



Vine MAGAZINE

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

THE QUARTERLY JOURNAL OF:



2022
**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 3,000 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

13,586 impressions

3,412 reads

5min 20sec average read time

133 clicks

Reading devices

65% desktop

35% phone

Source

96% ISSUU

4% embeds

*2021 statistics to November



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	Digital Circulation	Print/Circulation
February 2022	14 January	28 January	18 February	22 February
May 2022	5 April	12 April	10 May	14 May
August 2022	5 July	12 July	9 August	12 August
November 2022	7 October	13 October	10 November	14 November



**2022
IMPORTANT
DATES**



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:

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

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