



Halliday
WINE COMPANION



MEDIA KIT / 2024

INTRODUCTION TO HALLIDAY WINE COMPANION

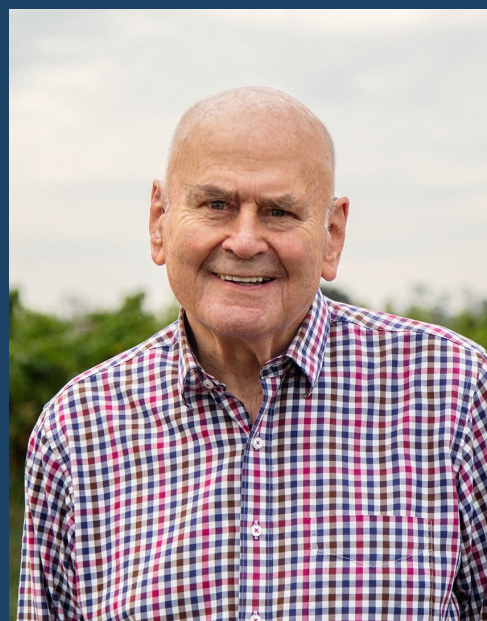
Halliday Wine Companion is the ultimate guide to Australian wine. Providing guidance, inspiration, and education to wine lovers, as well as being part of the fabric of the industry, we are the most respected wine review panel in the country.

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



JENI PORT



CAMPBELL MATTINSON



JANE FAULKNER



DAVE BROOKES



SHANTEH WALE



PHILIP RICH



MIKE BENNIE

The tasting panel includes:

- James Halliday
- Campbell Mattinson (chief editor)
- Jane Faulkner
- Jeni Port
- Dave Brookes
- 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.

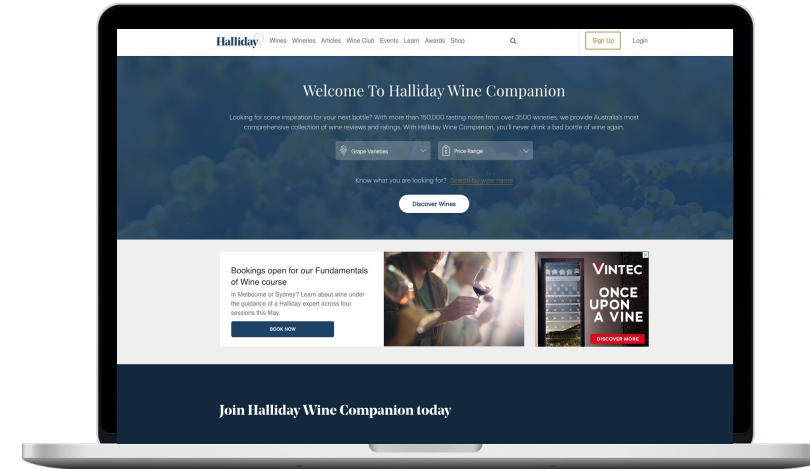
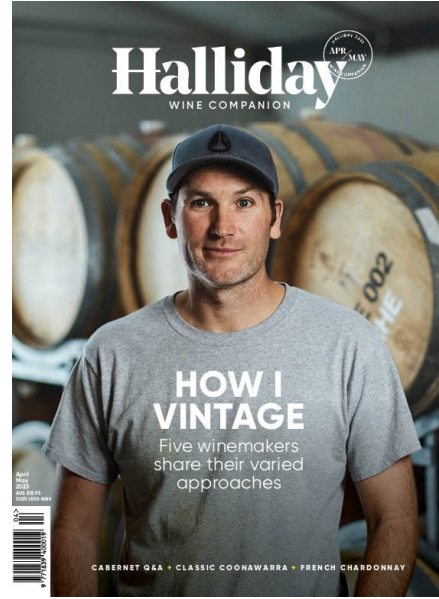
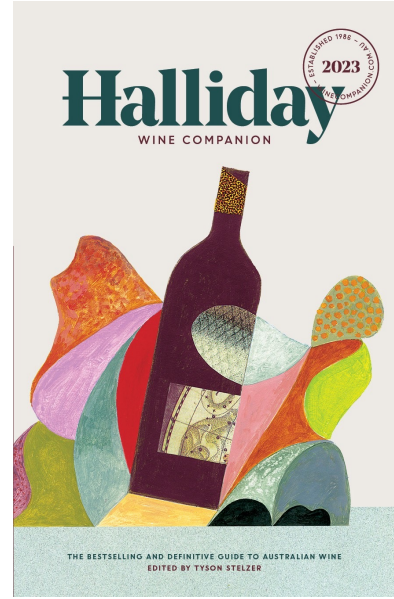
Halliday Wine Companion brings content and experiences to our consumer audience. Wineries, wine retailers, and other partners also utilise Halliday content (tasting notes and reviews) to connect and provide authority to their own narrative. These parties can use Halliday content with an annual license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

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





How we connect



Halliday Wine Companion book

Annual release of the wine awards

Magazine

Issued quarterly to subscribers

21,000 in circulation

65,000 estimated readership

www.winecompanion.com.au

100,000 average monthly website sessions

Editorial eDM

2 x weekly

65,000 subscribers

Solus eDM

2 x monthly

55,000 subscribers

Social

68,000 across social platforms

Wine Club

Monthly wine delivery subscription

Wine Academy

Online and in person educational courses

YouTube

Podcast

Events



Halliday consumer profiles



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

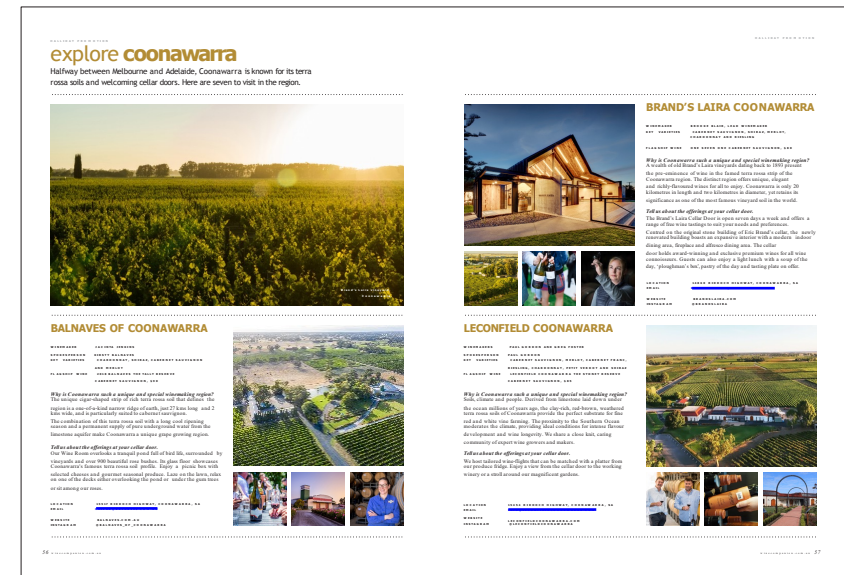
- One third of our website audience is between 18-34 years. And the 35-44 age range dominates across social platforms (Facebook and Instagram)
- These consumers are typically accessing Halliday media through digital editorial eDMs, digital articles and using tasting notes to direct purchase decisions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





Reaching the Halliday audience

PRINT ADVERTISING



Display advertising

Inside front cover DPS

Full page

Inside back cover

Outside back cover

Half Page

Third page strip ad early right

Native content full page

Integrated and relevant content inclusions

for wineries led by editorial schedule

Half page regional features

Third page varietal features

Quarter page wine list

A5 mini-mag feature

DIGITAL ADVERTISING

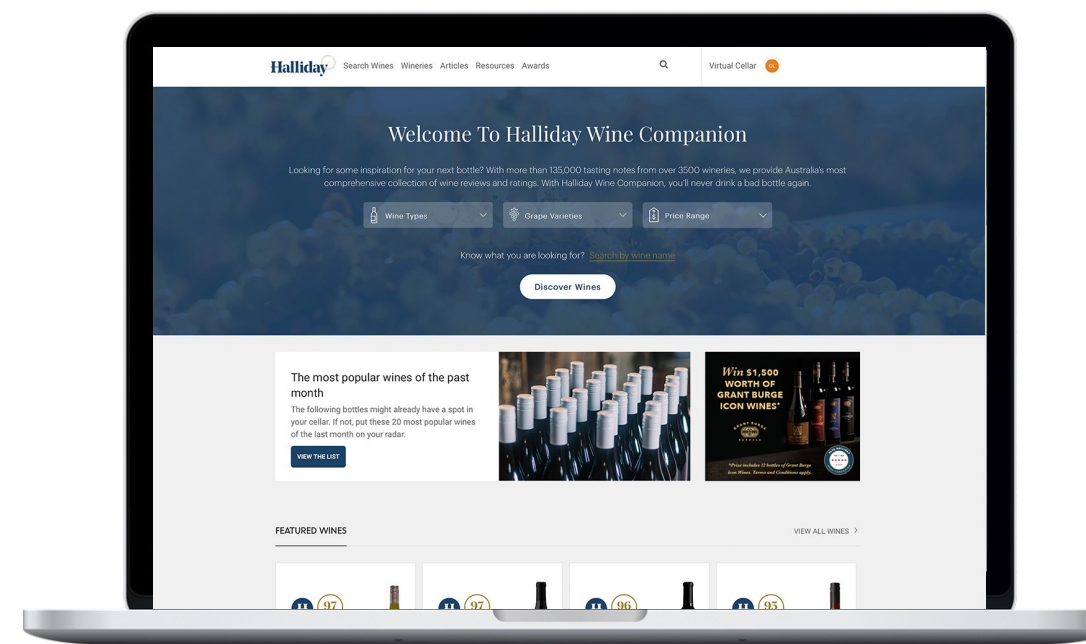
eDM banner ads

Website ad placements

Solus eDM

winecompanion.com.au

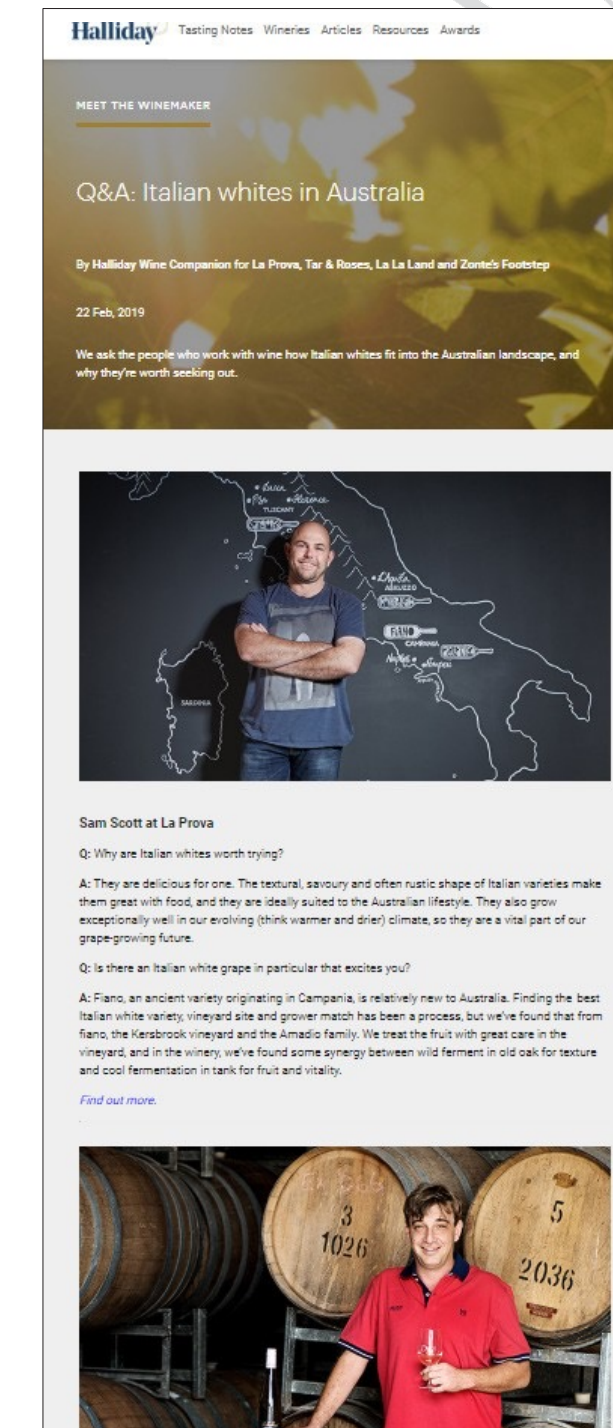
MREC website ad



Third party solus e-newsletter



Varietal campaign



DIGITAL ADVERTISING



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 sessions
60K eDM subscribers
40K followers across FB and IG
Approx. 100K impressions

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

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

Wine list promotion

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

Social call-out

- Facebook and Instagram post with lifestyle imagery and backlink in bio

Tasting note reel inclusion

- Feature a key wine with a bottle shot, key wine details in our seasonal wrap ups



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

George Lingard
Senior Account Manager

Katie Xiao
Key Account Manager (SA, WA)

Nicole Prioste
Account Manager (NSW)

Olivia Jay
Editorial Co-ordinator

Lisa Cardelli
Account Co-ordinator



Editorial and design

Campbell Mattison
Editor

Anna Webster
Managing Editor

J'aime Cardillo
Digital Editor

Nola James
Acting Editor



Marketing and product development

Shana Rohn
Marketing Manager

Haydn Spurrell
Product Owner

Katrina Butler
Tasting Manager

Taylah English
Marketing Coordinator

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