

Publication, Advertising, Web & DTC Services

Directory Membership

Directory / Annual Membership

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

Website Development & Hosting

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

	PARTNER	GOLD
Directory / Annual Membership	R 2 080 p.m. / R 20 800 p.a.	R 3 990 p.m. / R 39 900 p.a. * Includes added exposure
Website Development & Hosting	R 2 750 p.m. Or R16 500 once off	R 4 450 p.m. Or R16 500 once off

* See added BENEFITS Table on Page 3

Advertising

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

Banner Adverts

Across the wine.co.za platform - Limited space.
6 000 impressions monthly
70 000 impressions annually.

MONTHLY	BI-MONTHLY	WEEKLY
R 3 500 4 x weeks Banner Ad	R 1 800 2 x weeks Banner Ad	R 1 200 1 x week Banner Ad

Featured: News, Diary & Classifieds

Includes social media posts for News & Diary

NEWS	DIARY	CLASSIFIEDS
R 2 150 3 x days Featured & social posts	R 1 050 1 x week Featured & social posts	R 350 1 x week Featured

Boost Your Business / Launch A Wine

Combined Banner & Featured News or Diary

R 3 950 3 x weeks Banners & 3 x days Featured News	R 3 500 3 x weeks Banners & 2 x weeks Featured Diary
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Press release writing (limited to 1 000 words)

R 3 000

Social Media Post

We share your content Twitter, Instagram,
Facebook, LinkedIn

R 2 000 1 x post

Spotlight Pages

Make your voice heard - Wine Routes, Suppliers,
Educators, Wine Shows, Awards & more

- Dedicated page PLUS
- Featured News, Events PLUS
- Publication of photos, videos, people profiles

BASIC	STANDARD	PREMIUM
R 10 000 p.a. 2 x Featured News 2 x Featured Diary Plus 5 x weeks Banner Ad	R 19 000 p.a. 5 x Featured News 5 x Featured Diary Plus 10 x weeks Banner Ad	R 35 000 p.a. 10 x Featured News 10 x Featured Diary Plus 20 x weeks Banner Ad

Content Creation

Get your content created by us, discounted for our members

	COST / VALUE <i>Non Clients</i>	PARTNER <i>Cost</i>	GOLD <i>Cost</i>
Story Writing - <i>Per article</i>	R 5 000	R 4 000	R 4 000
Pack Shots / Bottle Shots - <i>Per bottle</i>	R 550	R 500	R 500
Tasting Notes Copy - <i>Per wine</i>	R 620	R 550	R 550
Tasting Notes Design (PDF) - <i>Per wine</i>	R 500	R 400	R 400
Photoshoot (Half Day) - <i>Approximate Cost</i>	R 5 000	R 4 000	R 4 000
Photoshoot (Full Day) - <i>Approximate Cost</i> <i>Ts & Cs apply. Transport charged separately</i>	R 7 500	R 6 000	R 6 000
Video Creation <i>Ts & Cs apply. Transport charged separately</i>	On Request	On Request	On Request
	SET UP	ONGOING	SENDING
Newsletter Creation <i>Sending branded emailers to your customers</i>	R 3 200	R 620 / hr <i>Design Fee</i>	R 100 / Campaign + R 0.20 / Email Address

Features & Benefits Table

Directory Annual Membership

ANNUAL LISTING FEATURES	VALUE	PARTNER COST : R 20 800 Avg 84k views p.a.	GOLD COST: R 39 900 Avg 244k views p.a. Value: Listing R23 400 Value: Exposure: R66 000
	Total: R23 400	Total Value: R23 400	Total Value: R89 400
Winery <i>Logo, intro text, web link, contact details</i>	Value: R 2 000	YES	YES
Wine <i>Full tasting notes, bottle shot, awards, tech analysis, historical data kept</i>	R 2 000 per wine (Avg 5) Value: R 10 000	YES	YES
News <i>Publication of all news + Newsfeed & Twitter</i>	R 800 each (Avg 3) Value: R 2 400	YES	YES
Diary <i>Publication of all diary events + Diaryfeed</i>	R 500 each (Avg 2) Value: R 1 000	YES	YES
Photo Albums & Videos <i>Publication of all photos & YouTube Videos</i>	R 500 each (Avg 2) Value: R 1 000	YES	YES
Tourism Pages <i>(Eat, Sleep, Do & Taste)</i>	R 10 00 each (Avg 3) Value: R 3 000	YES	YES
About Pages	Value: R 500	YES	YES

EXTRA EXPOSURE - included exclusively for our GOLD LISTINGS - Value R66 000

Banner Adverts <i>70 000 impressions p.a.</i>	R 3 000 p.m. 12 x months Value: R 36 000	N/A	YES
Featured <i>Throughout wine.co.za: Home Page, Winery, Wines, News, Diary, Tours</i>	R 0.50 per impression 25 x impressions Value: R 12 500	N/A	YES
Social Media <i>5 x posts p.a (40k+ followers: FB, Insta, Twitter)</i>	R 2 000 per post 5 x posts Value: R 10 000	N/A	YES
Featured News <i>Every article featured in News (1 x day)</i>	R 1 500 each Avg 3 per winery Value: R 4 500	N/A	YES
Featured Events <i>Every event featured in Diary (1 x week)</i>	R 1 000 each Avg 3 per winery Value: R 3 000	N/A	YES

DtC Services

Direct-to-consumer Audits, Marketing Services and Academy Workshops

Audits

DtC Readiness Audit

Full DTC Process Audit with focus on: Database Management, DtC Touch Points, E-commerce Strategy, Social Media Strategy and more.

R 8 500

DtC Readiness Analysis

DTC Process Analysis to assess basic DtC Sales readiness, quick wins and short term DtC action plans.

R 4 000

DtC Sales Analysis

Full DtC Sales analysis to measure and gauge all DtC Sales and measure sales effectiveness - Wine Club, Website, Tasting Room, Staff Sales and On Con & Off Con Aggregated.

R 5 000

Social Media Audit

In depth Social Media Audit of all Channels, including recommendations and quick wins.

R 7 500

Social Media Analysis

General Social Media Analysis of all Channels - measuring if channels are used correctly and if messaging is uniform

R 1 500

Website Audit

General Website audit to assess relevance of data, user experience and call to action

R 1 000

Database Segmentation

Take full advantage of your databases and grow your DtC Sales by migrating and segmenting your customers based on historic sales and trends for future success

R 7 500

DtC Mail List: Contacts (< 1 500)

Monthly Management of your Maillist on MailChimp. Includes monthly fee + 2 mails pm. (min 6 months)

R 2 500 pm

DtC Mail List: Contacts (1 501 - 5 000)

Monthly Management of your Maillist on MailChimp. Includes monthly fee + 2 mails pm. (min 6 months)

R 3 000 pm

DtC Mail List: Contacts (5 001 - 15 000)

Monthly Management of your Maillist on MailChimp. Includes monthly fee + 2 mails pm. (min 6 months)

R 5 000 pm

Email Template Set Up

One off Brand Specific Newsletter and Promotional email template creation (once off)

R 2 500

Coaching Full Service

Direct to Consumer Coaching to grow online sales - Up to 12 Hours a month with strategy sessions with Coach + seat at the workshop + DtC Academy (min 6 months)

R 4 500 pm

Coaching Watch Dog

Our DtC Coach will keep an watchful eye on your DtC strategy and implementation to keep your DtC Champion focused (min 3 months)

R 2 500 pm

E-commerce Setup

Full WooCommerce Setup and Wordpress integration for up to 20 products (once off)

R 10 000

Wine Club Setup

WooCommerce Wine Club Setup plus database integration (once off)

R 6 500

Website Maintenance < 4hrs

General Website maintenance, content and product updates limited to 4 hours (min 6 months)

R 2 500 pm

Services

Weekly Virtual Workshop

Discover DTC methods, master wine marketing, and grow your wine DtC business online (Weekly Virtual DtC Classes)

R 1 500 pp

Monthly Workshop

wine.co.za hosted DtC workshop is repeated the first week of the following month in a face-to-face classroom session.

R 1 000 pp

Quarterly Workshop

Quarterly workshops with a dynamic panel of industry professionals focused on direct-to-consumer (DTC) techniques.

R 1 100 pp

Academy