

# MEDIA KIT 2026



**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.

Australian table grape growers are at the heart of a diverse, family-driven industry spanning generations, regions and business models.

From small, family-run vineyards through to medium and large-scale enterprises (and a small number of corporate setups) table grape production is built on long-term management of the land, commitment to quality and innovation.

These growers operate multigenerational family businesses, deeply embedded in their local communities and playing a vital role in both regional and state-wide economies, employment and supply chains.

ATGA's publications are read by growers alongside a broad readership, which extends across exporters & marketers, supply chain partners, service providers, researchers, advisors, and government.

The publications are also closely followed by research and development organisations, including Hort Innovation, and other key horticulture industry bodies.

Together, this audience represents the full table grape value chain – from vineyard to market – and those responsible for supporting, regulating and advancing the industry through research, innovation and policy.

### Publications

*Pick of the Bunch* delivers timely, fortnightly updates to industry members.

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

Other seasonal/ad-hoc publications provide additional insights on export and marketing for producers, exporters and industry participants.



# 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 roughly than 600 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.

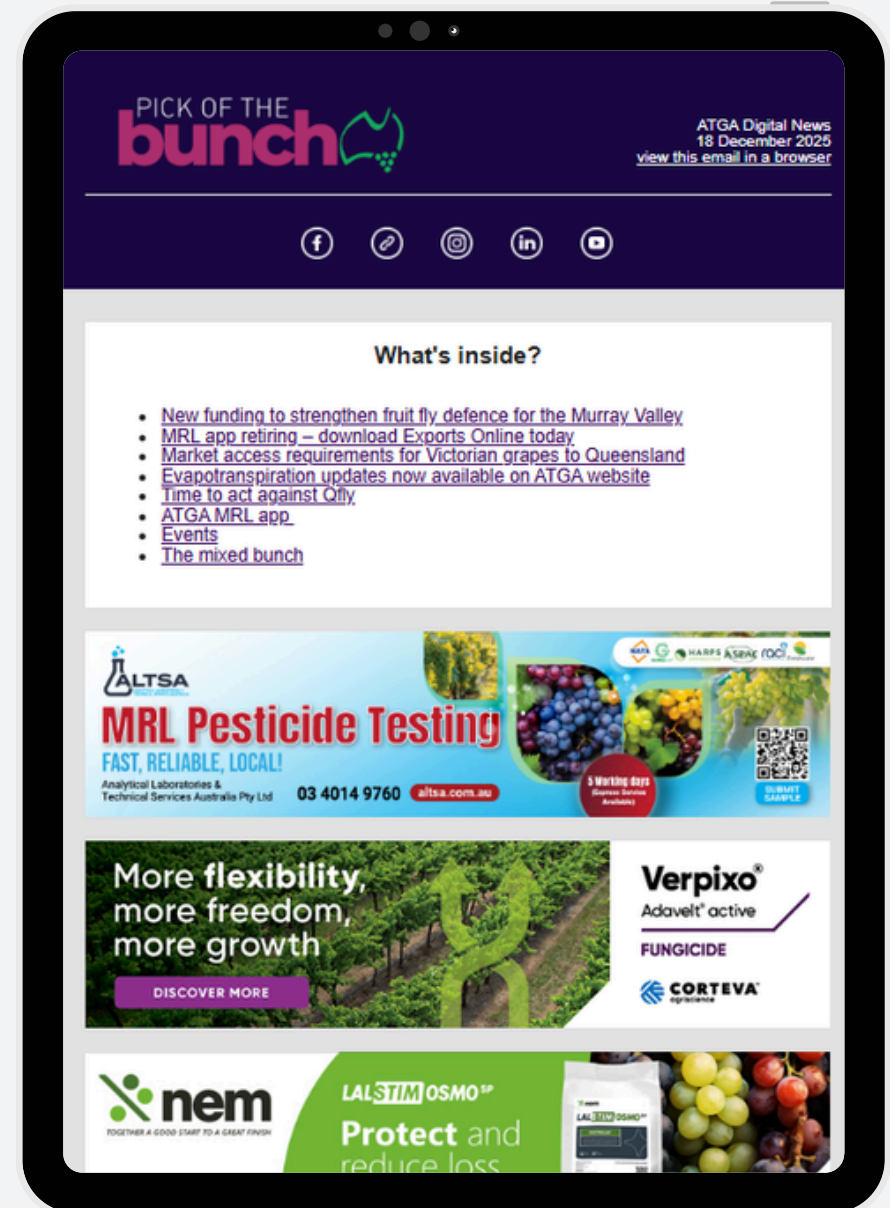
Schedule subject to change.

## Social stats

  
 average open rate  
**53%**

  
 average click rate  
**8%**

  
 total subscribers  
**600**



# MAGAZINE Vine

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

In 2024, the *Vine* celebrated 20 years.

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

## Circulation

The *Vine* is distributed both in print and digitally to around 1000 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.

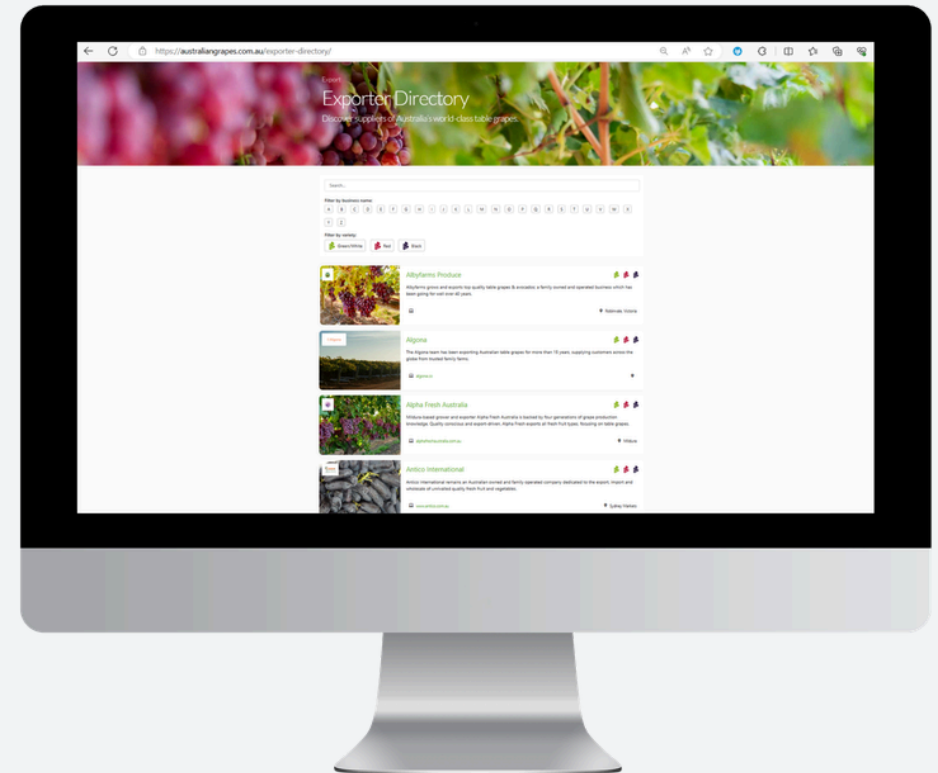
Complete the online application [here](#).

## SUPPLIER DIRECTORY

In 2026, 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
NEWSLETTER	SPONSORED EDM	\$1100	\$4000
EXPORTER DIRECTORY	GROWER / EXPORTER LISTING	\$100	X
SUPPLIER GUIDE	LISTING	\$100	X

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

# SCHEDULE

JANUARY						
M	T	W	T	F	S	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						
M	T	W	T	F	S	S
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MARCH						
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30	31					

APRIL						
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MAY						
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JUNE						
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AUGUST						
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31						

SEPTEMBER						
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OCTOBER						
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NOVEMBER						
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DECEMBER						
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28	29	30	31			

## CONTACT

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



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