



wine mag.co.za  
rate card

*We cover  
everything to do  
with South African  
fine wine.*



## Wine is in our DNA.

*Wine* magazine was published from October 1993 until September 2011 and now lives on in digital form as *Winemag.co.za*

Our digital metamorphosis and content appeals to a discerning audience of wine enthusiasts who appreciate the good things in life.







Winemag.co.za for lovers of  
fine SA wine.

# Reach: Beyond the glass...



# Audience Overview

1 Oct 2014 - 31 May 2016

Email Export Add to Dashboard Shortcut



All Users  
100.00% Sessions

Window Snip



+ Add Segment

## Overview

Users VS [Select a metric](#)

Hourly Day Week **Month**



Winemag.co.za growth over 15 months...









Who are *these* lovers of  
fine SA wine?





# BrandMapp

The  
Wine report  
Part 1

## Wine drinkers

August 2015

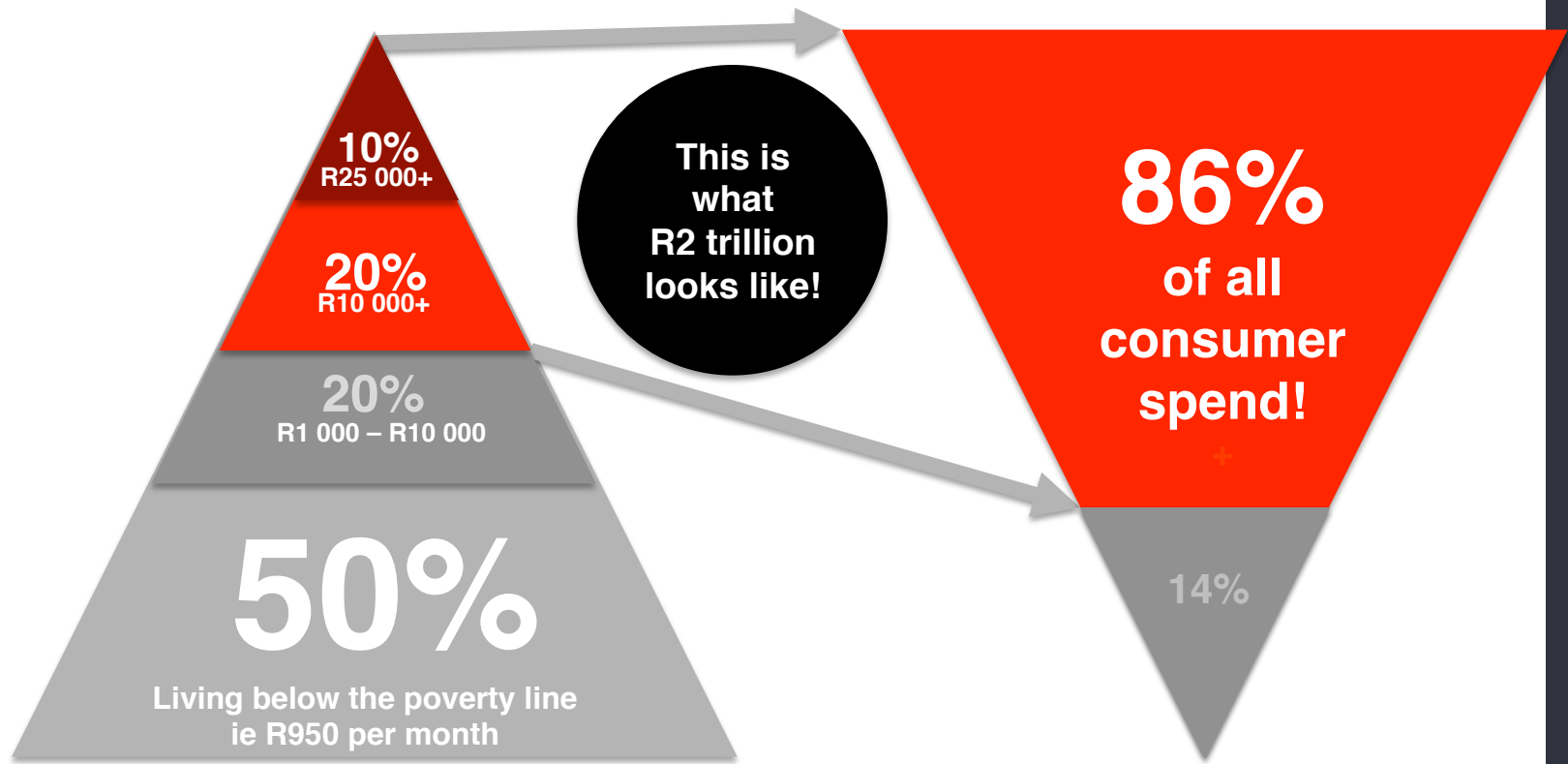
why **five** <sup>y<sup>5</sup></sup>  
non-fiction



# BrandMapp 2015

is a massive annual data set  
created by 24 500+ respondents  
who answer 200 questions

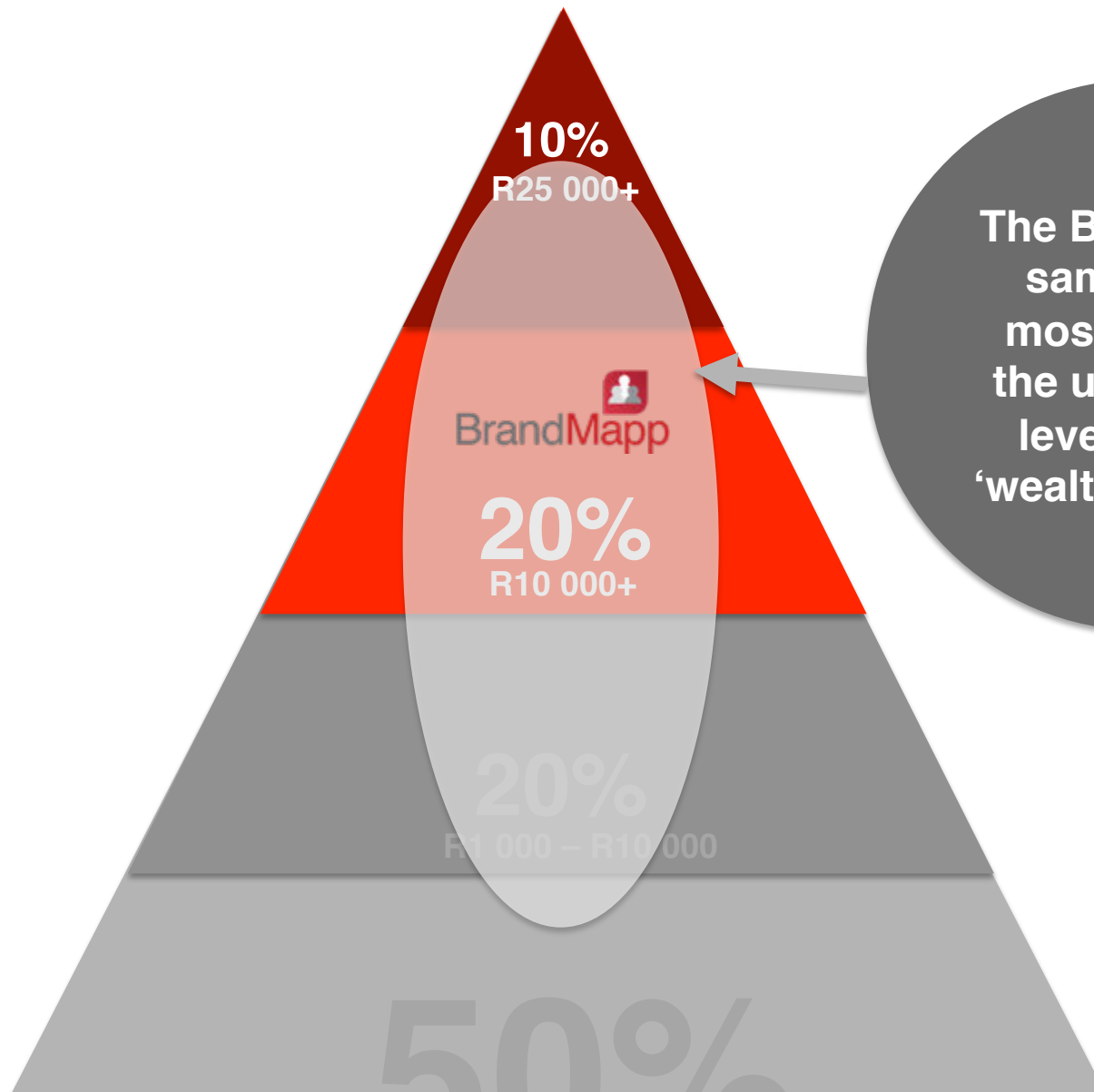
In a comprehensive online survey  
500 brand, 380 media and 70 category filters  
The result is a unique landscape study  
economically active South African adults  
with access to the internet.



**The SA income distribution pyramid (MHHI) according to Stats SA**

**SA consumer spend per annum**





The BrandMapp sample sits mostly inside the uppermost levels of the 'wealth pyramid'

Chart 1: Gender

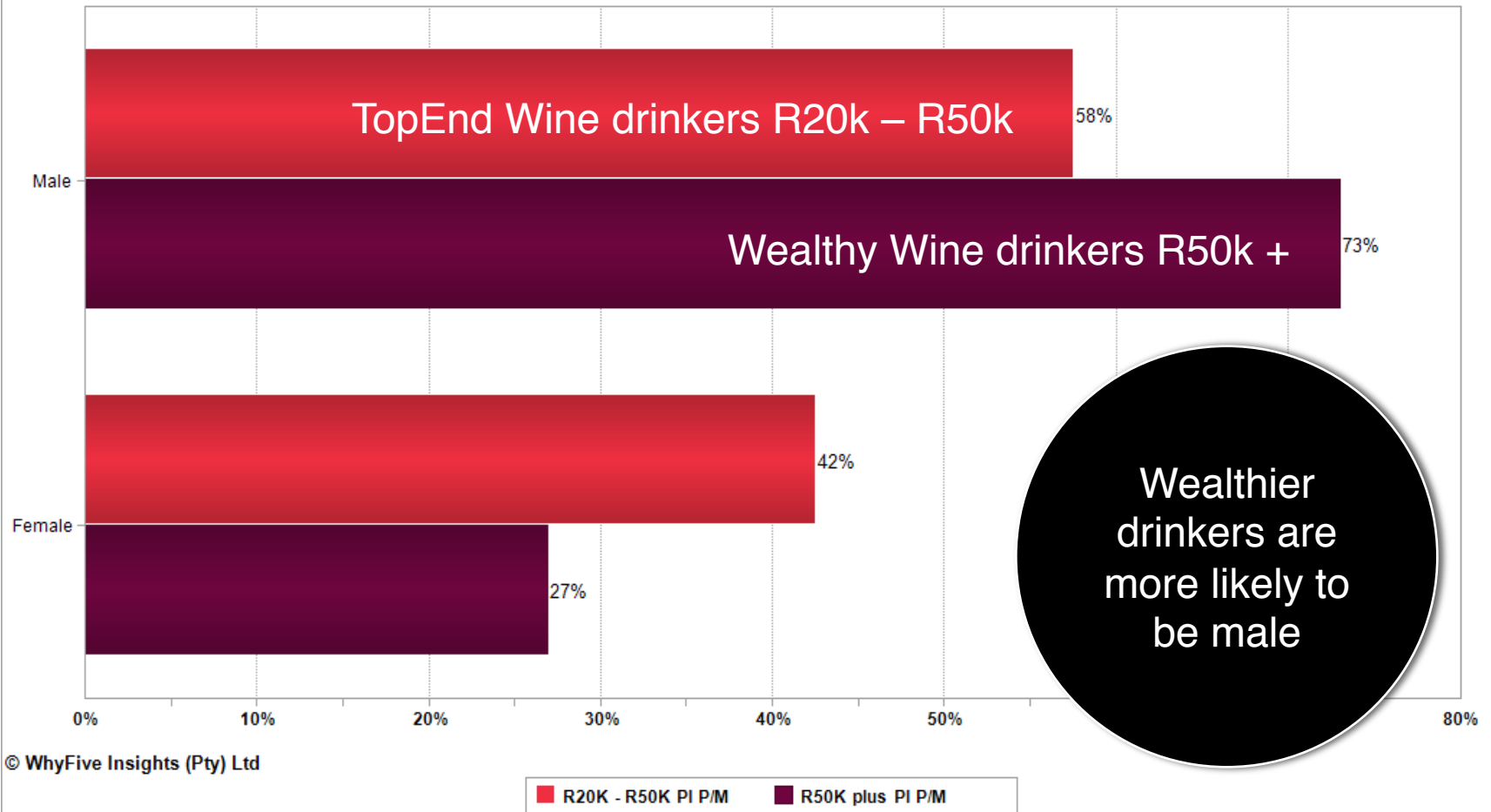
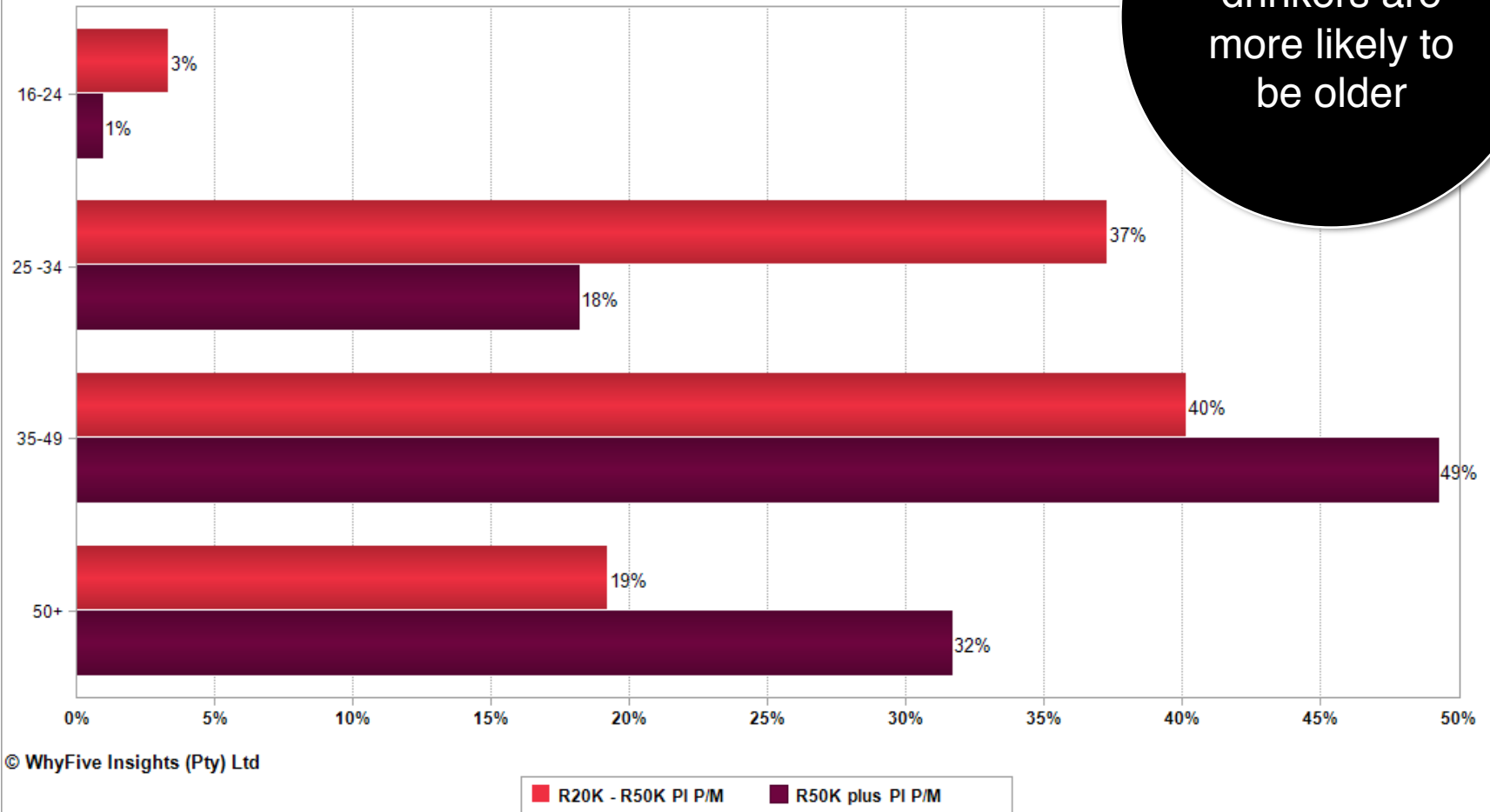


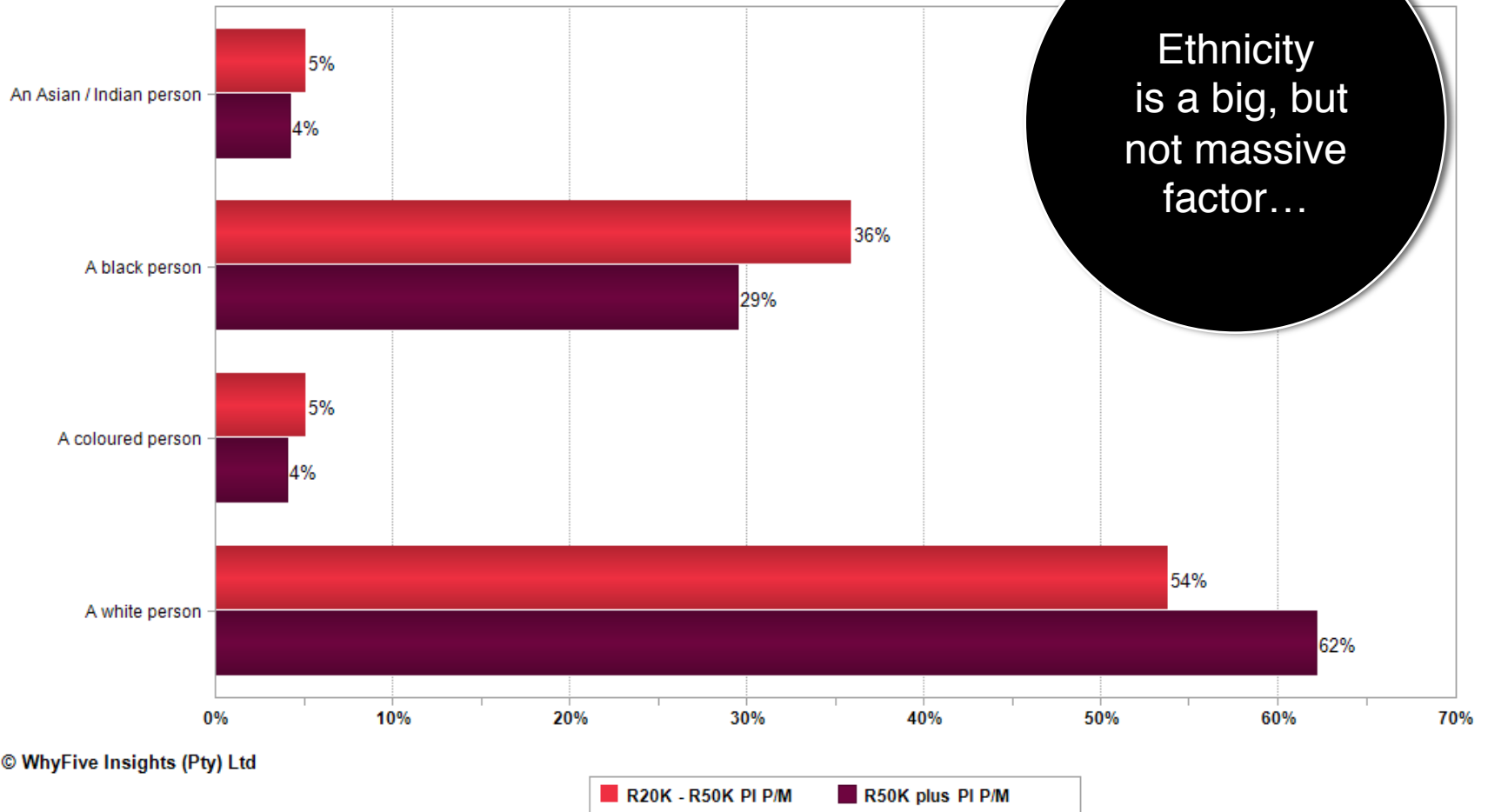
Chart 2: Age



Wealthier  
drinkers are  
more likely to  
be older



**Chart 3: Ethnicity**



**Chart 19: Compared to 2012, how are you financially?**

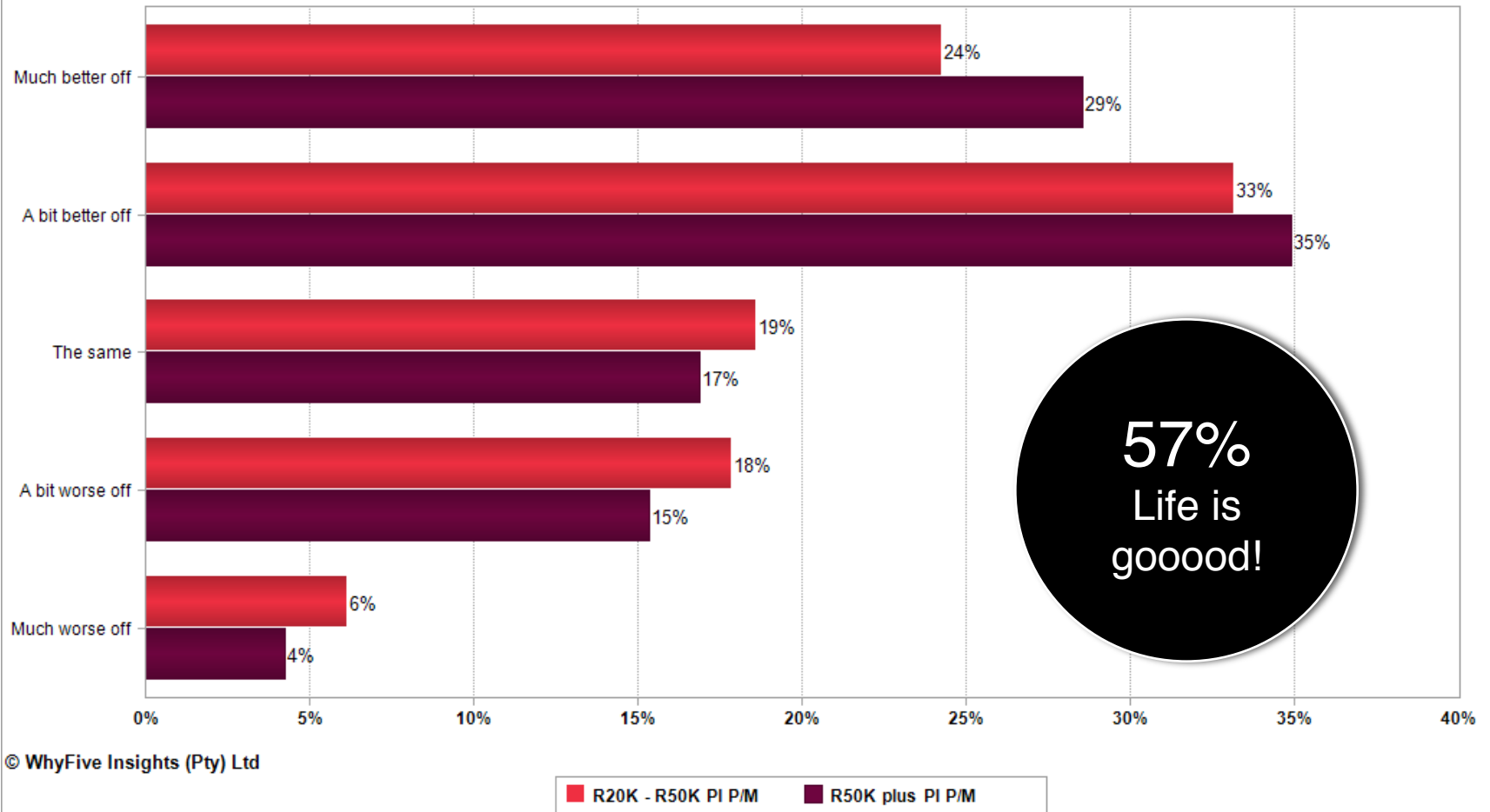


Chart 50: What activities / pastimes are you interested in?

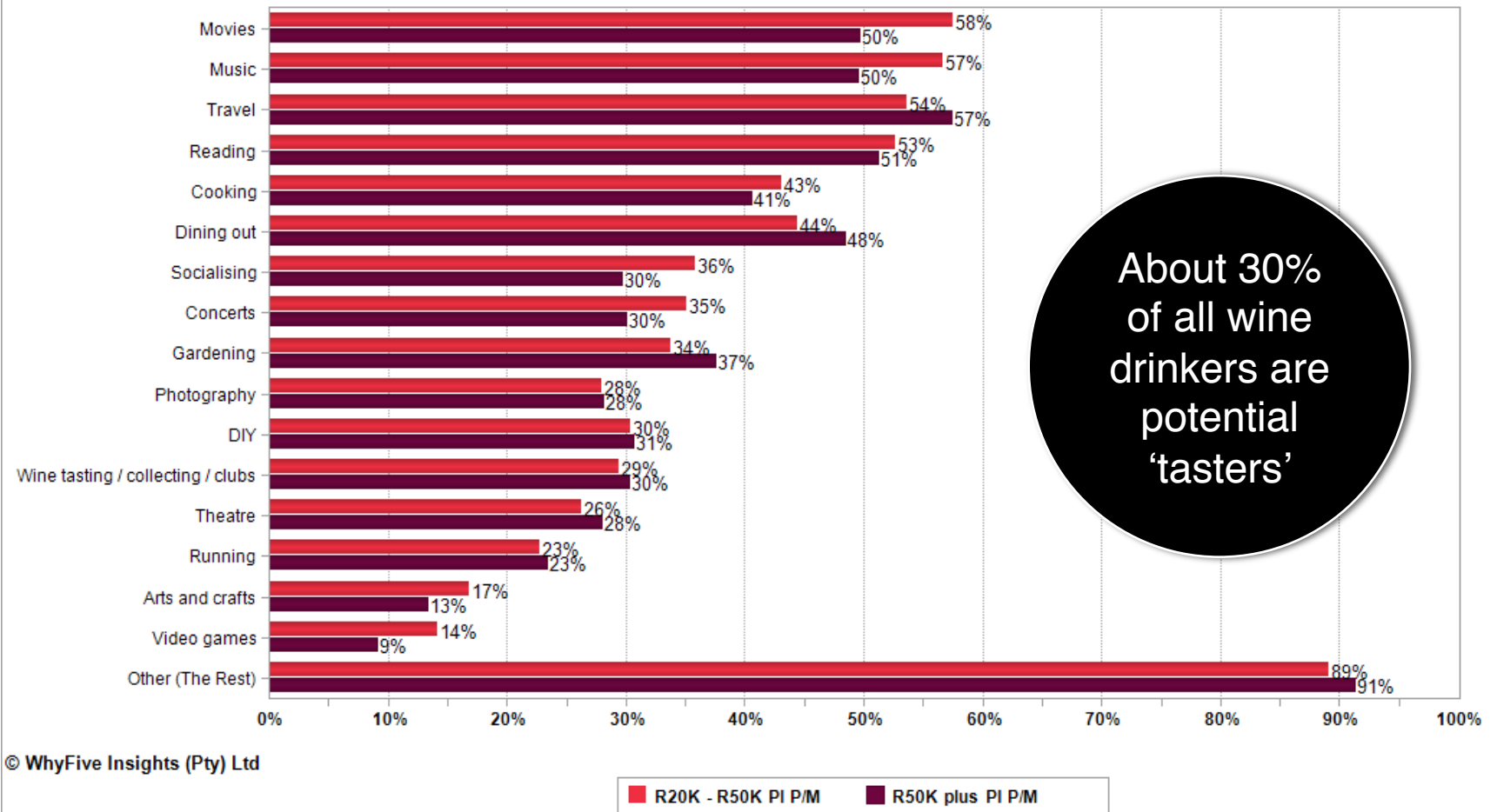




Chart 115: Your favourite red wine varietals?

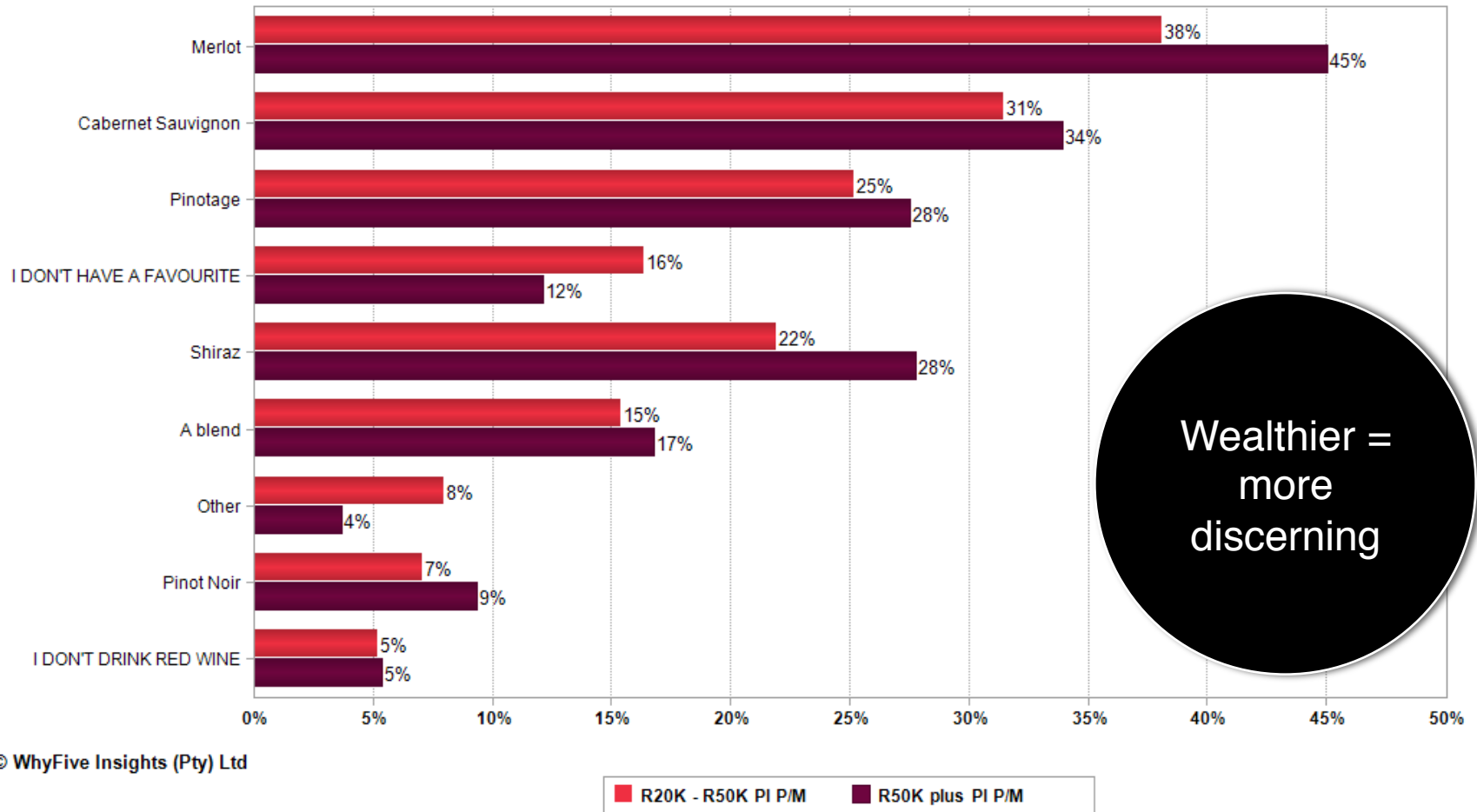
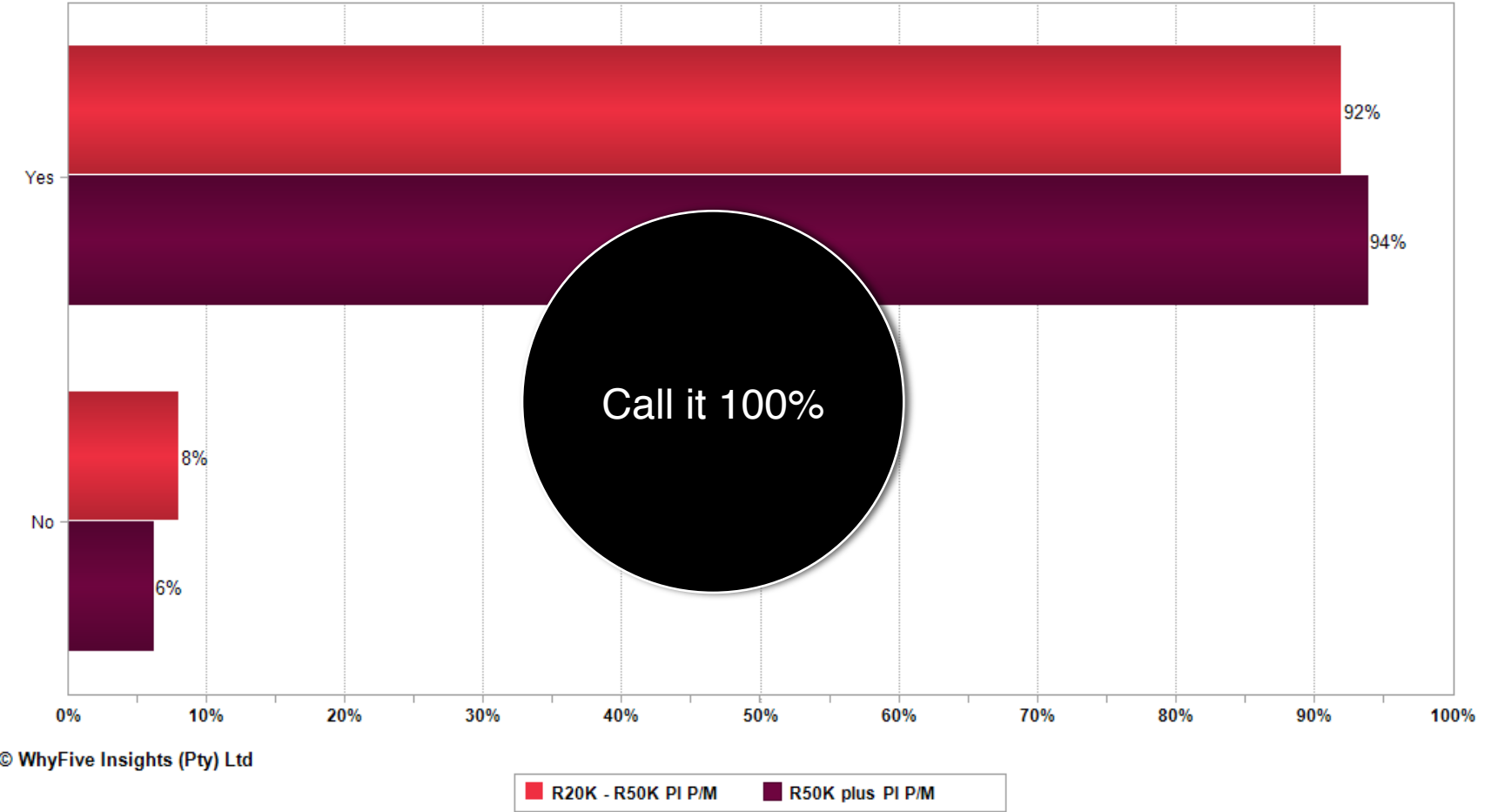
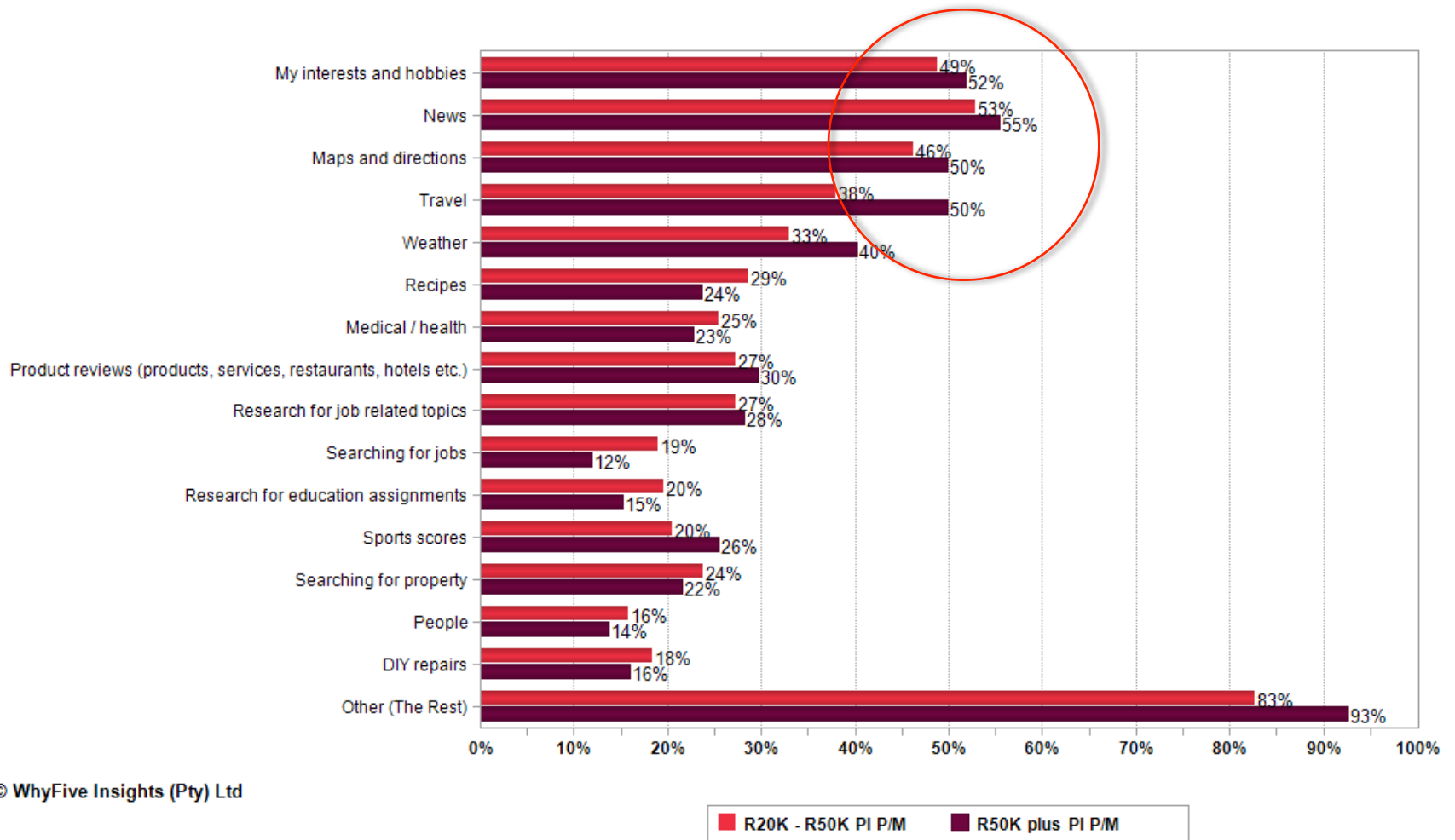


Chart 132: Do you own a smart phone?

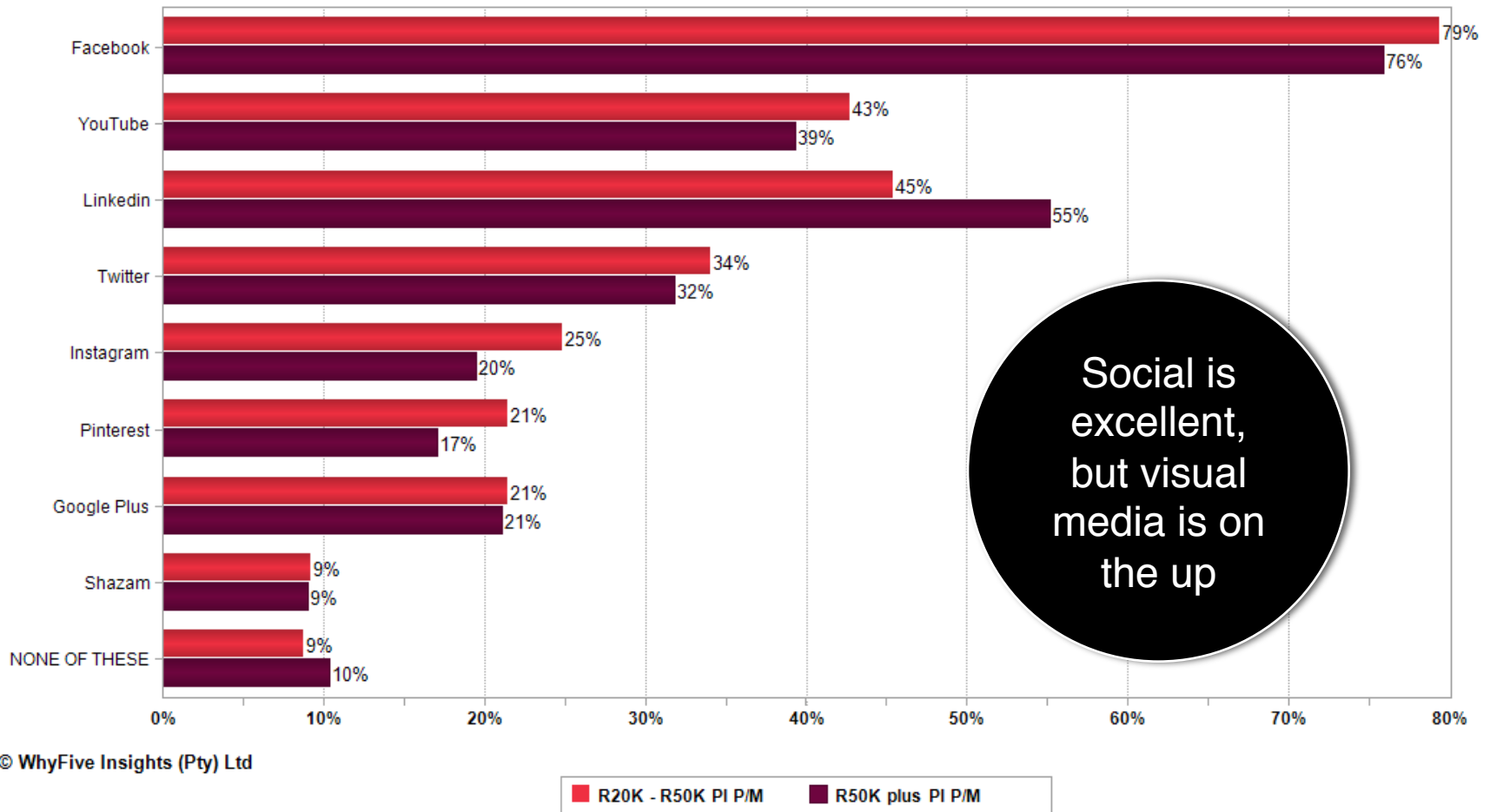


**Chart 138: What do you spend most time looking for online?**

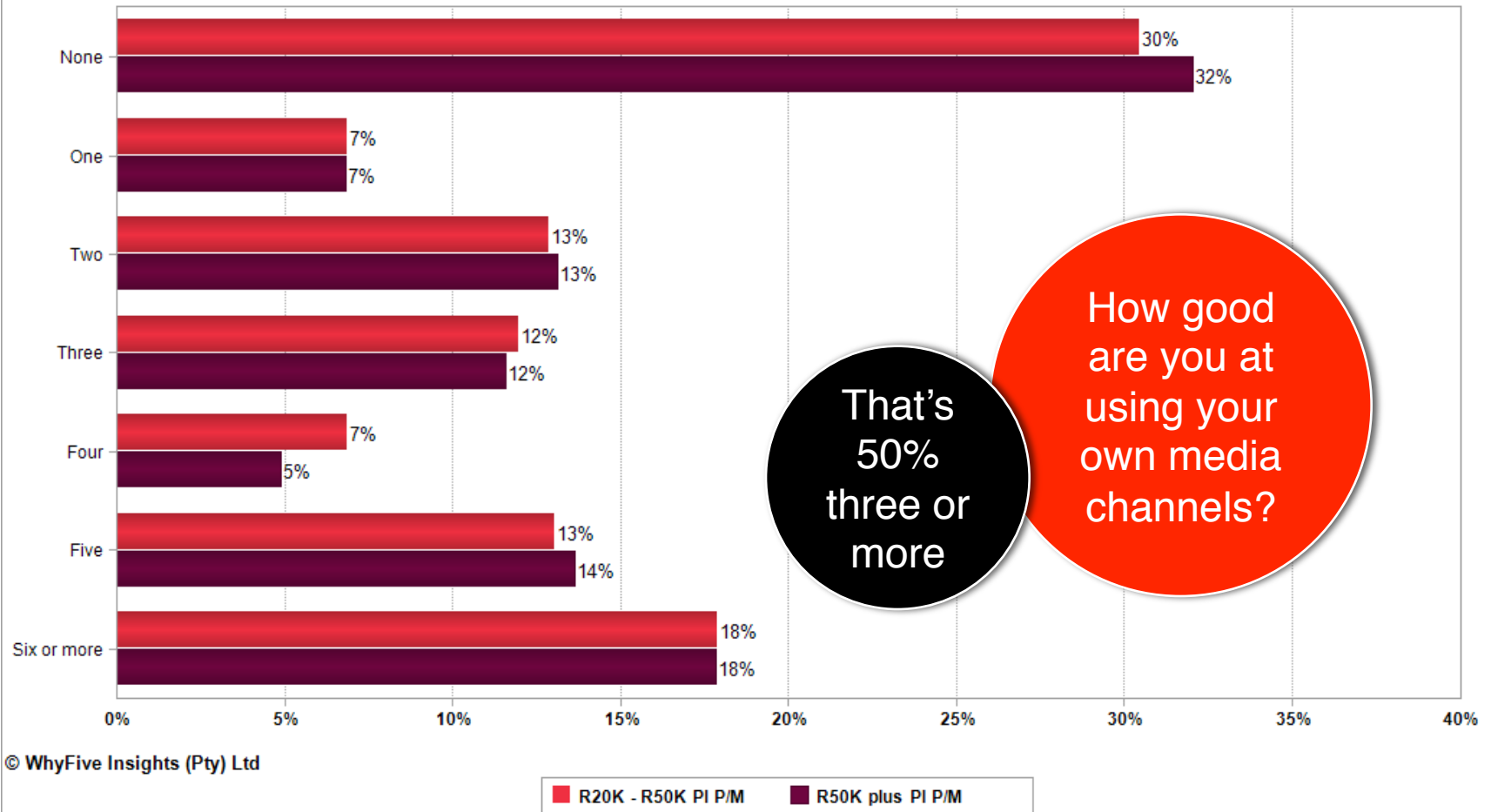




**Chart 146: What social media sites do you use?**



**Chart 148: How many email newsletters do you subscribe to?**



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