WINE.CO.ZA SERVICES

35 000+ unique visitors monthly; 48% international
Subscribers: 15 500+ to feeds: **News** (9 000+), **Diary** (2600+), **Ads** (2600+), **Shop** (2200+)

1. WINE DIRECTORY:

- ***GLOBAL PARTNER LISTING*** *– R23 500 ex vat annually*
  - **LISTING** within wine.co.za – **totally maintained by wine.co.za** – **ALL updates all year round,** showing active elements up front – i.e. News, Events, Wine Ratings, Latest Releases. Automated visitorship stats reports sent monthly
  - **ADVERTISING** throughout wine.co.za ***(increase your visibility)***
    - Banner Ads – 70 000+ impressions annually
    - Billboard (Featured Winery) – 70 000+ impressions annually
    - Featured Personality - 10 000+ impressions annually
    - Featured Events in Diary
    - Latest Releases of wines on home page of wine.co.za
    - ***Active monitoring and publication on wine.co.za's Social Media***
  - **VISIBLE SHOP** within listing – managed by wine.co.za

- ***PARTNER LISTING*** *– R10 600 ex vat annually*
  - **LISTING** within wine.co.za – **totally maintained by wine.co.za** – **ALL updates all year round,** showing active elements up front – ie News, Events, Wine Ratings, Latest Releases
  - **VISIBLE SHOP** within listing – managed by wine.co.za

- ***STANDARD LISTING*** *– R3 975 ex vat annually*
  - Listing of basic info & wines – no tourism elements within wine.co.za – maintained by winery

WEBSITE DEVELOPMENT – *once-off R6 500 ex vat* *For Partners & Global Partners ONLY*

- For a once-off cost of R6 500 you can have a great customisable website. Any MAJOR design or structural changes after initial design to be considered on request and work may be charged at R395 per hour
- **Updates** of data included in Partner or Global Partner cost - All year round updates to data; wine, news, videos, bottle shots, general data are done for you – just send an email to updates@wine.co.za and our Content team will handle it. It will then be published in your Listing, your Website AND on wine.co.za where relevant; ie News, Diary, Social Media.
- **Online Shop** available using our CellarDirect plug-in Shop
- **Monthly reports** – automated - sent to reflect visitorship stats & wine sales in Shop

2. GENERAL FEATURES/SERVICES

As a Partner or Global Partner – **any additions/updates** to be sent to our Content Team to updates@wine.co.za who will update your listing & website on wine.co.za and send you confirmation.

Wine.co.za also offers a **DIY** option (the **BLUE SUBMIT** button on top right of every Wine.co.za screen) to submit your own information. Generate activity around your brand using wine.co.za

- **News**
  - **Free press release/article publishing**
  - **Paid for guaranteed publication of article for a week (R1200 per week per article) – also published on wine.co.za's Social Media – reaching a further 4 500 followers.**
  - **Press Room -** branded area given high profile in News to host a series of articles on a topic **(R2000 per month)**

- **Newsflashes** (short paragraph of newsy snippet) – also appear on Clients' listings & websites

- **Events** in **Diary**; free or **R300 per week** for an event to be **Special Event** at top of Diary (Reaching 1300+ readers & 2000+ subscribers)+ on wine.co.za's Social Media to reach a further 4 500 followers.

- **Wine Ratings** (use your newsletter to get people to rate your wines – i.e. your wine blending groups

- **Latest Releases** (displayed randomly on wine.co.za home page for Global Partners only)

- Wines in wine.co.za **Shop** (displayed randomly on wine.co.za home page too)

- **ONLINE SHOP BRANDED** in **YOUR website** – see our **CellarDirect** documentation. No cost to you.

- **Photo Albums** – submit to our News area – we published on listing & website if we host it

- **Video clips** – load onto Youtube, link on wine.co.za – we published on listing & website if we host it

MAILING LISTS & NEWSLETTERS

- **Mailing Lists**
  - **We can host your mailing list – and you have access to add/change**
    R500 to set-up your mailing list (free for Global Partners)

- **Electronic Newsletters/Flyers/Invites – set up/design and maintenance**
  - Newsletter set up : R1850 – once-off (or R1500 for Global Partners)
  - eFlyers/Invitations – R395 per hour, R395 per hour for subsequent changes
  - Cost per email for sending out newsletter to your database/mailing list (see below)

- **Mailshots/sending out your newsletters/flyers to your mailing list – with embedded images**
  - 0000 - 1500 emails : 40c each 1501 - 2500 emails : 35c each
  - 2501 - 3500 emails : 30c each 3501 - 4500 emails : 25c each
  - 4501 and more : 20c each

- **Right Bar Adverts throughout wine.co.za** (see Rate Card)
  - Average 200 000 Impressions per month; Average click-thru rate of 0.15%

Please contact us should you need any further information

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