



Vine MAGAZINE

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

2024
**media
kit**

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 1200, 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

Readership:

Delivered to 1200 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. With a digital audience of more than 800 per edition, the *Vine's* cross-platform presence maximises advertisers' exposure and increases accessibility.

Digital Statistics

6,000 impressions

860 reads

5min 30sec

*averages over time from all publications. Back issues still perform long after their release date!

Reading devices

62% desktop

38% phone

Global reach

Australia, US,
Ireland, Spain &
South Africa

*2023 statistics



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

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.”

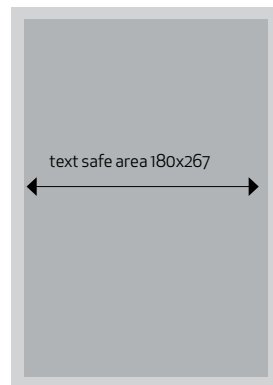
** prices accurate as of November 2023

* please note print and digital circulation dates can shift slightly throughout the year as stories develop, please bear this in mind as delays are often unavoidable.

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	Digital Circulation	Print/Circulation
February 2024	18 January	29 January	22 February	29 February
May 2024	8 April	18 April	16 May	23 May
August 2024	15 July	25 July	22 August	29 August
November 2024	14 October	24 October	21 November	28 November



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

MAGAZINE

Vine

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



Communications Manager:
Megan Frankel-Vaughan
T: (03) 5023 5174
E: communications@driedfruitsaustralia.org.au



Communications Manager:
Terryn Milner
T: (03) 5021 5718
E: tmilner@atga.net.au