



Vine MAGAZINE

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

THE QUARTERLY JOURNAL OF:



2021
**media
kit**

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 1300, 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.

A digital edition was launched in 2020 and each issue is read more than 500 times on average

Each edition:

Local, national and international news

Research and development updates

Marketing advancements

Biosecurity information

Grower and industry profiles

Readership:

Delivered to 1300 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 500 per edition, the *Vine's* cross-platform presence maximises advertisers' exposure and increases accessibility.

Digital Statistics

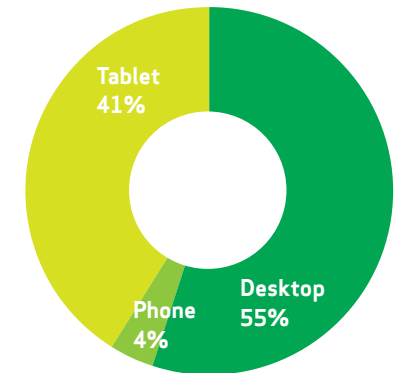
5,425 impressions

2,265 reads

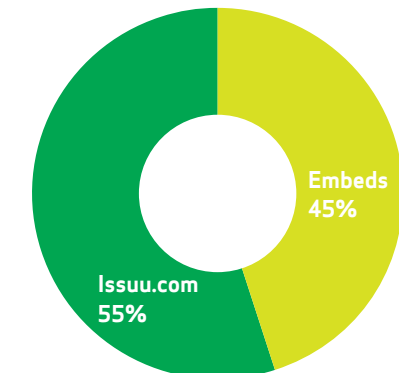
7min 07sec average read time

146 clicks

Reading Devices:



Sources:



* total for 2020 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*:

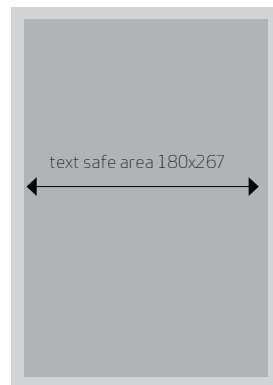
“It helps to keep you exposed and thinking about all the different facets involved in production and marketing.”

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

“The stories widen my thinking.”

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 2021	Monday 21 December	Monday 21 January	Friday 22 February
May 2021	Monday 29 March	Monday 5 April	Friday 7 May
August 2021	Monday 28 June	Monday 5 July	Friday 6 August
November 2021	Monday 27 September	Monday 4 October	Friday 5 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



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



Communications Manager:

Lauren Roden
T: (03) 5023 5174
E: Iroden@driedfruitsaustralia.org.au



Communications Manager:

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

