

2026
ADVERTISING
PROSPECTUS

WINE TRAILS

Tasmania

YOUR GUIDE TO EXPLORING TASSIE WINE & VINEYARDS

With things to see and do along the way!

INFORMATION CORRECT AS AT MAY 2025

#taswine HELLO!

We Tasmanians are pretty proud of our awesome cool climate wines and the dedicated growers and winemakers that produce them . . .

It's because of our growing global reputation that wine tourists are flocking to our island, bringing their enthusiasm for our premium wines with them. To help make our many and varied cellar doors as accessible as possible to these Tasmanian wine-lovers on their travels to our wine growing regions, Wine Tasmania will be releasing the eighteenth edition of its Wine Trails publication in September 2025.

Not only is this unquestionably the go-to guide for visitors exploring Tasmania's cellar doors and vineyards, it also provides a broader promotion of complementary experiences and attractions for these visitors – wine tastings are only one part of the experience (think unforgettable art galleries, incredible gastronomy, amazing accommodation, unique distilleries and spectacular scenery)!

During 2024, Tourism Tasmania advised that 301,410 interstate and international visitors (or 23% of all visitors to Tasmania) called into one of the island's cellar doors. While they were here, this segment of visitors spent 1.5 times more than other visitors.

If you would like to get your business in front of this high yielding, influential and growing group of visitors, you are invited to participate in the Tasmanian Wine Trails publication. The printed version of this publication is a professionally designed, colour A5 brochure, with 150,000 quickly-depleted printed copies.

The digital version – which can be viewed at winetasmania.com.au/wine-trails – attracts more than 280,000 page views each year. It features mobile-optimised web pages with geolocation features and interests filtering. This means that mobile users can access touring information in a customised and interactive format using Google Maps, allowing them to easily plan their journey around the island.



With a dedicated section of Wine Tasmania's website focusing on Tasmania's Wine Trails, Wine Tasmania also includes detailed online advertisements for full page, half page and quarter page advertisers. View the website [here](#) for an example. These ads will be professionally designed and published at no extra cost to advertisers.

Once again in 2026, the A3 tear-off Wine Trails map will also be produced, published and distributed. The map provides a simple double-sided tear-off map and listing, particularly useful for hotel concierges, reception desks and similar. An initial print run of 20,000 copies of this map will be published and circulated from October 2025 and will be re-printed as required.

With print costs having increased by over 40% since 2022, the Wine Trails publication and its updated inclusions offer better value for money for advertisers than ever.



Wine Trails Tasmania !!

Benefits of participation

Participating in the 2026 edition of the Tasmanian Wine Trails publication offers the following benefits:

1. Targeted distribution of the printed publication to 150,000 visitors interested in wine and complementary offerings.
2. Inclusion in the downloadable (PDF) version of the full Tasmanian Wine Trails publication from the Wine Tasmania website.
3. Inclusion in the interactive digital version of the publication, receiving more than 280,000 page views annually.
4. For full page, ½ page and ¼ page advertisers – inclusion of an advertisement on the Wine Trails website, including professional artwork design.
5. For full page and ½ page advertisers – business details listed on 20,000 copies of the Wine Trails concierge map resource (see the next page for more information).
6. Provision of unlimited copies of the Tasmanian Wine Trails publication for distribution to your customers and contacts.

DISTRIBUTION

The printed and digital versions of the publication reach more than 400,000 visitors each year.

The brochure is readily available at all airports, on board the Spirits of Tasmania and in all Tasmanian Visitor Information Centres.

It is also located at cellar doors and wineries, hotel/motel receptions, cafés, bars, key attractions and at a host of other distribution points.

At cellar doors, the Wine Trails brochure and map are key references used by staff to respond to visitor questions on recommendations for places to eat, other things to see in the local area and tourism offerings. Advertising in the Wine Trails brochure means that cellar door representatives around the state become advocates for your business.

Nationally, the brochure is also widely distributed at targeted mainland events, and included in wine shipments to interstate-based Tasmanian wine lovers.

Business Events Tasmania also provides the brochure to a number of conference organisers throughout the year to promote Tasmania as a conference destination and to delegates upon arrival in the State.

According to Tasmanian Brochure Exchange, the organisation responsible for stocking many of the brochure displays located throughout the state;

"Tasmania's Wine Trails continues to be by far one of the most sought-after publications across our distribution network, which includes Hobart Airport, Launceston Airport, Spirit of Tasmania and more than 195 sites statewide. Tasmania's Wines Trails is an incredibly popular and fast-moving publication that visitors use to plan their journey and explore Tassie's amazing wine regions."

– Issabel Eaves, Managing Director,
Tasmanian Brochure Exchange!



INVESTMENT

2026 Edition

BROCHURE & ONLINE ADVERTISING RATES

Advertising rates are listed in the table to the right. Most options also include additional, professionally designed print & digital opportunities as part of the advertising package. See pages 5-8 for further details.



What's included ...

General Rates (EXC. GST)

Back Cover – Full Page	\$8,085 (<6¢ per copy)
Inside Front Cover – Full Page	\$5,995 (<4¢ per copy)
Inside Back Cover – Full Page	\$5,560 (3.7¢ per copy)
Full Page	\$5,320 (<3.7¢ per copy)
Half Page (Vertical)	\$3,530 (<2.5¢ per copy)
Half Page (Horizontal)	\$2,925 (<2¢ per copy)
Quarter Page	\$1,645 (<1.1¢ per copy)
Touring Guide – 1/6 Page	\$1,070 (<.8¢ per copy)
Producer Profile	\$570 (<.4¢ per copy)
Producer Profile if booked with a Quarter, Half or Full Page Ad	only \$393* (<.3¢ per copy)

(see page 6 for further details).

	Wine Trails Publication	Ad on Wine Trails Website	Business Name on Concierge Map
Back Cover – Full Page	✓	✓	✓
Inside Front Cover – Full Page	✓	✓	✓
Inside Back Cover – Full Page	✓	✓	✓
Full Page	✓	✓	✓
Half Page (Vertical)	✓	✓	✓
Half Page (Horizontal)	✓	✓	✓
Quarter Page	✓	✓	
Touring Guide – 1/6 Page	✓		
Producer Profile	✓		

BOOKING INFORMATION

The booking deadline is Monday 7 July 2025 and the finished artwork deadline is Monday 21 July 2025.

Please note; all adverts 1/4 page and larger must be supplied as finished artwork. Please contact us if you have any queries or concerns relating to advert design.

Allison Williams is the advertising sales agent on behalf of Wine Tasmania and can be contacted from Monday to Wednesday on 03 6223 3770 or 0409 285 100 or email brochure@winetasmania.net.au.

TO BOOK YOUR SPACE, PLEASE FILL OUT THE ADVERTISING AGREEMENT / ORDER FORM ON PAGE 9 AND SUBMIT TO WINE TASMANIA BY EMAIL ON BROCHURE@WINETASMANIA.NET.AU

OR POST TO

WINE TASMANIA
LEVEL 5,
29 ELIZABETH STREET,
HOBART TAS 7000.

Advertising OPTIONS



FULL PAGE ADVERTISEMENT

RATE: \$5,320 + GST
(\$3.55 + GST per
100 print copies).

Full page advertisements will be given preferential space allocation in the wine trail section appropriate to the business location.

Advertisement to be supplied as press ready CMYK PDF file with 3mm bleed and crop marks. For any full page advertisements, all text is to be at least 8mm from left, right and top edges with a text free zone of 12mm from bottom of page.

ADDITIONAL INCLUSIONS

- Detailed priority advertising on the Wine Trails website, appearing both in the Tasmanian (statewide) wine trail and the business location's wine trail.
- Business listing on the A3 Wine Trails Concierge Map.

Artwork Specs

SIZE WITHOUT BLEED:

210mm x 148mm

BLEED: 3mm

* See 'General Rates' for full inside and outside cover pages options.

1200-ACRE RESORT IN THE
HEART OF THE FREYCINET

FREYCINET
RESORT

Freycinet Resort nestled in thick forest on the side of Mount Paul, and surrounded by protected National Park land, offers a private, peaceful and luxurious experience.

As the only accommodation on the mountain, we are able to offer unparalleled 360-degree views that encompass The Hazards, Friendly Beaches, Great Oyster Bay and the Tasman Sea. We invite you to step away from the hustle and bustle of daily life and immerse yourself in the spectacular wilderness of Tasmania's East Coast.

Mount Paul Lounge is Freycinet Resort's onsite restaurant, serving delicious food in spectacular surroundings. Residents and non-residents are welcome. Bookings are essential.

Our restaurant team are passionate about sourcing local, seasonal produce so that every bite tells a story of the region's rich flavours.

Our team is proud to bring guests an 8-Course Seasonal Omakase set menu that seamlessly fuses Tasmanian produce with Japanese cooking techniques and presentation.

OPEN 7 DAYS |
DINNER STARTS AT 6:00PM

FREYCINET.COM

DRINK | DINE | STAY

MOUNT PAUL LOUNGE



Advertising options continued



**TASMANIA'S
WINE TRAILS**

HALF PAGE ADVERTISEMENT

RATE: \$2,925 + GST
(\$1.95 + GST per 100
print copies).

Half page advertisements will be given a space allocation respective to the wine trail in which the business is located. Advertisement to be supplied as press ready CMYK PDF file. Advertisers will also be featured on the digital version of the Tasmanian Wine Trails publication, reaching an additional ~200,000 people.

ADDITIONAL INCLUSIONS

- Priority advertising on the Wine Trails website within the business location's wine trail.
- Business name on the A3 Wine Trails Concierge Map.

Artwork Specs

SIZE WITHOUT BLEED:
90mm x 130mm

PRODUCER PROFILE (FOR WINE PRODUCERS ONLY)

Producer profiles are a great way for wine producers to support their listing, feature the person/people behind their label and encourage visitation.

We're after short, sharp, fun and personality-based profiles, so you will need to supply an image of the person/people along with a maximum of 40 words sharing a little of their story and personality. These profiles will then be designed by our graphic designers and interspersed throughout the publication (at the designer's discretion). View the 2025 guide [here](#) as an example of some producer profiles.

HOP-ON • HOP-OFF

THE WINE HOPPER

- Explore the Coal River Valley region
- Visit award-winning wineries and distilleries
- Explore the hidden gems in the historical town of Richmond
- Enjoy local food and produce
- Customise your own tour
- Convenient hourly loops for pick-up
- Tour departs Hobart at 10.30am returning at 5.30pm

BOOK NOW AT THEWINEHOPPER.COM
Phone +61 409 404 337

MEET OUR WINE PEOPLE

MOORES HILL

James & Constance

Young and energetic couple, James and Constance, decided to move from the Yarra Valley to take over Moores Hill, Tasmania's first off grid winery. Their goal is to build on the existing sustainability ethos and improve the vineyard by implementing regenerative agricultural practices.



These producer profiles will also be used in our social media promotion throughout the year. (NB Wine Tasmania retains editorial control and reserves the right to make corrections/changes).

But wait! There's more ... if you would like to place a quarter, half or full page advertisement in this year's publication, then we will reduce the cost of your producer profile to only **\$393 + GST**.

REGULAR RATE: \$570 + GST (\$0.38 + GST per 100 print copies).

Advertising options continued

VERTICAL HALF PAGE ADVERTISEMENT

RATE: \$3,530 + GST
(\$2.36 + GST per 100
print copies).

This special half page advertisement will be given a premium right hand page position respective to the wine trail in which the business is located. Advertisement to be supplied as press ready CMYK PDF file.

ADDITIONAL INCLUSIONS

- Priority advertising on the Wine Trails website within the business location's wine trail.
- Business name on the A3 Wine Trails Concierge Map.

Artwork Specs

SIZE WITHOUT BLEED:
210mm x 74mm

BLEED: 3mm



QUARTER PAGE ADVERTISEMENT

RATE: \$ 1,645 + GST
(\$1.10 + GST per 100 print copies).

Quarter page advertisements will be given a space allocation respective to the wine trail in which the business is located. Advertisement to be supplied as press ready CMYK PDF file.

ADDITIONAL INCLUSIONS

- Simplified listing on the Wine Trails website within the business location's wine trail

Artwork Specs

SIZE WITHOUT BLEED:
90mm x 60mm



Advertising options continued

TOURING GUIDE – 1/6TH PAGE LISTING

RATE: \$1,070 + GST
(\$0.71 + GST per
100 print copies).

The Touring Guides are featured at the end of each wine trail in the printed publication – Tamar Valley (North), Southern, North West and East Coast Wine Trails.

1/6th page listings will be produced by Wine Tasmania and all will follow the same design layout as indicated to the right. We will not accept print ready advertisements for this size.

ADDITIONAL INCLUSIONS

- Business name listing on Wine Trails website within the business location's wine trail.

Client to Supply

- Business name.
- Subheading (optional)
- Business description.
28 WORDS MAXIMUM.
Words to be supplied in word document or email.
- One image only, landscape format, 300dpi (high resolution).
- Address
 - » street number, street name, suburb and post code.
 - » Telephone number and/or mobile number
(2 numbers maximum)
 - » email address (if applicable)
 - » web address (if applicable).
- Logo. Colour EPS file preferred or jpeg file (300dpi) (high resolution).

**TASMANIA'S
WINE TRAILS**



FREYCNINET MARINE FARM

MOUTHWATERING FRESH SEAFOOD

Harvested daily, our own beautiful pacific oysters and Tasmanian blue mussels as well as scallops, rock lobster, other local seafood and local wines. You can enjoy on the deck or take away to enjoy later.

1784 Coles Bay Rd,
Coles Bay
(03) 6257 0261
OYSTERS@FREYCNINETMARINEFARM.COM
FREYCNINETMARINEFARM.COM



ASHGROVE DAIRY DOOR

TASTE CHEESE AT THE SOURCE

Tassie's most indulgent on-farm cheese experience, open 7 days.

6173 Bass Hwy,
Elizabeth Town
(03) 6368 1105
DAIRYDOOR@ASHGROVECHEESE.COM.AU
ASHGROVECHEESE.COM.AU



SPRING BAY DISTILLERY - CAMBRIDGE

AWARD-WINNING NEW WORLD DISTILLERY

Established in 2015, Spring Bay Distillery is a multiple award-winning new world distillery. We offer some of Tasmania's finest single malt whisky, gin and vodka. Tours and tastings can be booked online.

205 Kennedy Dr,
Cambridge
0448 160 670
ORDERS@SPRINGBAYDISTILLERY.COM.AU
SPRINGBAYDISTILLERY.COM.AU



STILLWATER RESTAURANT & SEVEN ROOMS

OPEN LUNCH AND DINNER

Contemporary fine dining in an 1830s flour mill by the banks of the river. Nationally recognised and awarded for service, accommodation, menu and wine list, including the Hall of Fame in the Australian Wine List Awards.

STILLWATER

2 Bridge Rd,
Launceston
(03) 6331 4153
STILLWATER.COM.AU



ADVERTISING AGREEMENT – 2026 EDITION

Advertising Enquiries / Bookings: Allison Williams
T: 03 6223 3770 OR M: 0409 285 100 (Monday - Wednesday),
E: brochure@winetasmania.net.au

Business Name
Contact Name
Address
Suburb State Postcode
Phone
Email
Website

Advert Details

Please repeat my advertisement artwork from the 2025 edition: ☐ Yes ☐ No
I will be supply new finished artwork for my advert: ☐ Yes ☐ No

SIZE	TOTAL (ex GST)	TOTAL (inc GST)	COMMENTS
GRAND TOTAL:	\$	\$	

TERMS & CONDITIONS OF BUSINESS

This document confirms your agreement to the following terms and conditions:

No responsibility will be taken for mistakes made by the advertiser in submission of information.

Wine Tasmania reserves the right to edit, re-purpose and paraphrase supplied content as it sees fit.

Payment Terms – 30 days from invoice.

Wine Tasmania
Level 5, Elizabeth Street,
Hobart TAS 7000
T: 03 6223 3770
E: mail@winetasmania.net.au
W: www.winetasmania.com.au

AUTHORITY

This signature is confirmation of your campaign booking and the Terms and Conditions as listed.

ORDER NO:
NAME:
DATE:
SIGNATURE:

WINE TRAILS DEADLINES

Booking deadline: Monday 7 July 2025
Supplied artwork deadline:
Monday 21 July 2025