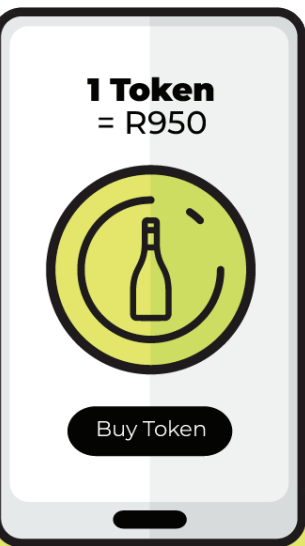




Market - Grow your brand



Use our **Token** system to guarantee publication, or consider our **Token Bundle** and/or **Annual Contracts** for extra exposure & best value offers.

- > Our simple Token system makes publication accessible to all;
1 Token @R950 = 1 Item Published.
- > **1 Item Published = News Article**, or **Wine Fact Sheet**, or **Diary Event**, or **Tourism** entry (Eat, Sleep, Do, Taste), or **Photo Album**, or **Video**

Token Options

Great flexible options for PR companies, Suppliers, Small businesses, Associations, Wine Routes, Awards businesses

Pay As You Go
@ R950
Valid 3 years

Token-10 Bundle
@ R8 000
Valid 3 years

> Use **Tokens** to publish or bump up your content

1 Published Item

News, Wine , Event, Tourism info, Photo Album or Video

Featured News (1 Day)

Published + 1 day Featured in News & Newsfeeds (NO Social Media Post)

Featured News (3 Days + Social Media Post)

Published + 3 days Featured in News & Newsfeeds + 1 x Social Media Post

Boost Your News / Launch a Wine

Published + 3 days Featured in News & Newsfeeds + 1 x Social Media Post + 2 weeks Banner Advert

Featured Diary Event (2 Weeks)

Published + 2 weeks Featured in Diary & weekly Diaryfeed + 1 x Social Media Post

Boost Your Diary Event

Published + 2 weeks Featured in Diary & weekly Diaryfeed + 2 x Social Media Posts + 2 weeks Banner Advert

Banner Advert (1 Week)

Image to be supplied - 1170 x 190px (*min 2k impressions*)

Spotlight Pages

We create a branded 'news room' for your content

Tokens needed

1

2

3

5

2

4

2

1



Market - Grow your brand

Reach the extensive & influential global wine community.
100k+ unique monthly wine lovers.

Annual Contracts - Unlimited publication + Extra Exposure

Annual Listing Contracts

Guaranteed unlimited publication & proactive sourcing of content

*Extra Gold Exposure :

Banners, Featured Content, Social Media

Partner Listing

**R 24 000 p.a. OR
R 2 400 p.m.**

Average views: 96k+ p.a.

Gold Listing

**R 45 000 p.a. OR
R 4 500 p.m.**

Average views: 120k+ p.a.

+ Extra Exposure*
++Impressions: 125k+ p.a.

Web Development

Wordpress Website Development (Full Site)

Must be either Partner or Gold listing. Includes dynamically fed wine.co.za info.

*from R 19 500
once-off*

Wordpress Website Development (1-Pager)

For small wineries with one or two wines

*from R 5 000
once-off*

Website Hosting

Annual hosting fees and Wordpress updates (*Ts & Cs apply*)

R 2 100 p.a.

Classified Adverts

Classified Ads (Featured)

R 475 - 1 week



Engage - Talk to your customers

Guest Wifi - Hardware and Mailers (Set Up and Management)

Grow your subscriber base for better long-term profitability for DTC Sales

from R 1 500 p.m.

Emailer Creation

Let us help you design and manage your communications to your customers

Set Up

from R 1 700

Ongoing

R 950 / hr
design fee

Sending

R 0.30 / email address



Sell - Sell your wine

CellarDirect - Online Store Set Up

from R 3 500

CellarDirect - Service Fee

We manage your online store, specials, wine club + mailing list integration

15%
monthly commission

CellarDirect - Warehousing / Pick & Pack

Reduce delivery time to your customer - and your admin hassles

Warehousing

110 x 6-bottle cases
R 300 / pallet p.m.

Picking & Packing

R 10 per waybill

CellarDirect Sales Accelerator - Boost your Sales

Increase your sales with our dynamic Direct to Customer sales service

R 2 500 p.m.



DTC
Academy



Learn - Train your staff

DTC Academy - Wine Advisor Level 1

Wine & Guest Experience

R 1 890
per candidate

DTC Academy - Wine Advisor Level 2

Deeper Wine knowledge and Guest engagement/upselling

R 2 300
per candidate

DTC Academy - Wine Sales Advisor Level 3

Focus on Sales and 5-Star Service

R 1 500
per candidate