



# Vine MAGAZINE

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

2026  
**media  
kit**

THE QUARTERLY  
JOURNAL OF:



# Our passion

Australian Table Grape Association and Dried Fruits Australia 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. The *Vine* is delivered to table grape, dried grape, prune and dried tree fruit growers, as well as researchers, industry representatives and other supply chain members.

## Each edition:

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Local, national and international news

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Research and development updates

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Marketing advancements

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Biosecurity information

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Grower and industry profiles

## Readership

Delivered to nearly 1000 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 800 per edition, the *Vine's* cross-platform presence maximises advertisers' exposure and increases accessibility.

# Digital presence

With an average of 890 readers per digital edition, the *Vine* delivers a consistent and engaged online audience for Australian industries. While written with Australian industries in mind, the magazine's digital, cross-platform presence also allows it to be read beyond Australia.

Our multi-platform distribution ensures your message is seen wherever our audience is, maximising exposure and accessibility.

Unlike traditional print or short-lived campaigns, back issues continue to perform well long after their release date, extending the lifespan of your advertisement. All digital ads are fully interactive, allowing clickable links that drive readers directly to your website, campaign, or call-to-action – turning visibility into measurable results.



# 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.”**

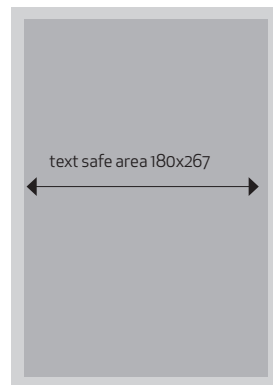
**“The stories widen my thinking.”**

\*\* prices accurate as of December 2025

\* please note print and digital circulation dates can shift slightly throughout the year as stories develop, please bear this in mind as delays are often unavoidable.

| RATES (ex. GST)     | Casual rate | x2 bookings | x4 bookings |
|---------------------|-------------|-------------|-------------|
| Full page           | \$1500      | \$1300      | \$1150      |
| 1/2 page H          | \$880       | \$760       | \$700       |
| 1/3 page H          | \$550       | \$500       | \$450       |
| 1/6 page H          | \$280       | \$250       | \$220       |
| 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 2026         | 19 January    | 2 February   | 18 February         | 25 February       |
| May 2026              | 10 April      | 23 April     | 20 May              | 27 May            |
| August 2026           | 21 July       | 30 July      | 20 August           | 27 August         |
| November 2026         | 14 October    | 28 October   | 12 November         | 19 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



# advertorial options

We offer two advertorial options as shown to the right with specifications outlined below.

**Written content:** To be provided to us, spell checked and edited before we place. Note: Content will be reviewed by the editors and suggested changes may be made at our discretion. Final proofs will be provided to the client for approval. ATGA and DFA take no responsibility for any errors that occur once final approval is made.

**Images:** To be supplied in high resolution format (300dpi)

**Logo:** Vector based, eps required

**URL:** Provide your URL typed to us

**Cost:** \$1500 plus GST. Refer to previous page for multi-booking discounts

Our design team will aim to use one or some of your brand colours, however this is to our design team's discretion.

Where possible advertorials will be placed on a right hand page.

ADVERTORIAL

**Headline here over 2 - 3 lines with a maximum character count of 135 characters. Use something that represents your brand and your advertorial.**

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YOUR LOGO | URL HERE

IMAGE AREA

\* Sponsored content provided by Client name

## Option 1

Word count: 540 (maximum)

Headline: 135 characters

Image: 1 large OR 3 small (to fit into allocated area)

Logos: 1 only

URL: 1

ADVERTORIAL

IMAGE AREA

**Headline here over 2 - 3 lines with a maximum character count of 135 characters. Use something that represents your brand and your advertorial.**

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\* Sponsored content provided by Client name

YOUR LOGO | URL HERE

IMAGE AREA

\* Sponsored content provided by Client name

## Option 2

Word count: 320 (maximum)

Headline: 135 characters

Image: 1 large OR 3 small (to fit into allocated area)

Logos: 1 only

URL: 1



## contact us

MAGAZINE

# Vine

Hort  
Innovation

The *Vine* magazine is a combined industry magazine funded by Hort Innovation using the table grape and dried grape levies and funds from the Australian Government.

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



Communications Manager

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