

# MEDIA KIT 2024



**ATGA**  
Australian  
**Table Grape**  
Association Inc.

## ABOUT



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

The ATGA strives to cultivate a stronger, economically and environmentally sustainable future for the table grape industry, by:

- improving productivity and profitability,
- maintaining and strengthening market access,
- investing in research, technology and marketing,
- sharing knowledge,
- connecting growers nationwide
- and communicating within and beyond the industry.

As an industry body, the ATGA represents the nation's commercial table grape growers, exporters and marketers, providing a direct link between industry and research and development corporations, government, other industries, research communities, media and more.

At the heart of Australia's table grape industry is its 700 producers - supported by their families, businesses, service providers and research and development corporation Hort Innovation.

Our growers range from small family run businesses to large-scale corporate operations.

The ATGA produces several publications, including its weekly *Export Snapshot*, fortnightly *Pick of the Bunch*, monthly *Marketing Update* and quarterly *Vine* magazine, to communicate with levy payers and extended community members.

These publications have wide and diverse readerships.

The *Vine* has been a flagship publication for Australia's table grape and dried grape growers for two decades.

*Pick of the Bunch* provides key, timely updates to industry members on a fortnightly basis, while the ATGA's newer publications bring more news and information about export and marketing to producers, exporters and industry members.

ATGA's publications are all promoted on its website, [www.australiangrapes.com.au](http://www.australiangrapes.com.au), and social media networks.



# PICK OF THE bunch

*Pick of the Bunch* is the Australian table grape industry's link to important news and information from research and development corporations, such as Hort Innovation, government, agencies, media and industry stakeholders.

## Circulation

*Pick of the Bunch* is distributed directly to more than 580 table grape producers, exporters, marketers and extended industry stakeholders.

## Frequency

Fortnightly.

## Reach

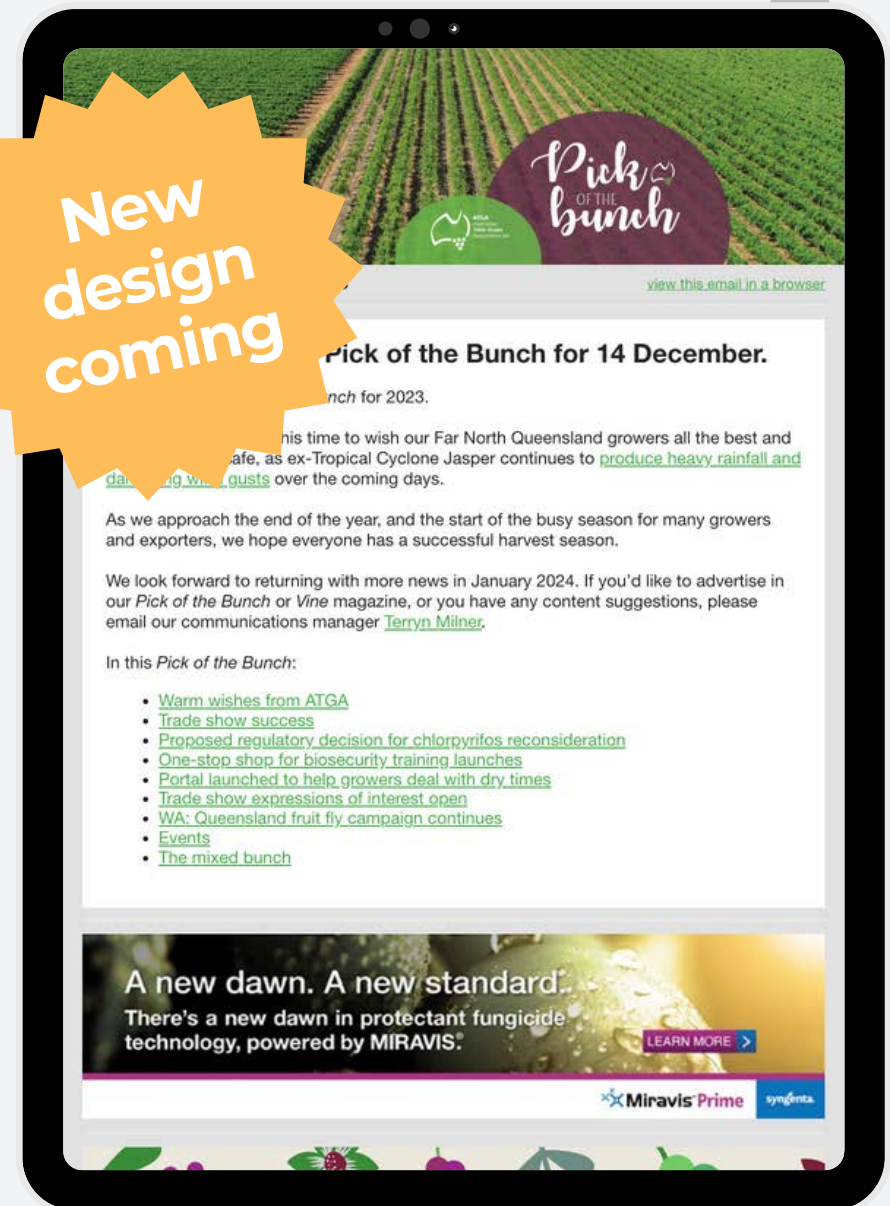
*Pick of the Bunch* secures a direct, organic reach from growers and industry stakeholders who have opted in as subscribers.

## Artwork

Artwork should be supplied in RBG JPG format, 600px (w) x 150px (h) at 150dpi.

Deadline: Tuesday of release week.

Schedule subject to change.



## Social stats

  
average open rate

51.1%

  
average click rate

8.8%

  
total subscribers

580+

# EXPORT SNAPSHOT

Launching in 2024, *Export Snapshot* is an exclusive release featuring up-to-date export statistics.

*Export Snapshot* will be delivered direct to inboxes of levy-paying exporting growers and exporters of Australian table grapes.

## Circulation

*Export Snapshot* is distributed directly to 580 growers and exporters.

## Frequency

Weekly from January to June.

TABLE GRAPE AUSTRALIAN grapes  
**MARKETING  
UPDATE**

*Marketing Update* is a semi-regular release with information on the Table Grape International Marketing Program, distributed between November and June.

## Circulation

*Marketing Update* is distributed directly to 580 readers through the *Pick of the Bunch* subscriber database.

## Frequency

Approximately monthly from November to June.

# Vine MAGAZINE

The *Vine* magazine is a quarterly magazine produced in partnership with Dried Fruits Australia.

In 2024, the *Vine* celebrates 20 years.

Read the *Vine* media kit [here](#).

## Circulation

The *Vine* is distributed to around 1200 table grape and dried grape producers and extended industry members.

## Frequency

Quarterly: February, May, August, November.



## EXPORTER DIRECTORY

The ATGA's *Exporter Directory* is an online gateway to producers and exporters of Australian table grapes.

Exporting growers and exporters can register their business for one year.

The *Exporter Directory* contains information about a grower/exporter's business, including a business profile, links to contacts, website and social media channels, available varieties and brands.

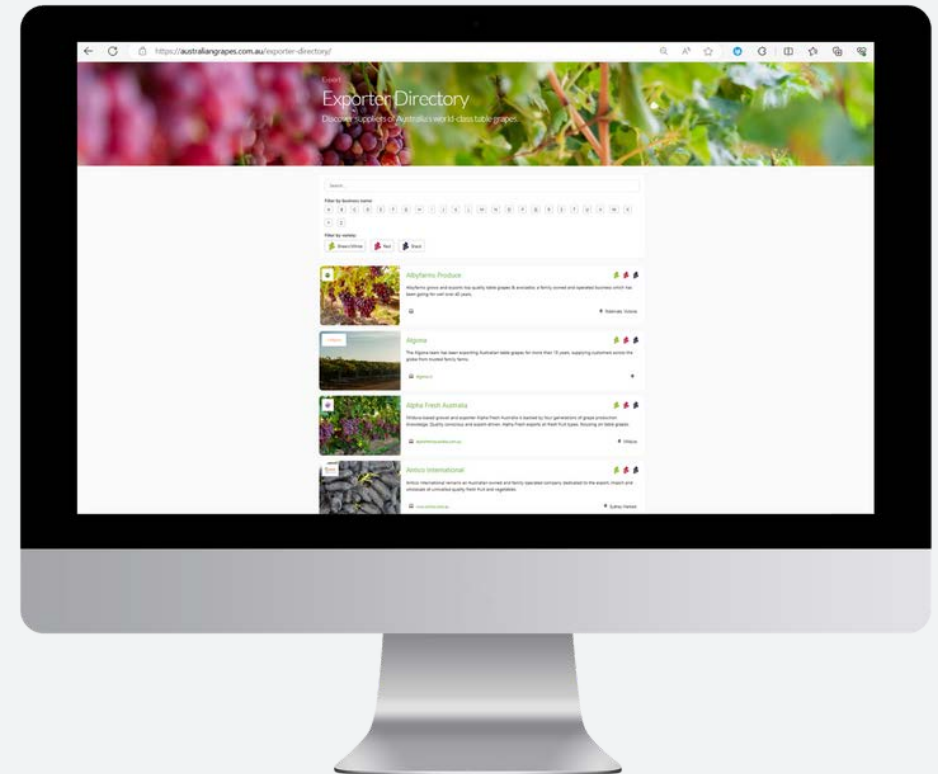
Complete the online application [here](#).

## SUPPLIER DIRECTORY

In 2024, the ATGA is introducing a *Supplier Directory*.

The ATGA understands the important role suppliers play in supporting industry at a national, state and regional level. The table grape industry and its suppliers continue to strengthen regional communities all over the country.

Want to help connect your product with growers? Send ATGA an **email** today.



## PRICING

PUBLICATION	AD TYPE	CASUAL	X 4
PICK OF THE BUNCH	PREMIUM BANNER (MAX. 2)	\$200	\$160
	MIDDLE/LOWER	\$150	\$120
EXPORT SNAPSHOT	PREMIUM BANNER	ON REQUEST	X
MARKETING UPDATE	PREMIUM BANNER	ON REQUEST	X
EXPORTER DIRECTORY	GROWER / EXPORTER LISTING	\$100	X
SUPPLIER GUIDE	LISTING	\$100	X

**Prices exclude GST.  
 Directory listings attract an  
 annual fee.**

# SCHEDULE

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL

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28	29	30				

MAY

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26	27	28	29	30	31	

JUNE

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23	24	25	26	27	28	29
30						

JULY

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21	22	23	24	25	26	27
28	29	30	31			

AUGUST

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

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29	30					

OCTOBER

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27	28	29	30	31		

NOVEMBER

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24	25	26	27	28	29	30

DECEMBER

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



**Schedule subject to change**

## CONTACT

For any advertising enquiries, contact:

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Visit [australiangrapes.com.au](http://australiangrapes.com.au) to see examples of industry publications and directories.



**ATGA**  
Australian  
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Association Inc.

**NEW ADDRESS**  
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[www.australiangrapes.com.au](http://www.australiangrapes.com.au)