



“Setting the  
Agenda,  
Leading  
the Debate”

WINE  
VS  
SPIRIT

OUR

# Harpers brand

*Setting the agenda leading the debate.*

For over 141 years, Harpers Wine & Spirit has been the must read publication for the UK wine and spirit trade. Harpers' authoritative and informative content make it relevant reading for the whole cross section of stakeholders spanning the UK on and off trade sectors, making it a unique proposition for suppliers trying to target these important routes to market. Harpers is also unique in that it is the only subscription brand for the drinks sector. Our readers invest in the brand because they value its importance and they take the time to read every issue.

Harpers digital first strategy allows the wine and spirits trade to access and be informed of latest industry developments as soon as they happen, via a multiplatform offering of Harpers.co.uk, newsletters and news alerts and social media 24/7.



# Harpers

Wine & Spirit

OCTOBER 2016 | ISSUE 146  
Harpers.co.uk

## Dialling up innovation

Talking technology, change and consumer behaviour at the WSTA conference

<b>Analysis</b> The growing power of Brand Britain	<b>Opinion</b> Guy Woodward on his wine world pet hates	<b>Country Report</b> France's lesser-known regions are generating excitement		<b>On-trade</b> London Cocktail Week and the rise of cool spirit concoctions
---	--	--	---	---

# Summary

The need to be informed about the latest trends, news, views and opportunities has never been greater. That is why we at Harpers are continually looking to upgrade and widen our offer to ensure you have access to the key information you need to help drive your businesses forward.

We've opened up the world of wine and spirits to you like never before, with a digital-first strategy designed to give you access to news, views and insights whenever you need it

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 print content is clearly segmented through eye-catching colour coding design, and online is searchable for wine and spirits, news by country, drink type, or individual brand owner and producer.

Harpers is your one-stop source of comprehensive research, analysis and industry opinion.

## NEWS & ANALYSIS:

Agenda setting news reports and the analysis of the wider impact on the trade

## TRENDS & INSIGHTS:

We focus on the numbers within the latest industry reports and work with our analyst partners to predict the future trends.

## OPINION, COLUMNISTS & BLOGGERS:

Agenda setting opinion from Harpers line up of key trade columnists and guest commentators from both inside and outside the drinks industry.

## Q&A & INTERVIEWS:

Harpers talks in-depth to the major figures from all industry channels to give you first hand access to the most influential figures.

## REPORTS & FEATURES:

Looking at the major trends, opportunities and challenges facing individual wine regions, drinks categories and business practices.

## INDUSTRY SECTORS:

The people and the companies making the news in each of the key sectors in the industry: on-trade and sommeliers, independent wine merchants, multiple and specialist retailers, suppliers and producers.

# Features list 2017

MONTH	FEATURES	SUPPLEMENTS	HARPERS OWN EVENTS	INDUSTRY EVENTS
January 9	Low alcohol   Corks & Closures   New Zealand   Wine Storage   Whiskies		Top 100 OnTrade, Think Rum	Wine Australia, NZ tasting
February 3	Independents   Gin   Portugal   Design   Chile   Top 100 ONTrade   Think Rum		SITT, Drinks Retailing Awards, Drinks Wholesaler event	
March 3	Adult mixers   Spain   Champagne   Germany   Chile	The Drinks Wholesaler	Champagne Summit, Think Gin	Prowein
April 7	Italy   Sherry   US regions   Argentina   Turkey / Lebanon   Think Gin		Drinks Wholesaler event	
May 12	LWF issue   English wine   Port   South Africa   Fairtrade and organic   Australia	Drinks Wholesaler, Sud de France		LWF
June 2	Sake   Wine tech   France   Champagne   Family Wineries		Think Indie, Drink Indie	Vinexpo
July 7	IWC results   Cava   Wine Tourism   Whiskies   Innovation		Design Awards	IWC dinner
August 4	Design Awards   Packaging   Logistics   Premium Australia   Emerging Regions			
September 8	Prosecco   Specialist importers   Gin   Austria	South America, Drinks Wholesaler	SITT, Drinks Wholesaler event	Mercado Chileno
October 6	Christmas issue – wines + fortifieds   France   Vermouth   Corks & Closures	Spain	France Summit, Drinks Wholesaler event	Barullo
November 3	Christmas Spirits   South Africa   Design & Packaging   Champagne	Drinks Wholesaler		
December 1	Logistics   UK agents   Green and sustainability   Craft Beer   Rum	Italy		

# Harpers reach

## READERS

**28,540**

Average monthly readership

**15,000**

Registered users

## SOCIAL MEDIA

**23,000**

Twitter followers

**1,632**

Facebook likes

**9,794**

YouTube views

## ONLINE

**167,310**

Page views per month

**79,028**

Unique visitors per month

**21,352**

Monthly mobile visits

## NEWSLETTER

**132,067**

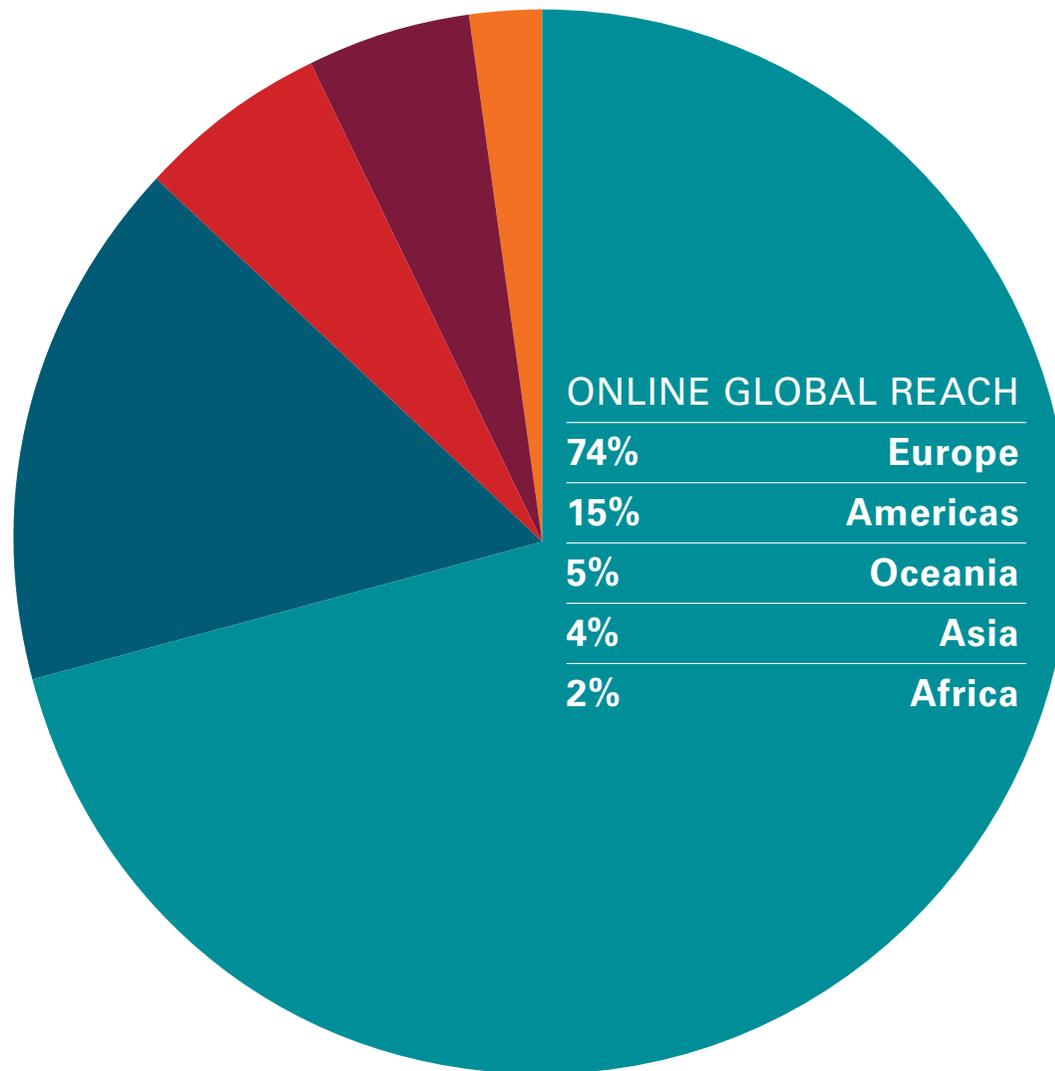
Average emails delivered month

**8%**

Unique user click throughs

**27%**

Click to open rate



# Magazine

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.

## DISPLAY ADVERTS

DPS, full page, 1/2 page, 1/4 page, 1/8 page

## ADVERTORIALS

DPS, full page; Client supplied or fully designed by Harpers

## SPONSORSHIP

Series columns, brand supplements

## SUPPLEMENTS

1. Spain
2. South America
3. South Africa
4. Italy
5. Australia



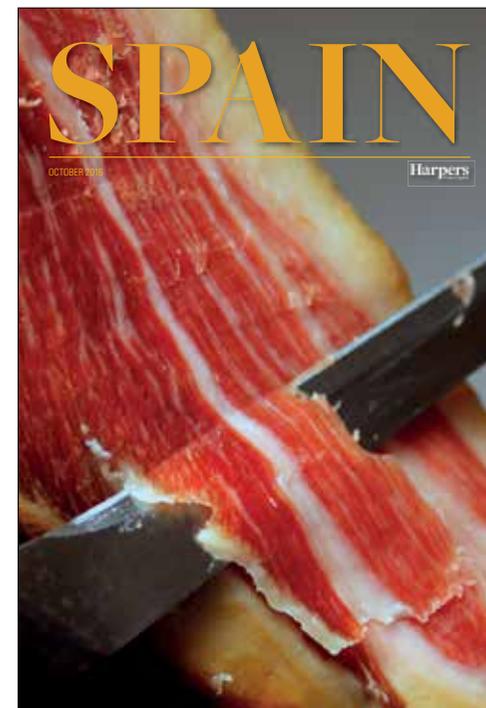
DISPLAY FULL PAGE



THINK INDIE, DRINK INDIE



ROUNDTABLE SPONSORSHIP



SPAIN SUPPLEMENT 2016

# Rate card Print

## PRINT ADVERTISING RATES

Size	1-3 Size	4-9 insertions	10+ insertions
DPS	£4645	£4180	£3763
Full page	£2556	£2301	£2071
Half page	£1444	£1300	£1169
Quarter page	£920	£829	£745
Back cover	£3158	£2841	£2556
Inside front cover	£2954	£2658	£2393
Inside back cover	£2754	£2458	£2193

## PRINT RECRUITMENT RATES

Size	Price
Full page	£2163
Half page	£1313
Quarter page	£779
Eighth page	£468

## PRINT ADVERTORIAL RATES

Full page	Price
Final artwork supplied	£2556
Assets & copy supplied / HWSTR to design	£2722
HWSTR to commission & design (photography not inc.)	£3037

DPS	Price
Final artwork supplied	£4645
Assets & copy supplied / HWSTR to design	£4838
HWSTR to commission & design (photography not inc.)	£5099

## 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 RATES

Weight	Price
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

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.

# Digital

Offering advertisers a targeted niche audience through impactful and proven formats. Technology for banner advertising including flash and video formatting, measurable with accurate data reporting and statistics.

## DISPLAY

Leaderboard, MPU, half page and background

## MAILERS/NEWSLETTERS

Leaderboard Skyscraper

## SPONSORSHIP

Events, campaign supporter

## BESPOKE

Online advertorial

## VIDEOS

Promotion adverts

## JOB LISTING

Recruitment adverts

## EVENTS

Promotion on our events calendar



**HarpersBespoke**

Bespoke  
Image gallery /Video  
Logo  
250+ Word count  
Mutual web referral  
Page takeover



Super leaderboard top 970px/90px  
MPU 300px/250px

Background scrolling 1600px/1050px

Sponsorship logo, mention & link

Job post

Half page 300px/600px

Video 300px/250px

Super leaderboard bottom 970px/90px

# Rate card Digital

## 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	£1000 per week
Super Leaderboard	970 x 90	£400 per week
Premium MPU (above the fold)	300 x 250	£800 per week
MPU	300 x 250 maximum 4 rotations	£650 per week
2 week Job Listing	Lineage advert	£400
4 week Job Listing	Lineage advert	£600

## 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.

Weekly Newsletter Advertising	Price
<ul style="list-style-type: none"> <li>Daily Newsletter</li> <li>Weekly Newsletter</li> </ul>	£190 £500

Monthly Newsletter Advertising	Price
<ul style="list-style-type: none"> <li>Daily Newsletter</li> <li>Weekly Newsletter</li> <li>Independent Newsletter</li> <li>On-Trade Newsletter</li> <li>Job Alert</li> </ul>	£760

Bespoke Mailer	Price
<ul style="list-style-type: none"> <li>Exclusive mailer - targeted database available</li> </ul>	£1,525

## Specifications

All Digital and Print specifications can found on:

[Harpers.co.uk/MediaPack](http://Harpers.co.uk/MediaPack)



# Sponsorship

Alongside the magazine and website, Harpers also offers a full and exciting calendar of face to face events, including:

## HARPERS SUMMITS:

Dedicated days taking an in-depth look at the opportunities within key wine producing countries around the world, through a combination of debates, seminars, tastings, master classes and panel session.

## HARPERS ROUNDTABLES:

Bringing key sectors of the trade together to discuss an agreed theme with potential wine tasting and food pairing to showcase different wine regions

## TRIED & TASTED:

Bespoke promotions designed to put your wine in front of either the on or off trade and their customers and assess how they perform over a trial period, with the results published in Harpers magazine

## HARPERS AWARDS:

The chance to get involved and help reward and recognise the very best in the UK on and off trade with this popular and highly regarded annual event.

## HARPERS ON TOUR:

Dedicated buying trips for specific wineries, countries or regions inviting a targeted group of buyers to see the winemaking first hand, meet the winemakers and of course, sample the wines at source. Supported by social media and full write up within Harpers magazine.

# Contact us

## EDITORIAL

### Editor

---

**Andrew Catchpole**

☎ +44 (0)1293 590055

✉ [Andrew.catchpole@agilemedia.co.uk](mailto:Andrew.catchpole@agilemedia.co.uk)

### Senior Reporter

---

**Jo Gilbert**

☎ +44 01293 590057

✉ [Jo.gilbert@agilemedia.co.uk](mailto:Jo.gilbert@agilemedia.co.uk)

### Art Editor

---

**Christine Freeman**

☎ +44 (0)1293 558138

✉ [Christine.freeman@agilemedia.co.uk](mailto:Christine.freeman@agilemedia.co.uk)

## ADVERTISING

### Commercial Director

---

**Samantha Halliday**

☎ +44 (0)1293 590053

✉ [Samantha.halliday@agilemedia.co.uk](mailto:Samantha.halliday@agilemedia.co.uk)

### Senior Sales Manager

---

**Stuart Sadler**

☎ +44 (0)1293 590054

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

### Account Manager

---

**Erica Stuart**

☎ +44 (0)1293 558132

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

### Account Executive

---

**Marc Lanaway**

☎ +44 (0)1293 558137

✉ [Marc.lanaway@agilemedia.co.uk](mailto:Marc.lanaway@agilemedia.co.uk)

### Ad Production

---

**CC Media Group**

**Kevin Porter**

☎ +44 (0)20 7216 6449

✉ [Harperswineandspirit@ccmediagroup.co.uk](mailto:Harperswineandspirit@ccmediagroup.co.uk)

## AGILE MEDIA LTD

### Publisher

---

**Lee Sharkey**

☎ +44 (0)1293 558136

✉ [Lee.sharkey@agilemedia.co.uk](mailto:Lee.sharkey@agilemedia.co.uk)

## HARPERS WINE & SPIRIT IS PUBLISHED BY:

📍 Agile Media Ltd  
Longley House  
International Drive  
Southgate Avenue  
Crawley  
West Sussex  
RH11 9RT

☎ +44 (0)1293 590040

☎ FAX: 01293 474010

