



Pick OF THE bunch

DIGITAL MEDIA KIT
2022



ATGA
Australian
Table Grape
Association Inc.

About



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.

520
SUBSCRIBERS
& GROWING

47%
AVERAGE
OPEN RATE*

9%
AVERAGE
CLICK RATE*

*Industry average:

Opens – 39.2%

Clicks – 8.8%



Rates & specifications

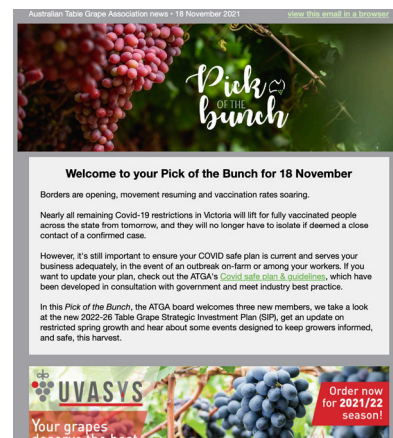
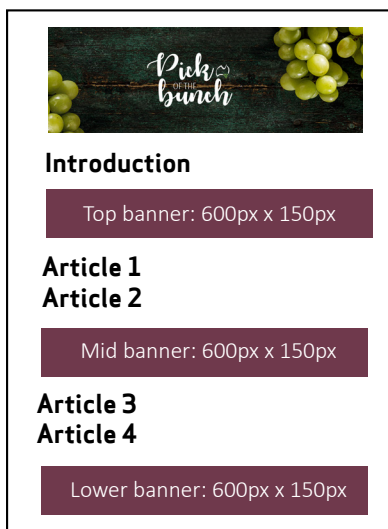
Artwork

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 or sent via DropBox if larger than 5mb.

Artwork must be submitted Wednesday before release.



Pick of the Bunch design is set for review for 2022 editions.

Rates

Pick of the Bunch is a fortnightly e-newsletter. The 2022 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

January	13 January	27 January	February	10 February
24 February	March	10 March	24 March	April
7 April	21 April	May	5 May	19 May
June	2 June	16 June	30 June	July
14 July	28 July	August	11 August	25 August
September	8 September	22 September	October	6 October
20 October	November	3 November	17 November	December
1 December	15 December			



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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.