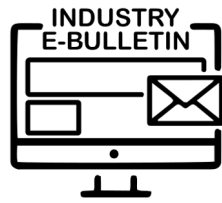


AGHA ADVERTISING OPPORTUNITIES

MEDIA KIT 2024/25



PLACE YOUR BRAND IN FRONT OF THOUSANDS OF POTENTIAL CUSTOMERS



18,000+ FACEBOOK FOLLOWERS



16,000+ INSTAGRAM FOLLOWERS



515,000+ ANNUAL SOCIAL REACH



142,000+ ANNUAL WEBSITE USERS



45,000+ EMAIL SUBSCRIBERS



27,000+ ANNUAL VIEWERS OF DIGITAL INDUSTRY CATALOGUE*

*Based on impressions of last two Industry Catalogue issues

Boost your exposure and stand out from the competition with one of our low-cost, high-profile promotional opportunities and reach AGHA's database of over 75,000.

These advertising opportunities are designed to help you reach our active and engaged community at a time that suits you and your business.

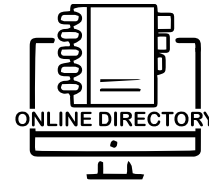
STAND PACKAGE INCLUSIONS

ONLINE DIRECTORY

A digital directory of wholesalers, distributors and manufacturers, hosted on AGHA's website. The place to showcase brochures, new products, and special offers, and download leads to follow up on. Exhibitor Preview Adverts and exhibitor-type listings are also housed here with a link to their Online Directory profiles.

Included in the Standard Online Directory Package:

- Company name
- Company address / contact details (including website)
- Company description
- Company logo
- Stand location
- Static images (new products) x 5
- Product categories / brand
- Show specials x 5
- Exhibitor collateral x 5 (press releases, brochures, video and document URLs)
- Virtual business card
- Access all opt-in leads through agenda planners
- Preview Advert
- Exhibitor-type listings

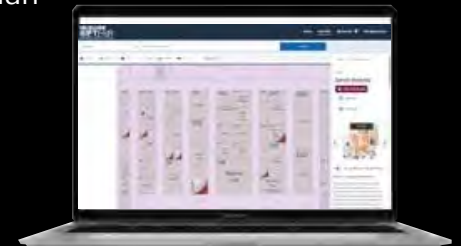


PREVIEW
ADVERT
EXAMPLE

UPGRADE TO PREMIUM ONLINE DIRECTORY



- Everything in Standard
- Online Directory Package
- Additional 5 x videos / images (new products)
- Additional virtual business cards (5 total)
- Additional 5 x show specials (10 total)
- Additional 5 x exhibitor collateral (10 total)
- Appointment scheduling tool
- Priority placement on search results
- Inclusion into the "Featured Exhibitors" list
- Corner Peel Feature on Interactive Floor Plan



PRINTED A5 BUYERS GUIDE

BUYERS GUIDE



DESIGN SERVICE AVAILABLE

Limited availability at peak times. To request a quote email advertising@agha.com.au.



Clare Makes
AUSTRALIAN NATIVE SCENTS

Our home fragrance products are handmade in Sydney's inner west - and certified Australian made. We celebrate Australia's rich cultural heritage with the naming of each scent after a significant Australian figure who has inspired it. Using native scent notes like kakadu plum, eucalyptus, lemon myrtle and more, there is truly something for everyone. Bring the outside in, and take a piece of Australia home.

STAND #AM18

CLAREMAKES.COM.AU | hello@claremakes.com.au

'CREATED BY NATURE, CRAFTED BY HUMANS'

SOLEmate DOORMATS

welcome

COME SEE AUSTRALIA'S LARGEST RANGE OF DOORMATS

All mats are environmentally friendly

Fair Trade and Help to Sustain Local Villagers!

Established 1964 - Foundation Member of the Australian Gift and Homewares Association

4 Shearson Crescent, Mentone VIC 3194 Email: info@ibaustalia.com

03 9583 1300
ibaustalia.com

Featured editorial

CUSTOM CUT ACRYLICS

0423 397 300
ADMIN@CUSTOMCUTACRYLICS.COM.AU
CUSTOMCUTACRYLICS.COM.AU

NEW LEVELS FOR AUSTRALIAN MADE BUSINESS

It's time to take someone truly love their job but for Australia's cause. Peter and Daniel Elmer, newly take it a business step - being the only Australian made custom business making LED night lights there's nothing missing Custom Cut Acrylics back.

With a wide array of designs there is sure to be something for everyone. If you're still looking for that special edge, rest assured that Custom Cut Acrylics offer custom eye-catching built a customer's satisfaction.

At Custom Cut Acrylics, anything from your imagination can be made into a beautiful piece of decor or a night light for those dark nights.

It's time to take someone truly love their job but for Australia's cause. Peter and Daniel Elmer, newly take it a business step - being the only Australian made custom business making LED night lights there's nothing missing Custom Cut Acrylics back.

At Custom Cut Acrylics, anything from your imagination can be made into a beautiful piece of decor or a night light for those dark nights.

"IT'S FUN, REWARDING AND AMAZING KNOWING WE ARE ABLE TO SUPPORT LOCAL BUSINESSES."

Custom Cut Acrylics are looking for specialists to assist in their growth and contribute to their journey. Their range includes custom characters for all your Australian sporting teams making it a great gift. At the Sea + Home Book Publishing Sydney Gift Fair, they'll be bringing their new LED light range superhero's collection, as well as their 10-12 years, 18-25 years and 30+ years for kids and their new versions for adults.

"THERE WILL BE DINOSAURS, FAIRIES, DIGGERS, MONSTER TRUCKS AND SO MUCH MORE! YOU WON'T WANT TO MISS IT!"

WE MAKE ANYTHING COME TO LIGHT!

AGHA COMMUNITY SUPPORTER

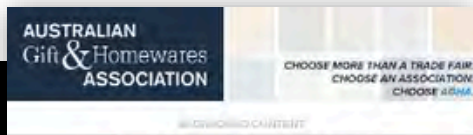
FULL PAGE ADVERT

DOUBLE PAGE SPREAD

DOUBLE PAGE EDITORIAL

ELECTRONIC DIRECT MAIL (EMAIL)

SOLUS EDM



SUPPLIER SPOTLIGHT



The latest from The Ladelle Group

The Ladelle Group is focused on presenting market leading brands such as Ladelle, Ashdene, Tempa, Floris and more, offering the newest and most dynamic products driven by innovation, quality and design.

Visit us at Stands 100 & 200 at the AGHA Melbourne Gift Fair!

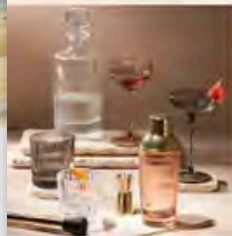
[Visit our website](#)



We bring together the latest products and brands under its own umbrella of well-established brands, as well as collaborating with world-renowned artists. We are passionate about bringing together the best in quality kitchen and homewares ranges.

[Login to Trade Store](#)

NEW Tempa Collections



The thin ribbed design of our **Cyrus Collection** effortlessly infuses sophistication, elevating any beverage to an exceptional level. The elegance of the cocktail sets makes them perfect for gifting or display. The colours complement a variety of home aesthetics, suiting your personal style.



Exuding luxury, our **Enzo Collection** is designed to bring a touch of opulence to your home. Made from quality Crystal and featuring a gold detailed base, this collection makes a gift anybody will love! Perfect for your at home bar, you will never be of looking at these timeless pieces.

INDUSTRY NEWSLETTER (Trade & Trends)



- 1 LEADERBOARD AD 728x90px
- 2 HALF PAGE AD 300x600px
- 3 WHAT'S ON LISTING 475x100px
- 4 FEATURE 400x250px
- 5 JOB & BUY, SWAP OR SELL LISTING

1

2

3

4

5

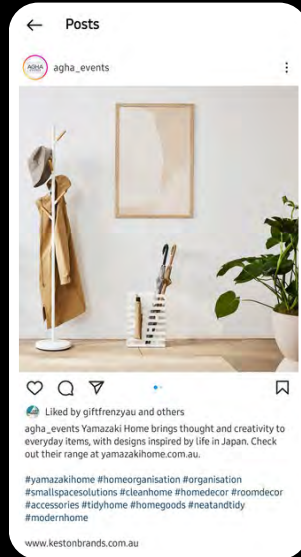
SOCIAL MEDIA



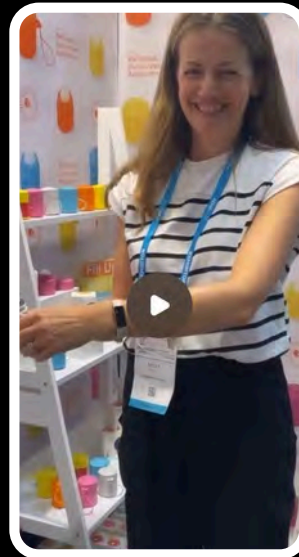
SOCIAL MEDIA



STORY POST
(Facebook and Instagram)



FEED POST
(Facebook and Instagram)



REEL CREATION
(3 video reels with suggested captions and hashtags)

WEBSITE NEWS / BLOG



WEBSITE NEWS / BLOG POST

ONSITE EVENT OPPORTUNITIES

NEW PRODUCT SHOWCASE



Space Only

- 2 x 2 sqm floor space for product display
- 1 x printed sign with company name, logo, stand number and product info

Single Plinth

- 1 x white plinth (400mm width x 400mm depth, 900mm height)
- 1 x printed sign with company name, logo, stand number and product info

Upgrade your single plinth showcase to 3 same sized plinths as a cluster.

HIGH-VALUE ADVERTISING OPPORTUNITIES

Did you know that AGHA offers several high-value opportunities for you to grow your brand and business? You can choose from our list of advertising items or discover other business opportunities if you're looking for something completely different.

ENTRANCE FEATURE

- Price on application
- Limited slots only



BAR CONNECT SPONSOR

- Price on application



OVERHEAD BANNERS

- From \$3,000 + GST
- Limited slots only



NEW PRODUCT SHOWCASE SPONSOR

- \$8,000 + GST



SAPPHIRE LOUNGE SPONSOR

- Price on application



OTHER OPPORTUNITIES (subject to availability)

- Kiosk/Café Sponsor
- Masterclasses Sponsor
- Branded Hand Sanitiser
- Lanyards
- Restroom Sponsorship

Get in touch with us to discuss opportunities or provide us with your own ideas!
We are always open to suggestions on how we can help your brand gain new exposure.
For further information, please contact sales@agha.com.au

RATE CARD

SOCIAL MEDIA	
Social Media Feed Post (Facebook and Instagram)	\$220
Social Media Story Post (Facebook and Instagram)	\$220
Social Media Reel Package (Includes creation of 3 video reels with suggested captions and hashtags)	\$1000

PRINTED A5 BUYERS GUIDE (Exhibitors only)*	
Full Page Advert	\$750
Double Page Spread (DPS)	\$1430
Double Page Editorial	\$1430
Inner Front Cover	\$1750
Inner Back Cover	\$1100
Exclusive Offer	\$90

INDUSTRY NEWSLETTER (Trade & Trends)*	
Leaderboard Ad	\$1100
Half Page Ad	\$880
Feature (Short editorial)	\$500
Job Listing (Maximum 3 issues)	No Charge
Buy, Swap, Sell Listing (Maximum 3 issues)	No Charge
What's On Listing (Maximum 2 issues)	No Charge

SOLUS EDM (Email)*	
One full dedicated email showcasing your brand	\$2200

WEBSITE	
Website News / Blog Post	\$220

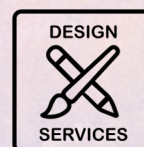
ONSITE EVENT OPPORTUNITIES	
New Product Showcase - Display Cluster	\$700
New Product Showcase - Space Only	\$300
New Product Showcase - Single Plinth	\$300

DESIGN SERVICES*	
Double Page Spread	\$650
Full Page Advert	\$400
Preview Advert	\$250
Static EDM Leaderboard or Half Page Advert	\$250
Animated EDM Leaderboard or Half Page Advert	\$350
All Other Design & Quick Fix Services	Request a quote

ONLINE DIRECTORY (Exhibitors only)	
Standard Package (Included in Stand Package)	Valued at \$600
Upgraded Premium Package (Valued at \$765)	\$165

*Limited availability. All rates exclude GST. All rates and packages are subject to change without notice. Inclusion is conditional on receiving final artwork and information before the deadline. Advertisements are placed on a First Booked + Paid + Submitted System. Some services are limited. [View terms and conditions here.](#)

DESIGN SERVICES



AGHA offers a cost-effective design service for all catalogue, website and EDM advertising. Limited availability in peak times. For a design service quote please contact advertising@agha.com.au

[VIEW SPEC SHEET HERE](#)

ADVERTISING BUNDLES

We've got you!
Supporting your business during tough trading times,
we've further discounted our advertising bundles!

PLATINUM BUNDLE*

\$6,000

- **2 x** Full Page Adverts in the Printed A5 Buyers Guide with Right Hand side guarantee
- **1 x** Solus EDM (Email)
- **1 x** Feature in the Industry Newsletter (Trade & Trends)
- **1 x** Leaderboard Ad in the Industry Newsletter (Trade & Trends)
- **1 x** Social Media Feed and Story Post (Facebook and Instagram)
- **1 x** Social Media Reel Package (includes creation of 6 reels with copy and hashtags supplied)
- **1 x** Upgraded Premium Package on your Online Directory profile

Save over \$2,000

VALUED AT \$8,005

GOLD BUNDLE*

\$3,555

- **1 x** Full Page Advert in the Printed A5 Buyers Guide
- **1 x** Solus EDM (Email)
- **1 x** Feature in the Industry Newsletter (Trade & Trends)
- **1 x** Social Media Reel Package (includes 3 reels with copy and hashtags supplied)
- **1 x** Social Media Feed and Story Post (Facebook and Instagram)
- **1 x** Upgraded Premium Package on your Online Directory profile

Save \$9,500

VALUED AT \$5,055

SILVER BUNDLE*

\$2,890

- **1 x** Full Page Advert in the Printed A5 Buyers Guide
- **1 x** Solus EDM (Email)
- **1 x** Feature in the Industry Newsletter (Trade & Trends)
- **1 x** Social Media Feed and Story Post (Facebook and Instagram)

Save \$9,000

VALUED AT \$3,890

BRONZE BUNDLE*

\$1,120

- **1 x** Full Page Advert in the Printed A5 Buyers Guide
- **1 x** Feature in the Industry Newsletter (Trade & Trends)
- **1 x** Social Media Feed and Story Post (Facebook and Instagram)

VALUED AT \$1,690

**BY THE
INDUSTRY,
FOR THE
INDUSTRY.**

BOOK NOW OR CHAT WITH OUR TEAM ABOUT YOUR REQUIREMENTS!

sales@agha.com.au

[02 9763 3222](tel:0297633222)

Design services available!

*Limited availability. All rates exclude GST. All rates and packages are subject to change without notice. Inclusion is conditional on receiving final artwork and information before the deadlines. Advertisements are placed on a First Booked + Paid + Submitted System. Some services are limited. [View terms and conditions here.](#)