

2026 MEDIA KIT

Vinerra

Wander the world of wine

WWW.VINERRA.COM

VINERRA.

COM

is a premier online destination for **wine...**

VINERRA.COM

is a Top 20 global online destination for wine **enthusiasts** and **industry professionals**, offering detailed content on wine regions, varietals, best practices, and industry trends.

Targeting a premium, wine-focused audience, Vinerra enjoys **high user engagement and steadily reports double-digit traffic**

This media kit provides key audience insights and performance metrics to demonstrate the value for potential partners – wineries, wine accessory brands, and travel & tourism operators – looking to reach an engaged wine-centric community.

Vinerra

is now the **fastest-growing**
wine media platform
in **Canada**, ranking **#2**
in the country and among the
Top 20 globally!

AUDIENCE DEMOGRAPHICS

& INTERESTS

Vinerra's audience spans all adult age groups, with a concentration in the **25–44 year range**, which accounts for the majority of users. This indicates a core audience of **mid-career adults likely with the disposable income and sophisticated palates** associated with higher wine consumption. **Younger adults (18–24) and older adults (55+)** are also represented in smaller proportions, reflecting a broad appeal but a focus on prime wine enthusiast demographics. **The gender split is balanced** (approximately 55% male to 45% female), ensuring reach across key segments of the wine consumer market.

AUDIENCE
25–44
year range

YOUNGER
ADULTS
(18-24)

OLDER
ADULTS
(55+)

GENDER
55%
MALE

GENDER
45%
FEMALE

Beyond basic demographics, interest profiles of Vinerra’s users underline **the site’s premium niche appeal**. Google Analytics data shows that **Vinerra visitors tend to be affluent lifestyle enthusiasts, with strong affinities for gourmet food, fine dining, and travel**. Many are avid food & wine aficionados and “epicurean” in nature, often seeking culinary content, winery experiences, and upscale travel adventures. This alignment of interests means Vinerra’s audience is **not only passionate about wine** but also **primed for related luxury products and experiences**, from high-end wine accessories to wine tourism.

GEOGRAPHIC REACH

Vinerra's reach is **GLOBAL...**

Vinerra's reach is global, with its largest audience concentrations in key **wine-consuming and English-speaking markets.**

The **United States** leads with the highest share of sessions (by far the single largest user base), followed by substantial audiences in **Canada, the United Kingdom, and Australia.** These top countries account for a significant portion of traffic, reflecting Vinerra's strong presence in North America and other major wine markets. The remaining audience is distributed across other regions of Europe, Asia, and the rest of the world, underscoring that Vinerra engages wine lovers internationally. This broad geographic reach provides partners with the opportunity to gain global exposure while also allowing for geo-targeting of region-specific campaigns as needed.

TOP 10 Countries

United States	39.03%
Canada	15.6%
United Kingdom	5.79%
India	2.82%
Australia	2.65%
Italy	1.85%
France	1.8%
Germany	1.74%
South Africa	1.62%
Netherlands	1.59%
Rest of the world	25.51%

Importantly, Vinerra's content itself covers wine regions worldwide – the platform features over **1,500 regional wine guides** spanning **50 countries, 201 regions, 858 subregions, and 73 appellations**. This comprehensive coverage attracts a diverse international readership, positioning Vinerra as an authoritative global wine resource. For advertisers, it means your message can reach wine enthusiasts planning trips to Napa, exploring French appellations, discovering Australian wines, and everything in between.

1,500

Regional wine guides

50

Countries

201

Regions

858

Subregions

73

Appellations

Winerra

Home > Home > Austria

Australia

71342 VINEYARD HECTARES

6 REGIONS

64 SUBREGIONS

2141 WINERIES

Regions and Subregions

WESTERN AUSTRALIA

SOUTH AUSTRALIA

QUEENSLAND

NEW SOUTH WALES

VICTORIA

TASMANIA

ABOUT THIS REGION

WINE INDUSTRY

GRAPES AND VINES

ENVIRONMENTAL SUSTAINABILITY

WINE HISTORY

REGIONS AND SUBREGIONS

ABOUT THIS REGION

Australia has firmly established itself as a powerhouse in the global wine market, consistently ranking among the top wine exporters worldwide. With exports totaling **US\$10.2 billion** in 2022, the wine industry continues to thrive and expand its reach on the international stage. Beyond its economic impact, the wine sector plays a pivotal role in shaping Australia's cultural landscape, serving as a source of national pride and identity.

The growth of Australia's wine industry has not only contributed significantly to the country's economy but has also created a myriad of employment opportunities across various sectors, from viticulture to wine tourism. The industry's expansion has led to the development of world-class wineries, vineyards, and wine tourism experiences, attracting visitors from around the globe to explore the vineyards and savor the renowned wines produced in the country.

One of the key factors driving the success of Australia's wine industry is its unwavering commitment to sustainability. With a focus on environmentally friendly practices, such as water conservation, biodiversity preservation, and reduced carbon emissions, Australian wineries are leading the charge towards a more sustainable future. By prioritizing sustainability, the industry not only safeguards the land for future generations but also enhances the quality and reputation of Australian wines on the global market.

Associations

Australian Wine
 Wine Australia
 Sustainable Wine Australia (SWA)
 Australian Grape and Wine Association (AGWA)

Discover

152 mm

175 m-409 m

GRAPE VARIETALS

WINE STYLES

Most Common Grapes of the Goose Gap AVA

Washington is renowned for its unique terroir, characterized by north and northeast-facing slopes and predominantly weathered basalt soils. But these producers to grow high-quality Cabernet Sauvignon, Merlot, Syrah, and Chardonnay.

Most Common Red Grapes

- Cabernet Sauvignon:** Cabernet Sauvignon thrives in these slopes' well-drained soils and warm climate. The grape requires a long growing season with ample sunlight to fully ripen, which the AVA's north-south orientation helps provide by maximizing potential light exposure and allowing for a gradual ripening process. The region's volcanic soils are beneficial for preventing salinity, which is crucial for the development of robust Cabernet Sauvignon vines. Additionally, the steep, well-drained basalt slopes support the deep root systems that Cabernet vines need to access water and nutrients, a key requirement in the semi-arid vineyard environment.
- Merlot:** Merlot vines flourish in these slopes' moderate temperatures and loamy soils, which are conducive to temperature stability due to the orientation of the slopes. The grape benefits from the region's warm days and cool nights, allowing balanced vine growth and berry development. Merlot requires soils that retain some moisture but also provide good drainage, which the weathered basalt soils offer. The slopes and low winds overlooking the coast help maintain more stable leaflet areas and consistent berry size and ensure the necessary ripeness throughout the growing season.
- Syrah:** Syrah is well-suited to the warm, dry conditions of Goose Gap, where it can achieve optimal ripeness. The grape requires a significant amount of heat to develop fully, and the AVA's climate provides this, with the north and northeast slopes maximizing the risk of over-ripening. The well-drained, steep-slope ground waterlogging and encourage the development of healthy root systems, essential for Syrah's growth. Additionally, the variation in elevation and temperature helps maintain the wine's physiological balance, crucial for Syrah's elegant growth.

Regions and Subregions

Regions

Subregions

Patagonia and Atlantic Region

The North

GUIDES

Sustainability

In response to the growing global emphasis on sustainability, the Australian wine industry has embraced a proactive approach to environmental stewardship and sustainable practices. In recent years, there has been a notable increase in the adoption of sustainable techniques and methodologies across vineyard management, pest control, and other aspects of wine production. This concerted effort towards sustainability is reflected in the steady rise in certification numbers in programs such as [Sustainable Wine Australia](#), indicating a collective commitment within the industry to pursue more conscious practices.

Established in 2008, the Sustainability Integration Australia programme stands as a landmark initiative within the wine community, with an impressive 82 regional wineries currently participating. To obtain certification, wineries undergo a comprehensive certification process that entails detailed documentation of their operations, participation in specialized training courses, and the presentation of key performance metrics to the program's governing body. Additionally, wineries must engage with a certification body to verify the adherence to sustainable practices, ensuring transparency and accountability in their sustainability efforts.

Membership in the Sustainable Wine Australia program is available to both new members and certified members, each requiring a nominal fee of \$10. Regardless of membership level, participating wineries demonstrate a long-term commitment to sustainability, contributing to the preservation of natural resources and the reduction of environmental impact within the wine industry. Through their dedication to sustainable practices, wineries not only foster a healthier ecosystem but also enhance the overall resilience and longevity of the wine sector, positioning Australia as a global leader in sustainable wine production.

History of the Region

The history of the Australian wine region is a fascinating tale of perseverance, innovation, and evolution. It all began with the arrival of the First Fleet in 1788, which brought wine from the east and south Africa to the continent. The first documented planting occurred in Farm Cove, Sydney, setting the stage for what would become a thriving industry.

Throughout the 19th century, wine production in Australia experienced exponential growth. Vineyard plantings expanded across regions such as New South Wales, Victoria, and South Australia, fueled by the contributions of European immigrants who brought with them traditional winemaking techniques and grape varieties.

However, the late 19th century brought a dark cloud with the outbreak of phylloxera, a vineyard pest that devastated European vineyards. While Australia was not immune to this newly discovered pest, it was able to escape the worst of it due to the isolation of its wine industry.

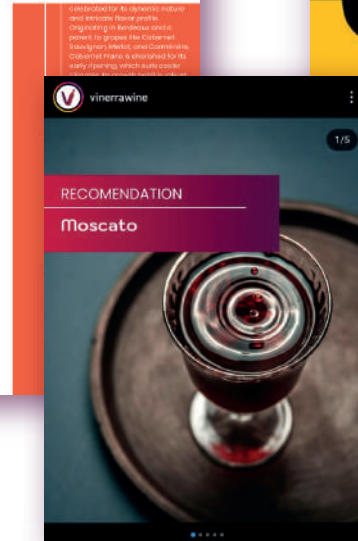
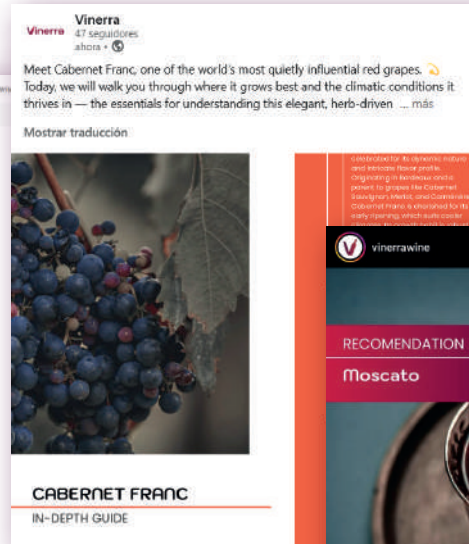
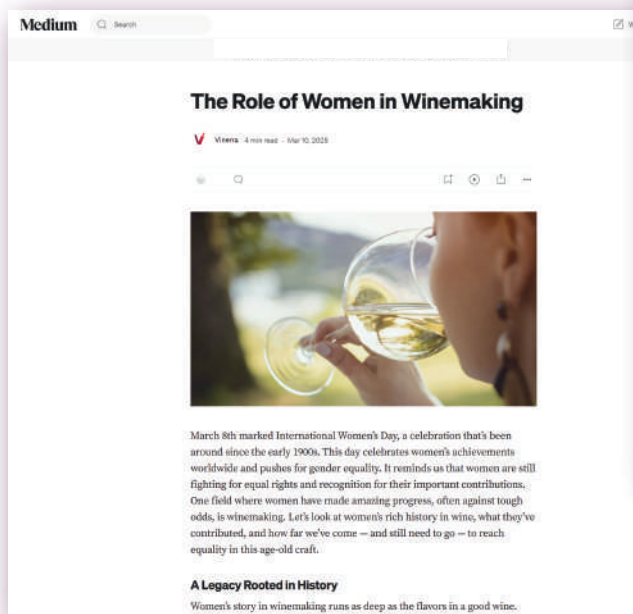
Through challenges such as two World Wars and the Great Depression, the Australian wine industry continued to innovate. Technological advancements in the promotion of new regions, like South Australia, bolstered the country's wine production.

The 20th century witnessed significant growth and recognition for Australian wines on the global stage. Increased exportation, coupled with a focus on quality and strict regulation as a premier wine-producing country.

As the wine industry continues to evolve, there is a heightened focus on sustainability and innovation. Winemakers are experimenting with various grape varieties, disease and frost-resistant vines that resonate with consumer tastes.

With a remarkable journey of resilience, adaptation, and growth, wine is committed to quality, innovation, and sustainability. The Australian wine sector, contributing significantly to the country's cultural heritage and economic prosperity.

CONTENT AMPLIFICATION



ENGAGEMENT



BEHAVIOUR METRICS

Vinerra's audience doesn't just visit – they stay and interact, indicating **high engagement** levels that are invaluable for marketing impact.

Key engagement KPIs from recent Google Analytics reports are summarized below:

METRIC	VALUE (Monthly)
Monthly Unique Users	~15,000 + users
Impressions	1.3 million
Monthly Sessions	~15,439+ sessions
Monthly Pageviews	~17,689+ pageviews
Pages per Session	2.5 pages/session
Average Session Duration	2 minutes
Bounce Rate	12% (low bounce rate)
New vs. Returning Sessions	~70% new / 30% returning
All pages Citations	~1500 citations

High user engagement is evident in metrics: **visitors view 2–3 pages per session and spend over 2 minutes on average** (far above industry benchmarks), indicating deep exploration and interest. **A low bounce rate of 12%** indicates most users stay and find what they need. **About one-third of sessions are from returning visitors**, revealing loyalty and an active community.

This engagement level means partner messages are seen by an attentive audience, not just quick visitors.

AVERAGE
2.5 PAGES

Visitors view multiple pages per session

2 MINUTES

The average session duration

1/3 of sessions
come from returning
visitors

PARTNERSHIP OPPORTUNITIES

A niche audience creates a **UNIQUE VALUE**

Vinerra's audience doesn't just visit; they stay and engage, showing high engagement that boosts marketing efforts. Whether you're a winery aiming to grow your brand, an accessory brand targeting wine enthusiasts, or a travel company promoting wine tourism, Vinerra offers the perfect growth channel. Here's how Vinerra can support each partner type:

Wineries

Wineries and Wine Brands Showcase your winery to a niche wine audience. Vinerra provides winery profile pages and editorial features to highlight your heritage, vineyards, and wines. Leverage Vinerra's **targeted email campaigns** to reach subscribers by location or wine preference, ensuring your promotions (such as new releases, wine club sign-ups, etc.) land in the inboxes of users most likely to engage. Furthermore, we provide consulting services to help you scale and grow your brand.



Wine Accessory Brands

Connect with high-intent consumers in the wine lifestyle niche. Vinerra's audience is actively interested in enhancing their wine experience – from glassware and storage to gadgets and décor. Through affiliate partnerships or display advertising, accessory brands can tap into this **prime market**. The platform's content, such as educational guides and wine tips, provides natural integration points for product features or recommendations. By aligning your brand with Vinerra's trusted content, you benefit from implied endorsement and reach shoppers already in a wine-buying mindset, boosting affiliate revenue and sales.



Travel & Tourism Operators

Promote wine tourism experiences to a global travel audience. With over **1,500 regional wine guides** covering well-known and emerging wine regions, Vinerra is the go-to platform for wine enthusiasts planning their next trip. Whether you're a wine resort, agritourism business, local tour operator, or tourism authority, Vinerra can feature your **properties and experiences** within relevant regional guide pages. Imagine your boutique vineyard B&B or tour package highlighted in a guide to Tuscany or Napa Valley – readers browsing these guides are actively thinking about visits. With Vinerra's international reach, you can attract visitors from key markets such as the US, Canada, and the UK to your destination. This targeted exposure helps you connect with an audience already passionate about wine travel, driving increased interest and conversions for your offerings.



CONCLUSION

Premium niche audience

Global reach

Outstanding engagement

Vinerra's premium niche audience, global reach, and outstanding engagement metrics make it a compelling platform for partners in the wine industry and beyond.

By advertising or collaborating with Vinerra, you tap into a **community that is educated, passionate, and responsive** – exactly the kind of audience that can elevate your brand. We invite you to join us and leverage Vinerra's growing traffic and trusted reputation in the wine world.

Contact Vinerra's partnerships team to learn more about custom advertising packages, profile features, and how we can tailor a campaign to meet your goals. **Let's uncork new opportunities together!**



PRICING



Vinerra offers flexible partnership packages designed to help wineries, wine accessory brands, and tourism operators reach a highly engaged global wine audience.



Starter

(from \$750)

Ideal for **boutique brands seeking dependable visibility** through run-of-site or regional placements, directory inclusion, and a newsletter mention.

Growth

(from \$1,500)

For **brands ready to scale with premium placements**, feature articles, targeted email segments, and multi-guide integration.

Premium

(from \$4,500)

A **multi-channel, high-visibility solution** including homepage features, editorial integrations, and strategic campaign support.

Enterprise & Tourism Programs

(from \$10,000)

Customized region- or portfolio-level **campaigns with global reach** and ongoing optimization.

To explore tailored options, contact info@vinerra.com.



Vinerra

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