



Setting the agenda

Setting the agenda, leading the debate

leading the debate

media information 2009

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**Harpers
Wine & Spirit**
TRADES REVIEW

Your business, your issues, your magazine

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Introduction

Consolidation and innovation seem to be the driving trends of the time and we are no different here at Harpers Wine & Spirit. The merger of Harpers and Wine & Spirit magazines in February 2009 was only a few weeks in the making, but the speed in which it happened demonstrates how well suited the two titles are for each other.

Not only did we share the same editorial principles, but we were ultimately both looking to achieve the same goal.

To succeed we need to be able to provide the most relevant, valuable and useful editorial content for our readers. Be it in print, online, through directories, supplements or trade events the overriding driving force behind everything we do is giving our readers the information they need to help them in their businesses and careers.

That mission is at the heart of the new Harpers Wine & Spirit. Our combined strengths will hopefully deliver content that helps you target the right people and influencers for your brands and services.

Harpers Wine & Spirit targets the key decision makers right through the drinks supply chain to retailers, bars, restaurants and hotels. Harpers Wine & Spirit is an international drinks title focused firmly on the UK.

Whether you are a winemaker, producer or distiller, an importer, agent or distributor or an independent wine merchant, multiple buyer or sommelier, Harpers Wine & Spirit can bring you closer together.

But it is vital we also play our part in taking the industry forward. Be it setting the agenda or leading the debate, Harpers Wine & Spirit is committed to challenging the big issues that affect our readers.

After all this is your business and we are dedicated to helping you make the most of it.



Richard Siddle,
Editor

For more information please contact:

Richard Siddle, Editor

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Regular content

The regular content of Harpers Wine & Spirit Trades Review reflects the aims of the magazine - to offer a combination of agenda-setting news, views, analysis and features while maintaining the highest editorial standards.

As well as informing, inspiring and entertaining, the various elements equip drinks professionals from across the on and off-trades with the business tools they need to thrive in today's challenging conditions. Regular editorial content is clearly segmented through eye-catching colour coding and design and includes:

- **News:** All the breaking and exclusive stories you need to know about. Accurate reporting, setting the agenda and being the campaigning and supportive voice of the trade are the hallmarks of our news coverage.
- **News review:** A look back at some of the main events from the week before and a look at the week ahead - all with a good dose of wry humour. Includes **(Don't) hold the front page; My Choice; Quotes of the week and You should find the time to...**
- **Events:** A diary of the events coming up, produced with the Wine & Spirit Trade Association.
- **Analysis:** Includes an in-depth **news feature**, featuring authoritative analysis of an issue impacting the trade as well as bite-sized charts and tables. In addition, **The Briefing** crunches the numbers that matter; **The Big Question** examines a controversial issue and Q&A is an interview with trade figures making the news.
- **Opinion:** A forum for debate. Includes regular trade **columnists; letters; The Critics** and **The World According To** slot featuring a guest critic
- **Taste:** This section forms the heart of the magazine's drinks coverage. Includes **First Taste:** an expert review of the latest wine releases; **New Taste** which looks at new product launches; **My Taste** where various trade figures review recent tastings; producer and merchant profiles and articles about the on-trade in **Restaurant Taste**.
- **Features:** In-depth analysis of the issues that matter, as well as regular country reports, people and company profiles and the occasional themed issue around a topic such as duty.
- **The Business:** Practical advice and inspiring articles to help people not only in their businesses but in their careers, featuring successful business profiles, **What's it like to work at...and Highs and Lows**.
- **Shurely Not:** Time for a bit of fun! The stories that have been making the trade blush, as well as **Quizzical** and Amazing Rephrase.

For more information please contact:

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Readership

Harpers Wine & Spirit Trades Review is read across all sectors of the drinks industry including restaurants, hotels, pubs and retailers. There are tens of thousands of people working within the UK drinks industry but consolidation within both the on and off trade means there are less than 5000 key influencers in the UK industry - Harpers Wine & Spirit Trades Review provides the leading coverage of this power base with no wastage.

The circulation of 5,224 is fully subscribed; people invest in the magazine and take the time to read every issue. Our independent research shows that readers see Harpers Wine & Spirit as 'the voice' of the industry and the most important magazine to read.*

On-trade = 47%

Independent restaurants and sommeliers	28%
Gastropubs	10.5%
Style bars / mixologists	7%
Restaurant chain buyers	<1%
Bar chain buyers	<1%

Off-trade = 44.5%

Independent wine retailers	15%
Supermarkets and multiples e.g. Majestic	15%
Independent wine merchants	12%
Wholesalers	2%
Online retailers	<1%

Other = 8.5%

UK agents, importers and distributors	7.5%
Trade bodies	<1%
PR agencies	<1%

For more information please contact:

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*Source: Leslie Henry Research, December 2008

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Date	Feature	Supplement	Date	Feature	Supplement
Feb 20	Launch Issue: Doea / On-Trade / Portugal		Aug 07	Closures / Australia	
Mar 06	Spain / California / Italy		Aug 21	Premium Bottled Beers / IBC / Italy	Chile
Mar 20	France / Prowein / Germany		Sep 04	Iwc / Boutique Bar Show	Argentina
Apr 03	Value & Budget Issue / Gin		Sep 18	South Africa / Independents / Restaurant Show	Champagne & Sparkling
Apr 17	Design Awards / South Africa / Eastern Europe		Oct 02	White Spirits / Sommelier Choice	
May 01	LIWF / Distil Preview / Italy	Georgia	Oct 16	Regional France (Inc. Cognac / Brandy / Champagne)	
May 11	LIWF / Vodka	Slovenia	Oct 30	Festive Focus / Fortifieds / Logistics	
May 29	Cocktails / Bar Choice		Nov 13	Dark Spirits / Bartenders Choice	
Jun 12	Vinexpo / New World Round Up	South Africa	Nov 27	Closures / Spain	
Jun 26	Italy / Spain		Dec 11	Champagne / Top Performers	Italy
Jul 10	Champagne & Sparkling / Tobacco		Dec 22	Responsible Drinking	
Jul 24	Austria & Central Europe / Fine Wine Investments				

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DISPLAY ADVERTISING

Size	1-3 insertions	4-9 insertions	10+ insertions
DPS	£4510	£4059	£3653
Full page	£2482	£2234	£2011
Half page	£1402	£1262	£1135
Quarter page	£893	£805	£723
Back cover	£3066	£2758	£2482
Inside front cover	£2868	£2581	£2323

ADVERTORIAL

Full page

Final artwork supplied	£2482
Assets & copy supplied / HWSTR to design	£2643
HWSTR to commission & design (photography not inc.)	£2949

Double page spread

Final artwork supplied	£4510
Assets & copy supplied / HWSTR to design	£4697
HWSTR to commission & design (photography not inc.)	£4950

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

Inserts

Please note that these costs are standard and that a 15% premium will be charged for issues with extra distribution

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

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.

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CLASSIFIED RATES

Size	1 insertion	5 insertions -10%	10 insertions -15%	15 insertions -20%	20 insertions -25%	25 insertions -30%
Full page	£1277	£1149	£1085	£1022	£958	£894
Half page	£702	£632	£597	£562	£527	£491
Quarter page	£386	£347	£328	£309	£289	£270
Eighth page	£212	£191	£180	£170	£159	£148
Sixteenth page	£117	£105	£99	£94	£88	£82

RECRUITMENT RATES

Size	Price
Full page	£2100
Half page	£1275
Quarter page	£756
Eighth page	£454

Online rates 2009

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Position

Lead Banner

MPU

Skyscraper

2 week Job Listing

4 week Job Listing

Recruitment Agency listing - Jobs page

Recruitment Agency listing - Jobs page

Wines in the Press

Size in Pixels

468 x 60 Maximum 4 Rotations

300 x 250 Maximum 4 Rotations

120 x 600 Maximum 4 Rotations

Lineage advert

Lineage advert

Listing

Listing & Logo

Website & Weekly Newsletter

Rate

£500 per week

£650 per week

£550 per week

£400

£600

£500 per annum

£650 per annum

£1500 per month

STATS AT A GLANCE:

106,000 Page impressions per month

23,500 Unique users per month

An average of 4 page views per visit

99% of users recommend the site to others

72% of users say the site is their preferred Industry website



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Technical specifications

DISPLAY ADVERTISING

Size	Area	Size in mm
DPS	Bleed	303 x 426
	Trim	297 x 420
	Type area	267 x 400
Full page	Bleed	303 x 216
	Trim	297 x 210
	Type area	267 x 185
1/2 page horizontal	Bleed	151 x 216
	Trim	145 x 210
	Type area	130 x 185
1/2 page vertical	Bleed	151 x 216
	Trim	145 x 210
	Type area	130 x 185
1/2 page DPS	Bleed	151 x 216
	Trim	145 x 210
	Type area	130 x 185
1/4 page horizontal/strip	Bleed	151 x 216
	Trim	145 x 210
	Type area	130 x 185
1/4 page vertical	Bleed	151 x 216
	Trim	145 x 210
	Type area	130 x 185

CLASSIFIED ADVERTISING

Size	Type area in mm
Full page	244 x 185
1/2 page horizontal	116 x 185
1/2 page vertical	244 x 90
1/4 page horizontal	52 x 185
1/4 page vertical	116 x 90
1/8 page	52 x 90
1/16 page	52 x 43

ALL LIVE MATTER TO BE 10mm AWAY FROM TRIM MEASUREMENT.

Bleed should be added to all 4 edges as shown here.

DOUBLE PAGE SPREADS

a 20mm gutter is required for all live matter this is included in the measurement given.

FILE PREPARATION AND DELIVERY

All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication.

Call 01293 610288 for an artwork reference number.

PDF FILES

PDF is our preferred format, supplied as PDFv1.3, composite CMYK.

PDF's made to the PPA Pass4Press standard will meet our specifications.

See page 2 for details.

OTHER FORMATS

We can also accept files in these formats, providing they adhere to the file specifications shown on page 2: Quark Xpress 5, 6, & 7, Indesign CS, CS2 & CS3, Photoshop, Illustrator CS & CS2 & CS3, or as EPSF.

FILE PREPARATION NOTES

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.

NO finished artwork can be accepted as a Word, Powerpoint, Excel, Corel Draw, MS Publisher or PageMaker file.

Text for setting should be supplied as a digital text file.

FILE DELIVERY

File delivery by FTP upload can be made at: <http://www.william-reed.net/uploads/>

If you are sending Complete artwork and not a PDF file your must first place all the relevant artwork into a folder and compress/zip the folder.

When your file has been uploaded please contact your William Reed Ad Production team on the telephone number below.

Files can also be sent by email, mail on CD or DVD, Mac or ISO 9660 format. (Disks will only be returned if accompanied by return packaging).

Copy deadlines, advert specifications and technical support are available at <http://www.william-reed.net>.

Please send material for the attention of the Advertising Production Department
William Reed Business Media, Broadfield Park, Crawley, West Sussex RH11 9RT

Tel: 01293 610288 (direct line)

Fax: 01293 610384

mailto: hwsd.prod@william-reed.co.uk

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