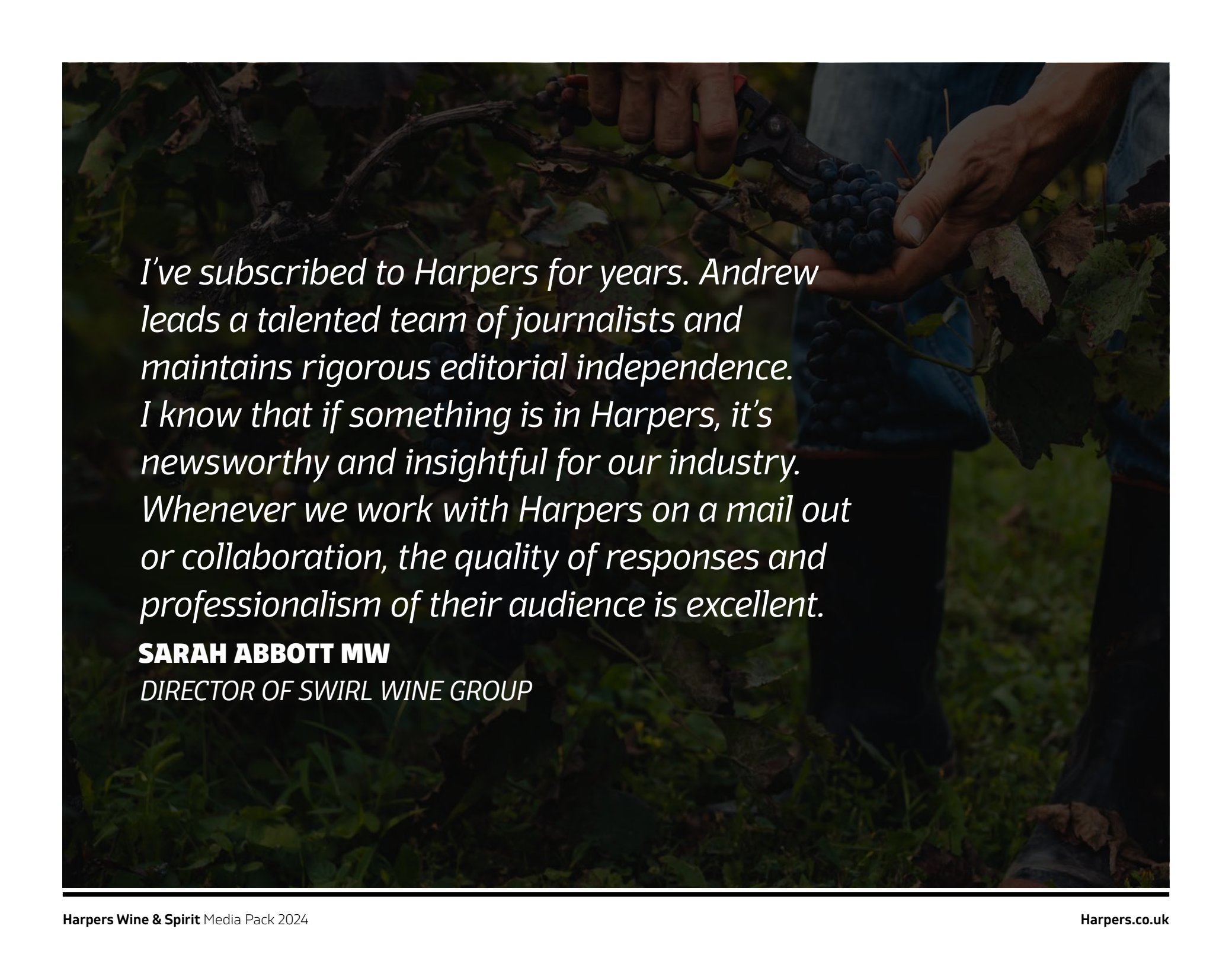
SPECIAL RATES

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.

A photograph of a person's hands harvesting dark grapes from a vine in a vineyard. The person is using pruning shears to cut a bunch of grapes from the vine. The background is a lush green vineyard with many leaves and vines.

I've subscribed to Harpers for years. Andrew leads a talented team of journalists and maintains rigorous editorial independence. I know that if something is in Harpers, it's newsworthy and insightful for our industry. Whenever we work with Harpers on a mail out or collaboration, the quality of responses and professionalism of their audience is excellent.

SARAH ABBOTT MW

DIRECTOR OF SWIRL WINE GROUP

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

EVENTS & INITIATIVES

OUR EVENTS

- SITT
- Design Awards
- UK's 50 Best Indies
- 30 Under Thirty
- Sommelier Wine Awards
- Harpers Sustainability Charter



SITT

BRINGING SPECIALISTS
AND INDEPENDENTS TOGETHER
— SINCE 2005 —

➤ MORE INFO



HARPERS WINE & SPIRIT
30 UNDER THIRTY
2024

➤ MORE INFO



The UK's
50 Best INDIES
2024

➤ MORE INFO



HARPERS DESIGN AWARDS 2024

➤ MORE INFO




BY THE ON-TRADE FOR THE ON-TRADE
SWA SOMMELIER WINE AWARDS
2024

➤ MORE INFO



HARPERS **SUSTAINABILITY CHARTER**

➤ MORE INFO

A woman with blonde hair, wearing a black and white striped shirt and a black apron, is sitting and writing on a clipboard. She is in a wine cellar, with many wine bottles visible in the background. The lighting is dim, and the overall tone is professional and focused.

We work with Harpers regularly because the response from the trade is consistently the best. They are flexible and creative working with us to curate activity that matches the broad ranging needs of our clients. Working with the team at Harpers makes our lives a lot easier!

SUE HARRIS

MD OF WESTBURY COMMUNICATIONS

BESPOKE PROJECTS

Utilising Harpers respected voice and reach we are able to tailor events and projects to your needs, sharing the experience and your brand values with our audience. Some examples are :-

ROUND TABLES / WEBINARS

Round tables / webinars are an amazing way to demonstrate thought leadership and create a connection with your target sector. Primarily a face2face discussion, they also allow excellent branding to our wider audience and add value to your engagement with them. Venue sourcing, consultation on topics and theme, invitations and write up are all covered as part of the package

BUYERS TRIPS

It's always great to get buyers out to experience wineries and wine fairs in situ; to meet the winemakers and really engage with the culture of the wine region. A partnership with Harpers for your buyers trip will give that added coverage in either magazine or website to share the thoughts of those buyers to our audience - their peers and likeminded potential buyers.

DIGITAL BROCHURES

Ideal for regional bodies or awards announcements, a digital brochure offers more than just an advertorial. Our in house design team and editorial support can bring what might otherwise be a list of names to life with an engaging format, images and introductions to share with our audience as well as your wider members. We make our digital brochure free to view and downloadable for all via our website.

MINI TASTINGS

A tasting bringing together a select sector of the trade to taste through a range of similar wines, either from a region or grape variety is an excellent chance to raise awareness and provide in market tasting notes and feedback. With Harpers organising the invitations, venue and write up of findings this is amuch appreciated opportunity for members of the trade to discover a new region



HARPERS SUSTAINABILITY CHARTER

A pledge from the drinks trade

The Harpers Sustainability Charter is aimed at UK based* drinks-related trades and sectors, championing those that are demonstrably advancing sustainable best practices across their businesses.

The goal of this Charter is to build a network of sustainably-minded businesses and be a reference for companies looking to work with sustainable partners. As such, Harpers Sustainability Charter forms part of a dedicated Harpers campaign to help drive sustainability across all facets of the UK drinks trade, by sharing, supporting and promoting best practice.

Harpers will promote the Charter through regular Sustainability coverage across our news pages, social media, monthly newsletter, our biannual Sustainability Reports and a dedicated Sustainability Charter website outlining the goals, achievements and latest case studies and actions in this area from our partners and all signatories. Charter partners will therefore receive a wide range of opportunities to promote their business and sustainable products to the UK drinks trade through both branding and editorial support.

The Harpers Sustainability Charter will be open to all businesses who wish to sign up to commit to achieving sustainability goals. Your own business, your key customers, your suppliers and your peers.

* Businesses with a UK HQ or dedicated UK office

Signatories include:

- ✔ Importers
- ✔ Wholesalers
- ✔ Retailers both independent and multiples
- ✔ On-trade businesses including independents, groups and chains.
- ✔ Producers with UK HQ's
- ✔ Logistics companies
- ✔ Warehousing

TESTIMONIALS:

"We are a relatively new business. This puts us in a good position to build an organisation that is fit for the future. Signing up to the Harpers Sustainability Charter is exactly that, working together to drive change, share best practice, raise awareness and challenge the wider industry. We can do our bit as North South Wines, but together as an industry we can achieve so much more."

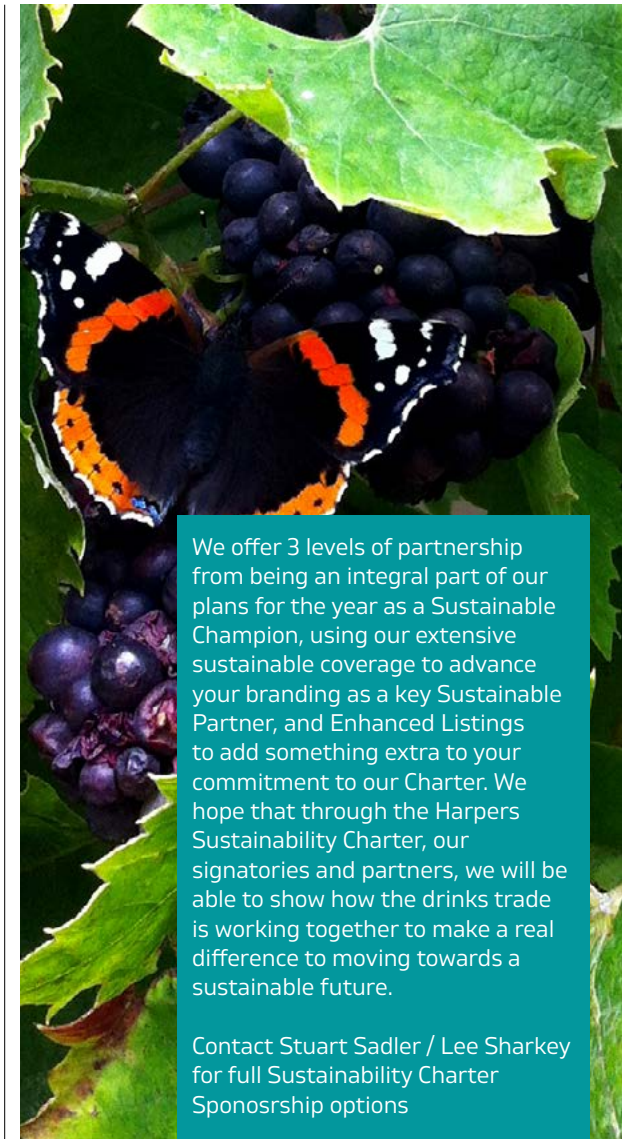
Kim Wilson, MD at North South Wines

"The launch of the Harpers Sustainability Charter coincided with Enotria & Coe's own refocusing on sustainability as a key strategic objective for the business. Having the opportunity to document and share this journey through the Harpers Sustainability Charter was great timing."

Zippy Bakowska, head of marketing at Enotria & Coe


"Harpers has led the way in galvanising different sectors of the trade, encouraging the dissemination of best practices and shared objectives. Thanks to the passion and dedication of the Harpers Sustainability Charter's signatories, a once high-minded goal is becoming a plausible reality."

Marta Rivera, sustainability manager at Alliance Wine



We offer 3 levels of partnership from being an integral part of our plans for the year as a Sustainable Champion, using our extensive sustainable coverage to advance your branding as a key Sustainable Partner, and Enhanced Listings to add something extra to your commitment to our Charter. We hope that through the Harpers Sustainability Charter, our signatories and partners, we will be able to show how the drinks trade is working together to make a real difference to moving towards a sustainable future.

Contact Stuart Sadler / Lee Sharkey for full Sustainability Charter Sponsorship options

A close-up photograph of a person's hands using a long wooden pestle to stir a dark red wine in a large, circular wooden barrel. The wine is thick and dark, and the barrel's interior is visible. The scene is dimly lit, focusing on the action of stirring.

Harpers is a great source of information for us that allows us to give better advice to our French producers, and we were very happy to work with the Harpers team to promote VIN, the UK's largest French wine tasting, in 2023. We saw a significant uptick in sign-ups around each action, and Lee is always helpful, reactive & full of new ideas.

PENELOPE ATKINSON

SENIOR PRESS & COMMUNICATIONS OFFICER AT BUSINESS 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 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.

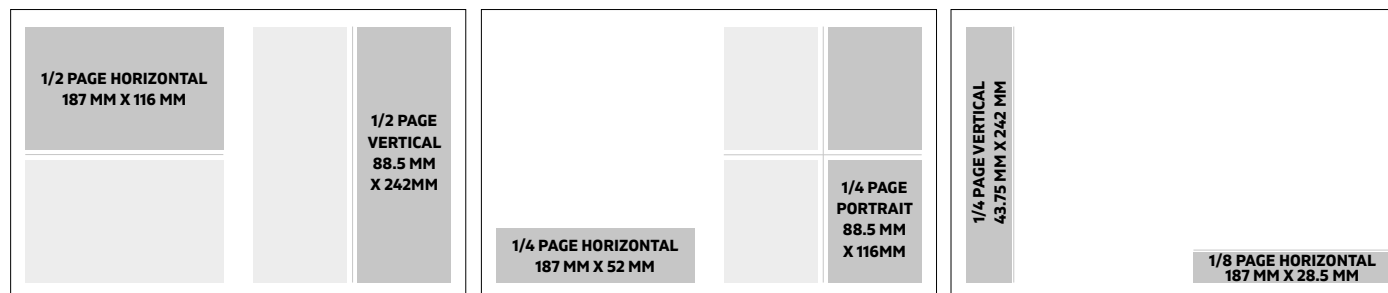
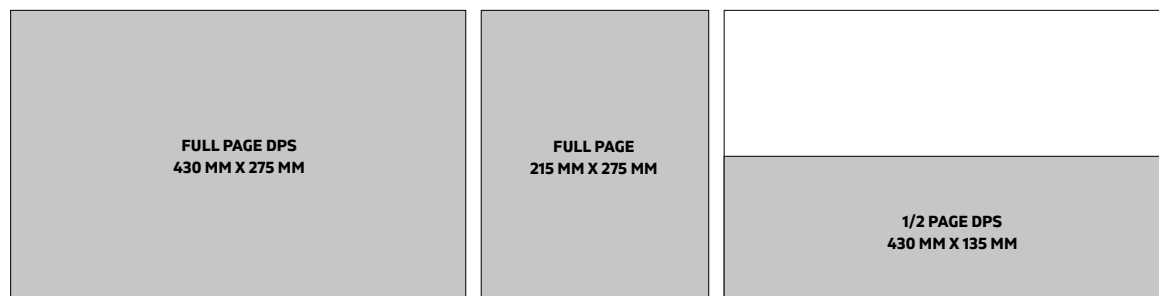
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HARPERS MAGAZINE IS SIZE: 215mm x 275mm (width x height)

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.

The image shows a screenshot of the Harpers.co.uk website with several ad units highlighted and their technical specifications listed. The website header includes the Harpers.co.uk logo, a subscriber login link, and a navigation menu with categories like NEWS, ANALYSIS & INSIGHTS, PEOPLE & OPINION, WINE, SPIRITS, SECTIONS, and EVENTS & AWARDS. A search bar is also present.

Left side specifications:

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

Right side specifications:

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

Website Content:

- Super Leaderboard:** PORT GRAND TASTING 2022 29 NOVEMBER, 11 A.M. - 4 P.M. THE CHARTERHOUSE - LONDON
- Breaking News:**
 - St Austell Brewery agrees investment with Harbour Brewing Co
 - 2022 harvest puts Sogevinus 'to the test'
 - Value of fine and rare whisky auction sales surge by 21%
 - Bulk rides high as global trade in wine grows
 - Gransale Rocks puts out PET trial
- News:**
 - Friday read: Not a match - why is sherry failing to find its groove?
 - Berry Bros. & Rudd dives into regenerative viticulture collaboration
 - Rioja's white exports grow, but overall market dips
 - Lancaster's Italian partner Tomiaco steps up to sustainability
- Newsletter:** Includes a sign-up form with the text "enter your e-mail" and a "SUBSCRIBE" button.
- Mid Page Unit (MPU):** A large yellow rectangular unit.
- Analysis & Insights:** Bordeaux's evolution, CIVI: Talking Bordeaux
- People & Opinion:** Viticulture in focus: What are the major trends?, Talking heads: Dynamic
- Bottom right:** Mick Gilbert: Don't listen to the snobs..., Value of fine and rare whisky auction sa..., Takamaka Rum

A close-up photograph of several hands holding champagne flutes, clinking them together in a toast. The scene is dimly lit with warm, golden bokeh lights in the background, creating a festive and intimate atmosphere. The champagne is visible in the glasses, with a thin layer of foam on top. The overall mood is celebratory and elegant.

HARPERS WINE & SPIRIT