



# SIX NATIONS WINE CHALLENGE

The New World Champions



**MEDIA KIT - Publication date 5 October 2016**

## Results Book 14<sup>th</sup> Edition

This book will be released at the Six Nations Wine Challenge Trophy Presentation Dinner in Sydney on 5 October 2016. Winning visiting winemakers and leading Government representatives from six nations will be present and will be served the 15 trophy wines during this glittering formal occasion.

Why not make the most of this exciting marketing opportunity by advertising your company in this unique publication. The book will be circulated around the world via the Electronic copy and full color hard copies will go to all participating wine companies, Heads of Governments, sponsors and wine lovers at participating events.

Yours sincerely,

Ms Judith Kennedy President

sixnationswine.com.au



### A quick snapshot of where this book will be seen and read.

**The E-copy** will be seen by thousands of people across the globe. On 5 October 2600 media releases will go out to a giant email audience of Government Embassies, High Commissions and Consulates related to the Challenge. Also wine industry people worldwide, winemakers and tourism companies in the following countries: Australia, New Zealand, South Africa, Chile, Canada, USA and the United Kingdom.

**1500 Hard Mail books** will be dispatched on 5 October.

- 50 copies handed to VIPs at the Trophy Dinner in Sydney 5 October
- 300 copies handed to the guests at the public wine tasting "Thinkers & Drinkers" in Sydney 6 October
- 600 mailed to all countries mentioned above concentrating on Wine and tourism companies.
- 400 copies distributed to Sydney and Melbourne's restaurants for the Sommeliers and Chefs.
- 10 copies each to the 6 judges for personal distribution.
- 100 copies sent to advertisers and sponsors.

#### Social media and web coverage

Face Book, Twitter and Instagram will be used to spread the electronic copy of the book worldwide.

The Web site [sixnationswine.com.au](http://sixnationswine.com.au) will run feature stories on the results including the E copy of the book.



**What makes this wine competition unique?**

**What makes the six judges the most influential voices in wine?**

[CLICK HERE TO FIND OUT](#)



### Publication Format and Material Deadline

297mm x 210mm Portrait format, Printed 4 Colour Digital Offset on High Quality Gloss Art Paper.

**MATERIAL DEADLINE:** Please email advertisements to [sales@6nationswine.com.au](mailto:sales@6nationswine.com.au) by 19 August 2016.

### Advertising Rates

Inside Back Cover.	\$1200 + GST
Inside Front Cover.	\$2000 + GST
Outside Back Cover	\$2000 + GST
Full Page Front of Book	\$1880 + GST
Third Page Anywhere	\$600 + GST

### Advertisement Sizes

#### FULL PAGE

Trim: 210mm (w) x 297mm (h)

Type: 190mm (w) x 277mm (h)

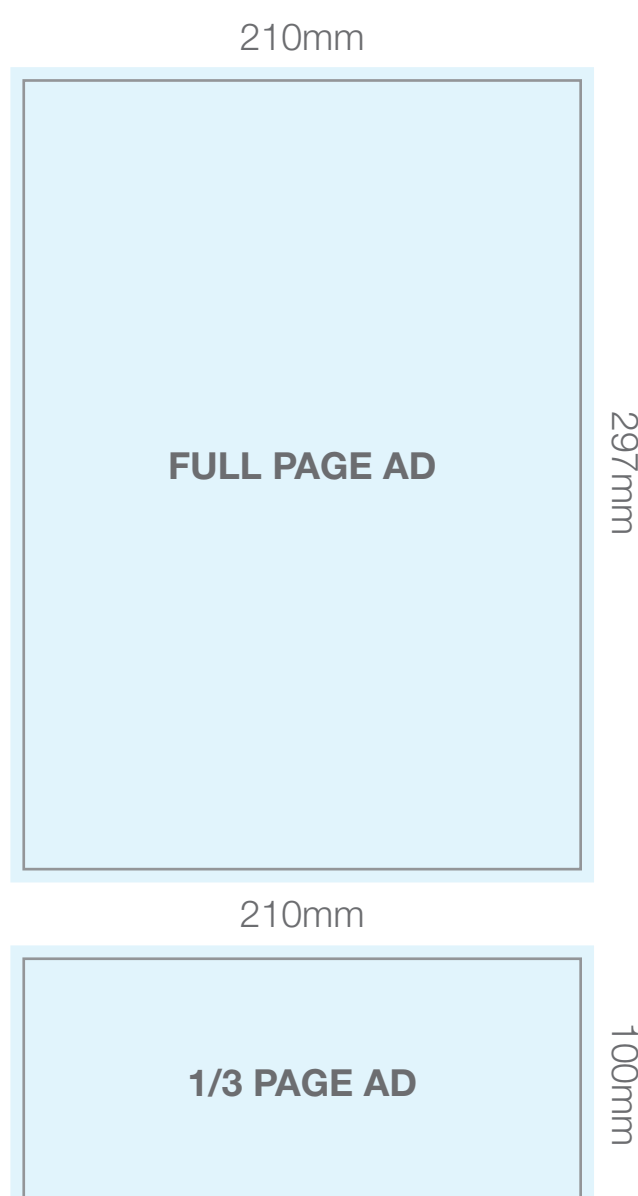
Bleed: 220mm (w) x 307mm (h)

#### THIRD PAGE

Trim: 210mm (w) x 100mm (h)

Type: 190mm (w) x 80mm (h)

Bleed: 220mm (w) x 110mm (h)



### Material Specifications

Please supply Press Ready artwork in PDF format or a High Resolution Image (at least 300dpi at actual printed size) in JPG or TIFF format for best results. Please include bleed and trim marks when saving your press-ready PDF.

**Payment 30% on booking. Balance 19 August.**

**Book your advertisement online now.**

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**View the 2015 results book online.**

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