

INTRODUCTION TO HALLIDAY WINE COMPANION

Halliday Wine Companion is the ultimate guide to Australian wine. Providing guidance, inspiration, and education to wine lovers, as well as being part of the fabric of the industry, we are the most respected wine review panel in the country.

James Halliday is the founder of Halliday Wine Companion and brought the media brand to life with Hardie Grant. With the expansion of the brand across print, digital, eDM, social, video, TV, podcast, events, experiences, media subscriptions, wine subscriptions, wine sales, and education. Halliday Wine Companion meets consumers' every need throughout their wine journey – elevating their enjoyment, providing knowledge from respected experts, curating experiences, driving purchase decisions.

We recognise that wine appreciation has evolved, becoming more accessible within global culture. That's why we're working towards new markets and introducing even more interaction and inspirational ways for drinkers of all levels to explore and enjoy wine.



MEET THE TASTING PANEL



JAMES HALLIDAY



DAVE BROOKES



JENI PORT



SHANTEH WALE



CAMPBELL MATTINSON



PHILIP RICH



JANE FAULKNER



MIKE BENNIE



- James Halliday
- Campbell Mattinson (chief editor)
- Jane Faulkner
- Jeni Port
- Dave Brooks
- Philip Rich
- Shanteh Wale
- Mike Bennie

Bios, expertise and experience are available on our website.



EXPERT REVIEWS AND TASTING NOTES

Wines are submitted for review to our tasting panel, who are scattered across the country and constantly on the ground meeting producers and engaging with industry. Annually, 9,000 wines are tasted and released throughout the year, and the best of the best are recognised during the awards that aligns with the book release each August.

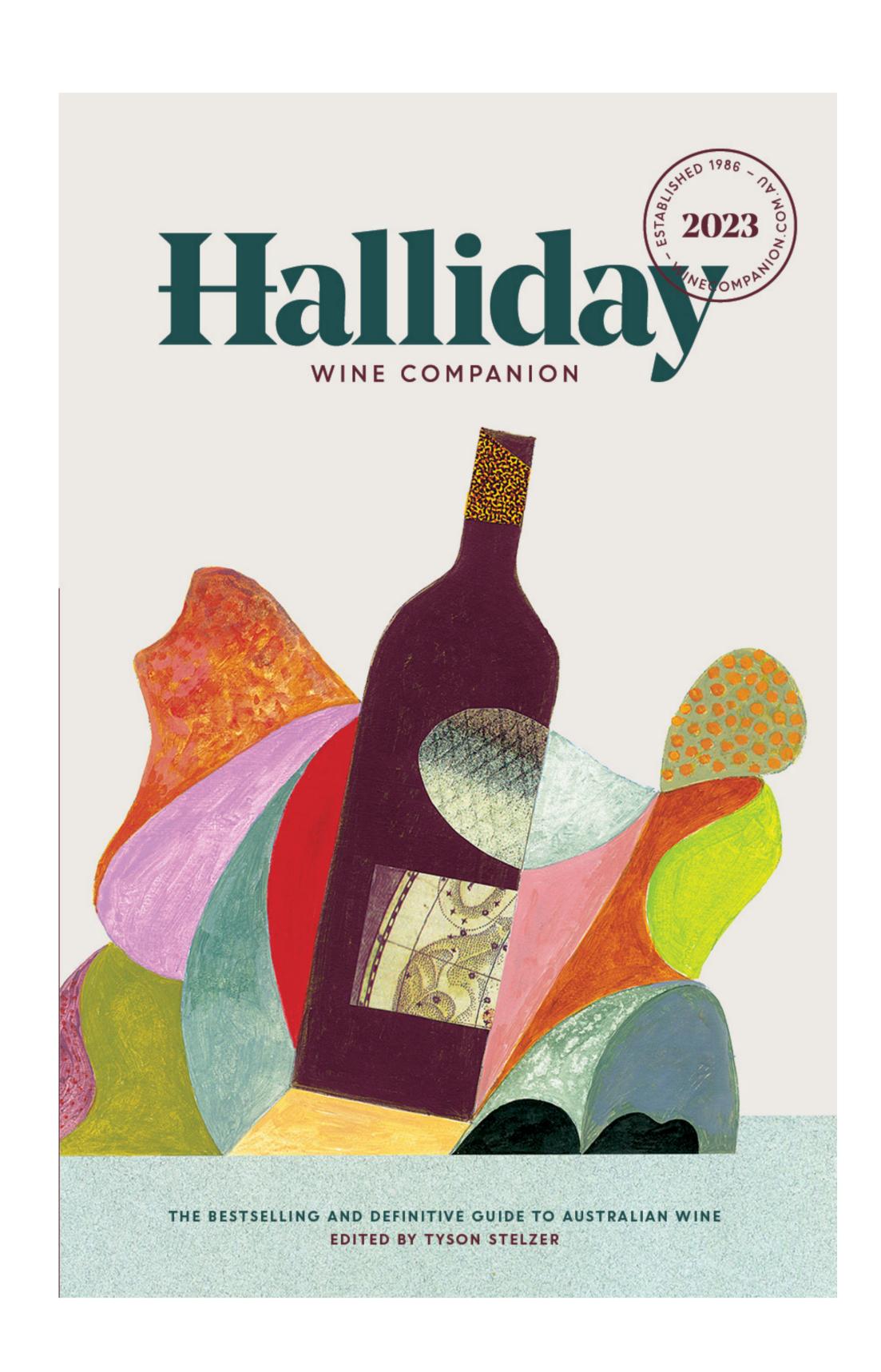
Year-round Halliday Wine Companion are producing content and sharing this with consumers across a range of media channels, with tasting notes and critic reviews weaved throughout.

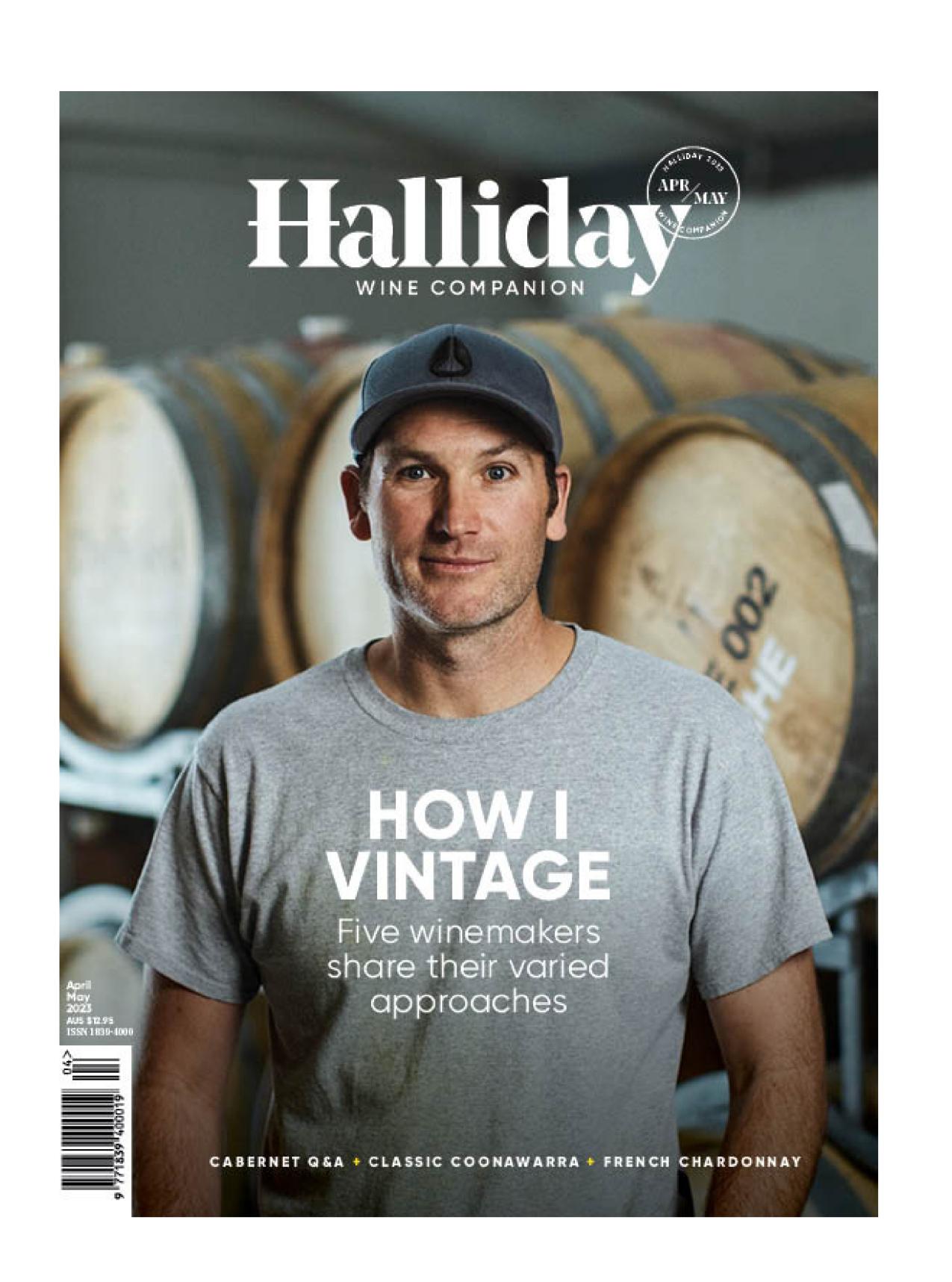
Halliday Wine Companion brings content and experiences to our consumer audience. Wineries, wine retailers, and other partners also utilise Halliday content (tasting notes and reviews) to connect and provide authority to their own narrative. These parties can use Halliday content with an annual license agreement available with the trade membership.

Reach out to learn more or visit winecompanion.com.au/winery-memberships









Halliday Wine Companion book

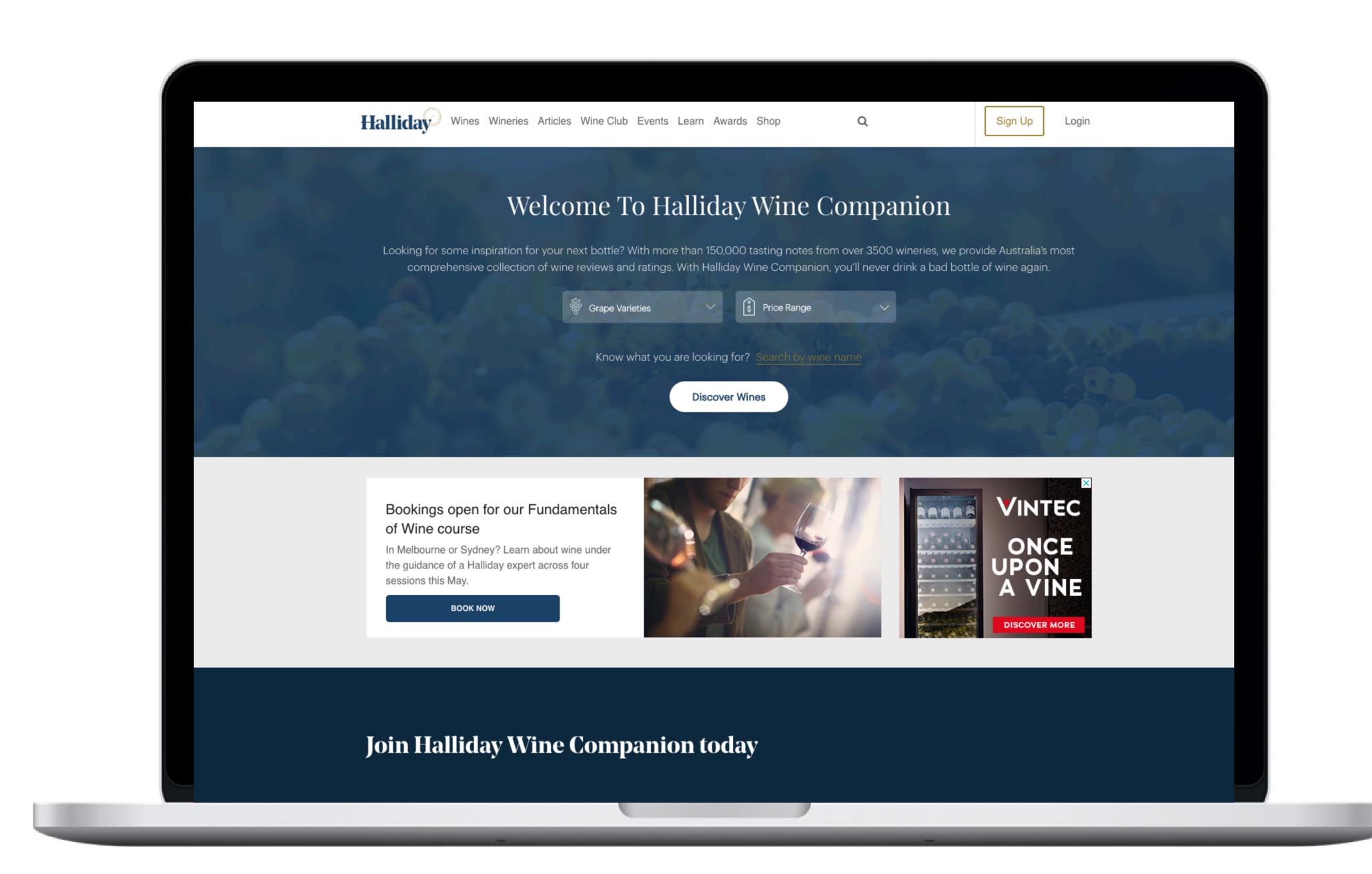
Annual release of the wine awards

Magazine

Issued bi-monthly to subscribers 21,000 in circulation 65,000 estimated readership

www.winecompanion.com.au

74,000 monthly website sessions



Editorial eDM

2 x weekly 60,000 subscribers

Solus eDM

2 x monthly 55,000 subscribers

Social

65,000 across social platforms







Wine Club

Monthly wine delivery subscription

Wine Academy

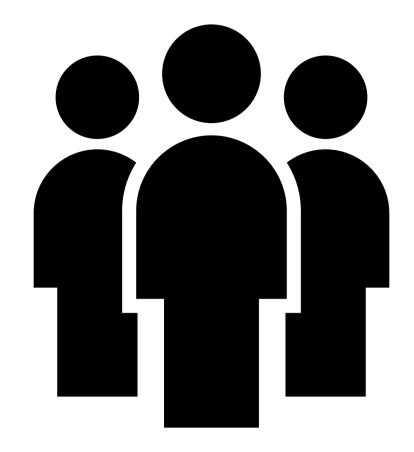
Online and in person educational courses

YouTube

Podcast

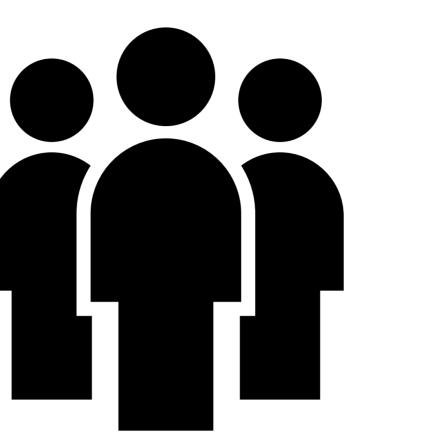
Events





Audience A

- Has followed Halliday Wine Companion media and publications for decades
- Typically 40+ years and male
- Subscribed member who receives the magazine,
 eDMs, and anticipates new tasting notes releases
- Attends premium events, subscribed to the monthly Wine Club, and uses the virtual cellar product on the website
- Describes themselves as a wine enthusiast and uses vacations to explore wine regions,
 visit cellar doors and build their wine collection
- Uses Halliday to find premium and value wines



Audience B

- One third of our website audience is between 18–34 years. And the 35–44 age range dominates across social platforms (Facebook and Instagram)
- These consumers are typically accessing
 Halliday media through digital editorial eDMs,
 digital articles and using tasting notes
 to direct purchase decisions
- Attends tasting events, and utilises Wine Academy education products to build their knowledge





PRINT ADVERTISING







Display advertising

Inside front cover DPS	\$12,350
Full page	\$5,200
Inside back cover	\$6,250
Outside back cover	\$6,500
Third page strip ad early right	\$2,500
Native content full page	POA











Integrated and relevant content inclusions for wineries led by editorial schedule

Half page regional features	\$2,600
Third page varietal features	\$1,800
Quarter page wine list	\$1,300
A5 mini-mag feature	\$1,900

DIGITAL ADVERTISING

eDM banner ads
Website ad placements
Solus eDM

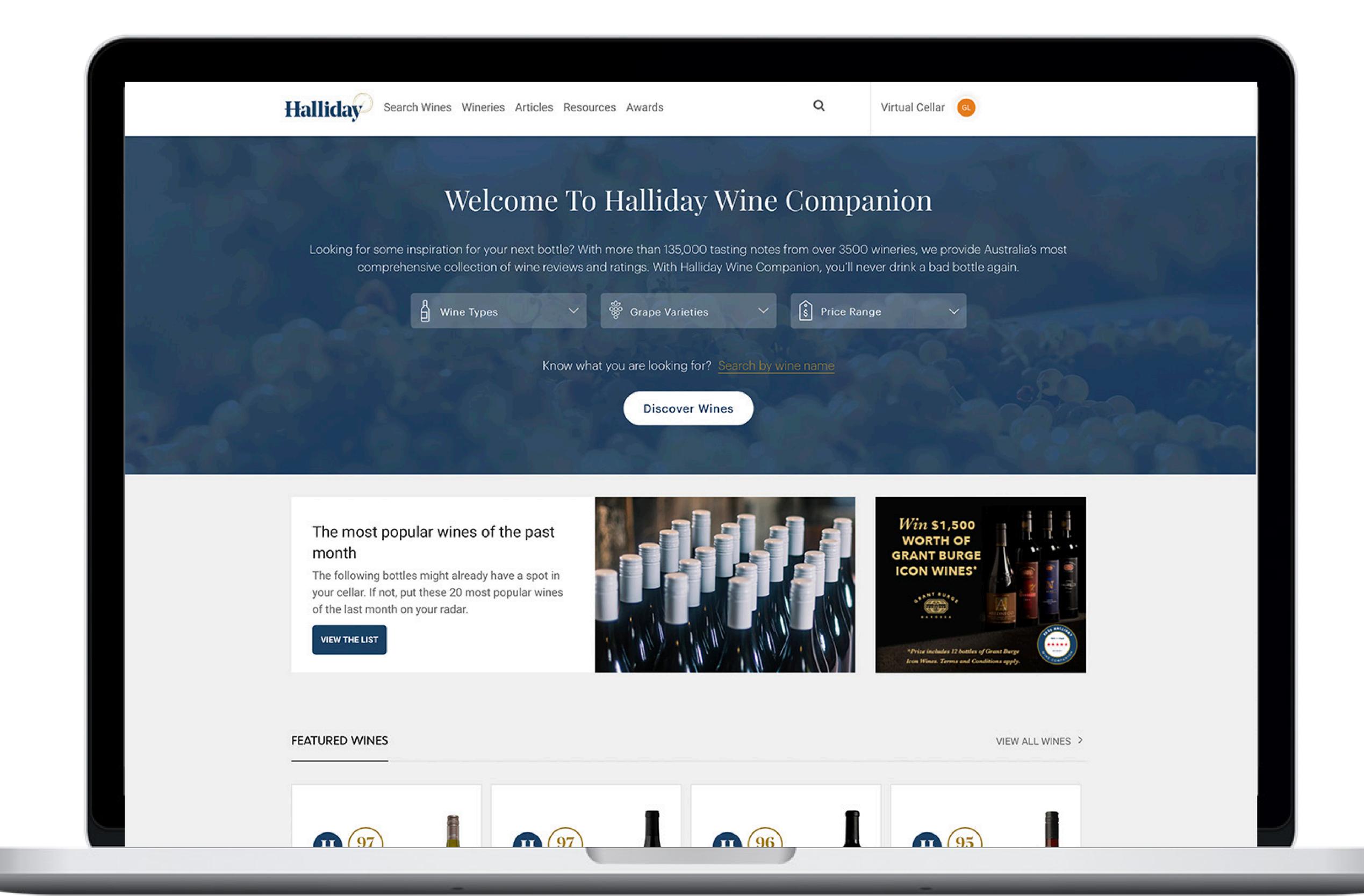
\$600

\$50 per 1,000 impressions (for MREC and footer)

\$12,500

winecompanion.com.au

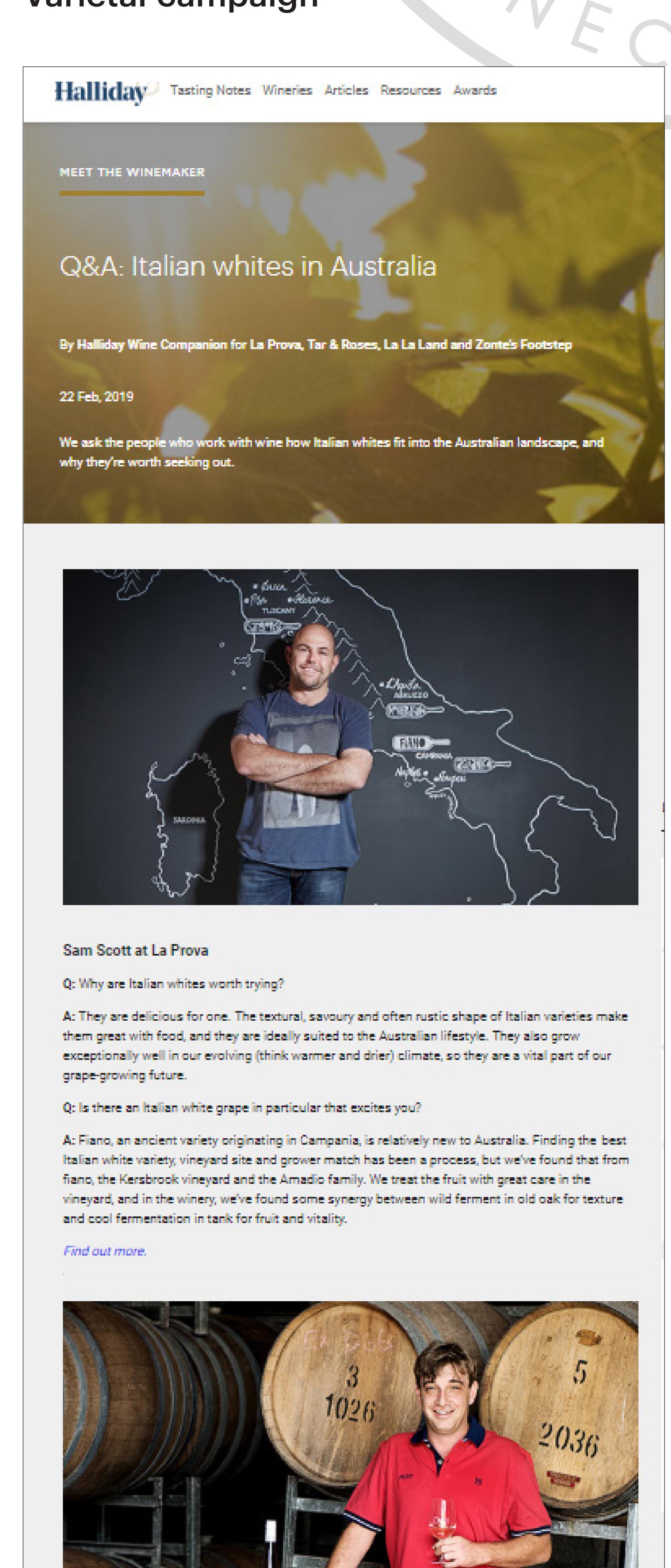
MREC website ad



Third party solus e-newsletter



Varietal campaign



DIGITAL ADVERTISING

SHE COMPANIO

Digital article campaign appropriate for the below features:

- Cellar door feature
- Wine portfolio feature
- Winemaker profile
- Event promotion
- Brand celebrations / milestones

DIGITAL ARTICLE

Curated digital article with your brand narrative, images and backlinks eDM promotion of digital article

Facebook and Instagram promotion with tags

Web display – 25% SOV for 4 weeks

CAMPAIGN REACH

74K average monthly website sessions60K eDM subscribers40K followers across FB and IGApprox. 100K impressions

Campaign valued at \$10,000, and reduced to a package rate of \$5,500 for the above asset

DIGITAL ADVERTISING

Regional campaign

- 2 x digital article inclusions on key wines and experience
- logo inclusion in dedicated region eDM
- Winery profile linked to regional page
- 24h Instagram takeover highlighting cellar door / venue experience
- All digital content live and indexed for 12+ months

Cost \$5,500

Varietal campaign

- 2 x digital article inclusions on key wines and winemaking
- logo inclusion in dedicated region eDM
- Winery profile linked to varietal page
- Tasting video inclusion from winery on Halliday Instagram stories
- All digital content live and indexed for 12+ months

Cost \$3,500

Wine list promotion

- Curated wine lists for every season
- Wine featured with large bottle shot,key wine details and backlinks\$950

Social call-out

Facebook and Instagram post
 with lifestyle imagery and backlink in bio
 \$1,200

Tasting note reel inclusion

Feature a key wine with a bottle shot,
 key wine details in our seasonal wrap ups
 \$750



OTHER INTEGRATION

- Sponsorship of Halliday brand campaigns or events
- Halliday Wine Club
- Halliday wine packs and retail
- Wine subscription offers
- Halliday consumer events
- Corporate events
- Halliday experiences
- Wine Academy
- Podcasts
- TV and video



OUR TEAM





Partnerships and winery/retail memberships

Jacinta Hardie-Grant

General Manager

Clare Teisseyre

Commercial Director

George Lingard

Account Manager (VIC, TAS, QLD)

Katie Xiao

Account Manager (SA, WA)

Nicole Prioste

Account Manager (NSW)

Olivia Jay

Production Co-ordinator

Harry Parker

Media Co-ordinator



Editorial and design

Campbell Mattison

Editor

Anna Webster

Managing Editor

J'aime Cardillo

Digital Editor

Glenn Moffatt

Creative Director



Marketing and product development

Shana Rohn

Marketing Manager

Haydn Spurrell

Digital Marketing Executive

Katrina Butler

Tasting Manager

CONTACTUS

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