



Pick   
OF THE  
bunch

DIGITAL  
MEDIA  
KIT 2021

An essential link  
to Australia's  
table grape  
industry

# About

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The Australian Table Grape Association (ATGA) is the peak body for Australia's table grape industry.

Representing Australia's commercial table grape growers, processors, marketers and exporters, the ATGA provides a vital link for the industry to government, RDCs, other industry, media and more.

The ATGA communicates to its large network by frequent emails, fortnightly e-newsletter, quarterly print and digital publication, the *Vine*, and the ATGA website, as well as cross-platform promotion to maximise reach.



## Circulation

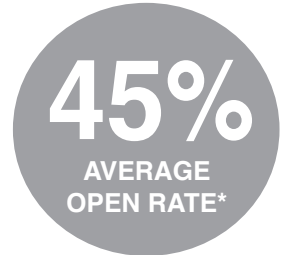
*Pick of the Bunch* is sent directly by email to 520+ table grape growers, researchers, supply chain workers and other industry representatives.

## Frequency

Fortnightly.

## Reach

*Pick of the Bunch's* subscriber base is entirely reader-driven, with subscribers required to sign-up before receiving industry updates. Because of this, advertisers receive an organic reach to a captive audience.



\*Industry average:  
Opens – 16.88%  
Clicks – 7.5%



# Rates & specifications

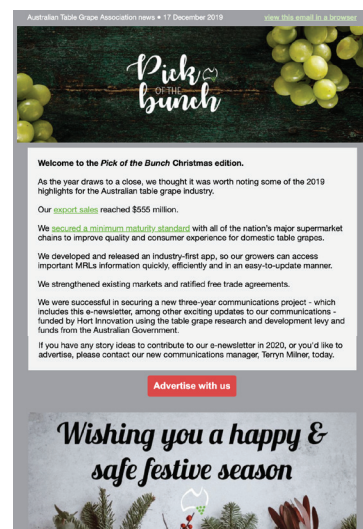
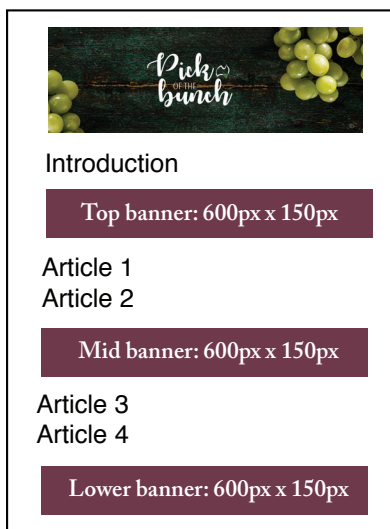
## Artwork

All digital artwork must be accompanied by the URL to be linked.

Please supply image files in jpeg format with the exact dimensions (600 pixels (w) x 150 pixels (h)).

Artwork can be emailed to [tmilner@atga.net.au](mailto:tmilner@atga.net.au) or sent via DropBox if larger than 5mb.

Artwork must be submitted Wednesday before release.



## Rates

Pick of the Bunch is a fortnightly e-newsletter. The 2021 schedule is subject to change. Advertisers will be kept informed if any planned releases will not go ahead.

Unit price	Casual	x 4
Top banner	\$200	\$160
Mid/lower	\$150	\$120

## Schedule of release

<b>January</b>	14 January	28 January	<b>February</b>	11 February
25 February	<b>March</b>	8 April	22 April	<b>May</b>
6 May	20 May	<b>June</b>	3 June	17 June
<b>July</b>	1 July	15 July	29 July	<b>August</b>
12 August	26 August	<b>September</b>	9 September	23 September
<b>October</b>	7 October	21 October	<b>November</b>	4 November
18 November	<b>December</b>	2 December	16 December	



### Contact us:

#### Advertising:

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### Terms & conditions

All advertising booked for Pick of the Bunch is subject to these terms and conditions.

ATGA reserves the right to refuse to accept or cancel advertising at any point and the Advertiser shall have no claim against the ATGA, other than a refund if the advertisement is cancelled.

ATGA otherwise excludes all liability (to the extent permitted by law), including for consequential loss, whether due to negligence or otherwise.

Advertisers warrant that any information presented in an advertisement accepted for publication by the ATGA is true and correct, that it does not infringe on copyright, unfair competition, trade practices or fair trading legislation, violate rights of privacy, confidential information or intellectual property rights.

Advertisers and advertising agencies indemnify ATGA against all liability.