TOP 100 SA WINES & WINE LISTS
2012/13 GUIDE BOOK

A POWERFUL NEW PREMIUM PLAYER

The informed choice for the discerning wine lover.

This highly rated guide book 'demyths the bunk' and champions the consumer.
With focus, meticulous attention to detail and outstanding colour definition and maps, this wine publication is the definitive guide to the 100 best wines in South Africa. Now in its second year, this guide book has already gained serious stature in the industry. Consumers follow it closely given its simplicity, logic and brand.

DISTRIBUTION AND FOOTPRINT

South Africa, Europe and UK distribution

The guide book is distributed to all key retailers throughout SA by distributors Stephan Philips. In Europe and the UK the book distributors are Vine House and in the USA the Wine Appreciation Guild distribute nationally. The books have been showcased at international and local book trade fairs, expos and conventions. The book is promoted at both national and international consumer and trade wine events. It is also currently effectively used in restaurants as well as hotels' bars, concierge services, guest houses, taxi services and libraries.

In addition to these methods of enhancing impact and book sales, there are a further two unique routes to market: All winning vineyards also promote the book and sell it successfully from their tasting rooms. From 2012 all winning 'Wine List Challenge' restaurants will showcase and promote the book in their establishments.

This key guide, great for both local wine and food lovers, bofs and geeks, is also particularly tourist-friendly.
It makes an ideal personal or corporate gift as well as a thoughtful 'arrivals' present for inbound tourists.

MARKETING AND PROMOTIONAL EXAMPLES

- FMR advertising with 14 weekly advert spits
- Sponsors of 'The Wild Card', daily, FMR
- Radio interviews each SAT morning
- Dedicated Social Media strategy including YouTube video production; extensive data base
- Conventional PR activities
- Advertising and promotions reciprocity in key tourist guides Portfolio of Places and Greenwood Guide
- Upmarket consumer tasting festivals in JHB, CT and St James
- Private functions throughout the year
- Promotional tasting events at Lords MCC, London, and elsewhere

INNOVATIONS FOR 2012

- Enhanced shelf life due to 2012/13 branding
- The addition of Top 100 Wine List awards and listing restaurant winners adds to cachet
- Further inroads into global e-book sales engines
- SEO optimisation increases awareness and accessibility of this guide book
- Appealing 'Good Value' awards now included, identifying both wines and restaurants in this category

ASSURED BENEFITS

- Focussed brand with a consumer friendly image
- Upmarket audience and readership including large aspirational base
- Substantial and growing footprint
- Value for money at R149 incl
- Informative and definitive content including vineyard attractions
- Full colour detailed winelands maps and imagery
- Contact details, opening times and GPS co ordinates
- Rigorous judging standards and protocol guarantee integrity of results
- Judged and rated by some of the world's greatest wine personalities and palates
- Awarded restaurants ranked by award level as well as by area by top sommeliers

POSITIVE LOCAL AND INTERNATIONAL COMMENTS

- Lynn Sheriff MW – Chair Master of Wine Institute "The decision to draw upon the experience and knowledge of MW's is a clear commitment to quality..."
- Jancis Robinson MW, OBE – Author "Wishing you every success."
- James Molesworth – Wine Spectator "I wish you plenty of success and hope you can help shine a light on the best SA has to offer."
- Eric Asimov – New York Times "It sounds as if it may do a great deal of good getting the word out about the high quality of South African wines, and I applaud your efforts."
- Tim Atkins MW – Author and judge "Top 100 SA Wines is one of the most exciting projects I have ever been involved with.."
- Sam Harrop MW – Author and consultant "It's a world class event. Top 100 SA wines have thought of everything. Expect great results."
- Dr Jamie Goode - Author, spokesperson "Top 100 sets the standard in terms of rigour."
- Andrew Jefford – Author "Do keep me in the loop regarding the competition, and judging in general. I've always found the best of South African wine culture very congenial."
- Richard Kershaw MW – Rikipedia; wine maker "The best wines came to the surface; Top 100 stands head and shoulders above its peers as do the awarded wines."
- Visitvinyards.com – wine magazine "Overall, Top 100 SA Wines 2011 is an excellent introduction to the best wines of 2011 in South Africa, and highly recommended at the price. As a pocket guide, it is thorough and rigorous; with time it will likely provide the standard against which wine producers will compete and vie for inclusion."

MATERIAL DATA

MATERIAL DEADLINE: 1st March 2012
BOOKING DEADLINE: 1st March 2012

FULL PAGE MATERIAL SPECS

TYPE AREA:	184 mm (H) x 93 mm (W)
BLEED AREA:	198 mm (H) x 106 mm (W)
TRIM AREA:	190 mm (H) x 98 mm (W)

DOUBLE PAGE MATERIAL SPECS

TYPE AREA:	182 mm (H) x 184 mm (W)
BLEED AREA:	198 mm (H) x 210 mm (W)
TRIM AREA:	190 mm (H) x 197 mm (W)

MATERIAL: Supplied as press-optimised PDFs (300dpi)

ADVERTISING RATES AND PRODUCTION

FULL PAGE (full colour): R9 950

The above prices exclude VAT.
It includes any commission due.
It includes proud associations brand full colour URL link on Top 100 SA Wines website: www.top100sawines.com

PAYMENT TERMS: Full payment by 1 March 2012

PRINT RUN: 10 000 (80% SA)

EARLY BIRD SPECIAL OFFER: Book before 1st Feb 2012 and only pay R7 950

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