

OVERBERG *Wine Guide*

WINE | DINE | STAY | PLAY

2026 FACT SHEET

A premium lifestyle publication showcasing the best of the Overberg region's wine, cuisine, and culture. An indispensable companion for both locals and visitors seeking to experience the essence of the Overberg's unique terroir and lifestyle.

Printing

PRINT ORDER: Increased to 12,000 copies

FORMAT: A5 Landscape, approx. 60 pages, printed full colour throughout.

PAPER STOCK: Cover 250gsm Matt Art; body 115gsm Gloss Art; and overall UV Gloss varnish.

Distribution

PRINT

- 7,000 Woolworths *TASTE* magazine, November/December issue
- 1,000 Cape Town Visitors Information Centre
- 1,000 Overberg Information Centres and Guest Houses
- 1,500 Wine Guide Advertisers
- 1,500 Second Distribution March 2026

DIGITAL

- All listings are featured on the website, www.overbergwine.com
- Downloadable PDF of the print version designed for handy, mobile-friendly access on the go.

SOCIAL MEDIA

- All listings are featured on Instagram (1,600 followers) and Facebook (3,400 followers)

SHELF LIFE

- Print and Digital – 12 months, up to the 2027 Edition

Content to be provided by Advertisers

FULL PAGE

- **Copy:** maximum 120 words
- **Images:** 8 High-resolution (300dpi) colour or black and white (to choose from)
- Wine portfolio by name or cultivar
- Address, Telephone, email and website address
- Trading hours
- High-resolution (300dpi) logo

HALF PAGE

- **Copy:** maximum 75 words
- **Images:** 4 High-resolution (300dpi) colour or black and white (to choose from)
- Wine portfolio by name or cultivar
- Address, Telephone, email and website address
- Trading hours
- High-resolution (300dpi) logo

THIRD PAGE

- **Copy:** maximum 25 words
- **Images:** 2 High-resolution (300dpi) colour or black and white (to choose from)
- Address, Telephone, email and website address
- Trading hours
- High-resolution (300dpi) logo

PRINT-READY MATERIAL

- Print-optimised PDF with fonts and high resolution images (300dpi) embedded.
- We DO NOT accept any open files or documents.
- Material to be delivered to hedda@thewineguides.co.za unless otherwise arranged

Full Page + Bleed



220mm (W)
x 158mm (H)

Full Page Trim



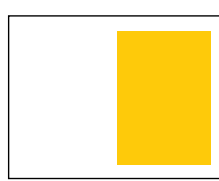
210mm (W)
x 148mm (H)

Half Page + Bleed



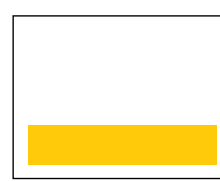
106mm (W)
x 158mm (H)

Half Page



93mm (W)
x 127mm (H)

Third Page



194mm (W)
x 40mm (H)