



# Vine MAGAZINE

**Stay visible** to Australia's table grape and dried fruits industries when you advertise in the *Vine* magazine.

THE QUARTERLY JOURNAL OF:



# Our passion

ATGA and DFA are committed to delivering engaging, illuminating and up-to-date information to the *Vine* readers.

# Your publication

The leading source of information for Australia's table grape and dried fruits industries, the *Vine* is a quarterly magazine. With a print run of 1500, the *Vine* is delivered to all table grape, dried grape, prune and dried tree fruit growers, as well as researchers, industry representatives and other supply chain members.

## Each edition:

Local, national and international news

Research and development updates

Marketing advancements

Biosecurity information

Grower and industry profiles

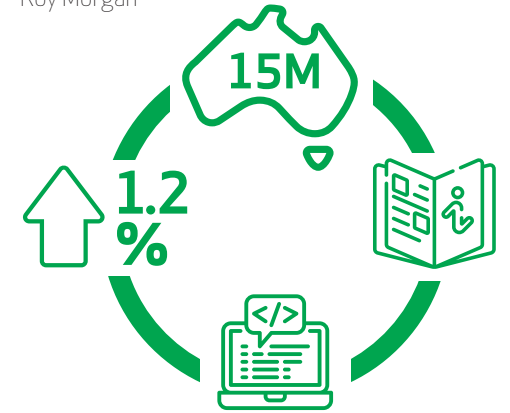
**Circulation:** 1500

**Estimated Readership:** Delivered to 1500 companies, individuals and families across Australia, the *Vine's* reach is all-encompassing, both corporate and personal, spanning ranks of business and generations of growing families.

**Future developments:** With plans to offer digital subscriptions in 2020, the *Vine's* cross platform potential maximises advertisers' exposure and increases accessibility.

**More than 15 million Australians aged 14 and over read magazines in print and online. This is up 1.2% from 2018.**

Roy Morgan



# rates & specifications

**Artwork:** Please ensure artwork is sent to us as high resolution PDFs at correct size. Full page advertisements must be supplied with trim marks and 3mm bleed plus all fonts embedded or outlined and images must be CMYK and 300dpi.

Artwork can be emailed (max size 7MB) to your advertising contact on page 4 of this media kit.

Word or Publisher files are not acceptable.

We can arrange professional graphic design of advertisements at a fee.

**Magazine size:** A4 (210 x 297)

**Pages:** 40

**Paper:** pages: 210gsm uncoated

cover: 280gsm uncoated, perfect bound

**Binding:** Perfect bound

| RATES (ex. GST)     | Casual rate | x2 bookings | x4 bookings |
|---------------------|-------------|-------------|-------------|
| Full page           | \$1,400     | \$1,250     | \$1,100     |
| 1/2 page H          | \$800       | \$720       | \$650       |
| 1/3 page H          | \$500       | \$450       | \$400       |
| 1/6 page H          | \$250       | \$220       | \$200       |
| Single sheet insert | POA         | -           | -           |
| Multi page insert   | POA         | -           | -           |
| Double page spread  | POA         | -           | -           |
| Inside back cover   | 5% loading  | -           | -           |
| Inside front cover  | 5% loading  | -           | -           |
| Back cover          | 5% loading  | -           | -           |

| ADVERTISING DEADLINES | Final booking       | Material due       | Print/Circulation |
|-----------------------|---------------------|--------------------|-------------------|
| February 2020         | Monday 9 December   | Monday 16 December | Friday 31 January |
| May 2020              | Monday 30 March     | Monday 6 April     | Friday 1 May      |
| August 2020           | Monday 29 June      | Monday 6 July      | Friday 31 July    |
| November 2020         | Monday 28 September | Monday 5 October   | Friday 30 October |



\* Concept cover shown

What our readers have to say about the *Vine*:

**“It helps to keep you exposed and thinking about all the different facets involved in production and marketing.”**

**“They keep us updated and in the loop, as to what is happening in the industry.”**

**“The stories widen my thinking.”**



## FULL PAGE AD

**Trim Size:** 210 w x 297 h

**Bleed:** 3mm all sides

**Text safe margin:** 15mm

**Total bleed size:**  
216mm w x 306mm h

## HALF PAGE AD

**Size:** 165 w x 122 h



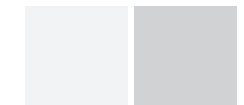
## THIRD PAGE AD

**Size:** 165 w x 80 h



## SIXTH PAGE AD

**Size:** 80 w x 80 h





## contact us



For advertising or editorial enquiries please contact one of our communications managers.



**Communications Manager:**

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