2024/25



1 MARCH 2024 - 28 FEB 2025 | ALL PRICES EXCLUDE VAT

RateCard

# **Publication, Advertising,** Web & DtC Services

## Winery Directory Membership

Directory / Annual Membership	

Publication of all your content on wine.co.za - all year row Winery, Wines, News, Events, People, Tour (Eat, Sleep, Do

#### Website Development & Hosting

Ts & Cs apply: Must be either Partner or Gold listing. Monthly price includes listing price.

	PARTNER	GOLD
ınd Taste)	R 2 220 p.m. / R 22 200 p.a.	<b>R 4 230 p.m. / R 42 300 p.a.</b> * Includes added exposure
	<b>R 2 900 p.m.</b> Or <b>R17 500</b> once off	<b>R 4 900 p.m.</b> Or <b>R17 500</b> once off

### Advertising

Top up your Partner & Gold Listings and get 10% off Not a member, or want to bump up your content with us?

Across the wine co.zz platform - Limited space.   R 3 700   R 1 300     6 000 impressions monthly + 70 000 impressions annually.   R 3 700   A x weeks Banner Ad     Featured: News, Diary & Classifieds   R 2 300   R 1 150   R 450     Includes social media posts for News & Diary   R 4 200   S x days Featured   S social posts   R 3 700     Boost Your Business / Launch A Wine   R 4 200   S x weeks Banners & S x days Featured News   R 3 700   S x weeks Banners & S x days Featured Diary     Press release writing (limited to 1 000 words)   R 3 000   S x weeks Featured Diary   PREMIUM     Make your voice heard - Wine Routes, Suppliers, Educators, Wine Shows, Awards & more   Suppliers, Educators, Educators, S weeks & S and a context of the sea   R 13 000 p.a.   R 25 000 p.a.	<b>Banner Adverts</b> Across the wine.co.za platform - Limited space. 6 000 impressions monthly + 70 000 impressions annually.		MONTHLY	<b>WEEKLY</b> <b>R 1 300</b> 1 x week Banner Ad	
Featured: News, Diary & Classifieds Includes social media posts for News & Diary   R 2 300 3 x days Featured & social posts   R 1150 1 x week Featured & social posts   R 450 1 x week Featured & social posts     Boost Your Business / Launch A Wine Combined Banner & Featured News or Diary   R 4 200 3 x weeks Banners & 3 x days Featured News   R 3 700 3 x weeks Banners & 2 x weeks Featured Diary   R 3 700 					
Featured:: News, Diary & Classifieds Includes social media posts for News & Diary   3 x days Featured & social posts   1 x week Featured & social posts <t< th=""><th></th><th>NEWS</th><th>DIARY</th><th>CLASSIFIEDS</th></t<>		NEWS	DIARY	CLASSIFIEDS	
BOOST YOUP Business / Launch A wine Combined Banner & Featured News or Diary   3 x weeks Banners & 3 x days Featured News   3 x weeks Banners & 2 x weeks Featured Diary     Press release writing (limited to 1 000 words)   R 3 000   X   X     Spotlight Pages Make your voice heard - Wine Routes, Suppliers, Educators, Wine Shows, Awards & more   BASIC   PREMIUM		3 x days Featured	1 x week Featured	<b>R 450</b> 1 x week Featured	
Spotlight Pages BASIC PREMIUM   Make your voice heard - Wine Routes, Suppliers, Educators, Wine Shows, Awards & more R 13 000 p.a. R 25 000 p.a.		3 x weeks Banners &	3 x weeks Banners &	<i>,</i>	
Spotlight Pages   Endote   Endote     Make your voice heard - Wine Routes, Suppliers, Educators,   R 13 000 p.a.   R 25 000 p.a.     Wine Shows, Awards & more   Z x Endured Nows   Endote	Press release writing (limited to 1 000 words)	R 3 000			
Make your voice heard - Wine Routes, Suppliers, Educators, Wine Shows, Awards & more	Spotlight Pages		BASIC	PREMIUM	
- Dedicated page PLUS - Featured News, Events PLUS 6x Featured Diary 6x Featured Diary	Make your voice heard - Wine Routes, Suppliers, Educators, Wine Shows, Awards & more - Dedicated page PLUS - Featured News, Events PLUS		3 x Featured News 3 x Featured Diary	<b>R 25 000 p.a.</b> 6 x Featured News 6 x Featured Diary Plus 10 x weeks Banner Ac	

We share your content on our Twitter, Instagram, Facebook and LinkedIn pages

R 1 500 per post



Newsletter Creation	SET UP ONGOING		SENDING
Sending branded emailers to your customers	R 3 400	<b>R 680 / hr</b> Design Fee	R 100 / Campaign + R 0.20 / Email Address
<b>DtC Services</b> Direct-to-consumer Audits, Marketing Services and Academy Workshops		AVAIL	ABLE ON REQUEST
<b>Content Creation</b> Get your content created by us. Story Writing, Pack / Bottle Shots, Tasting Photography and Videography	Notes,	AVAIL	ABLE ON REQUEST

### DtC Online Shor

**cellar** direct

DtC Online Shop	SET UP	SERVICE FEE
Let us set up and manage your online wine store	From <b>R 3 200</b>	We take <b>15% commission</b>
One-Pager Website	SET UP	
Single page website development for Cellar Direct clients	R 5 000	
<b>Wine Whisperers</b> Looking to start your own Wine Club or small Shop?	SET UP	AFFILIATE INCOME
	From <b>R 2 000</b>	You receive <b>8% income</b>

