

AUSTRALIAN  
Gift & Homewares  
ASSOCIATION

GIFT+HOME  
EXPO INCLUDING  
TRADE FAIR SYDNEY GIFT FAIR

17 - 20 FEBRUARY 2024  
SYDNEY SHOWGROUND  
SYDNEY OLYMPIC PARK

MELBOURNE  
GIFT FAIR

3 - 6 AUGUST 2024  
MELBOURNE CONVENTION  
& EXHIBITION CENTRE

# AGHA ADVERTISING OPPORTUNITIES

## MEDIA KIT 2024



# PLACE YOUR BRAND IN FRONT OF THOUSANDS OF POTENTIAL CUSTOMERS

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 70,000.

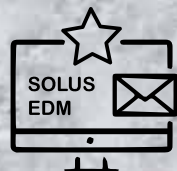
These advertising opportunities are designed to help you reach our active and engaged community of tens of thousands of buyers at a time that suits you and your business.



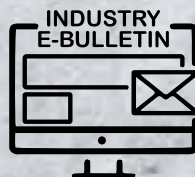
ONLINE DIRECTORY



DIGITAL  
CATALOGUE



SOLUS  
EDM



INDUSTRY  
E-BULLETIN



NEWS POST



BUYERS GUIDE



SOCIAL MEDIA



DESIGN  
SERVICES



# AGHA'S ADVERTISING REACH



**17,100+**

FACEBOOK FOLLOWERS



**14,600+**

INSTAGRAM FOLLOWERS



**25,000+**

MONTHLY SOCIAL REACH



**190,000+**

ANNUAL WEBSITE USERS



**70,000+**

EMAIL SUBSCRIBERS



**33% OPEN RATE**

HIGH EMAIL ENGAGEMENT  
(60% HIGHER THAN THE  
AVERAGE OPEN RATE\*)



**24,100+**

READERS OF THE DIGITAL  
INDUSTRY CATALOGUE<sup>^</sup>

<sup>^</sup>4 months since campaign launch

\*Average Open Rate in Australia is 20.6%

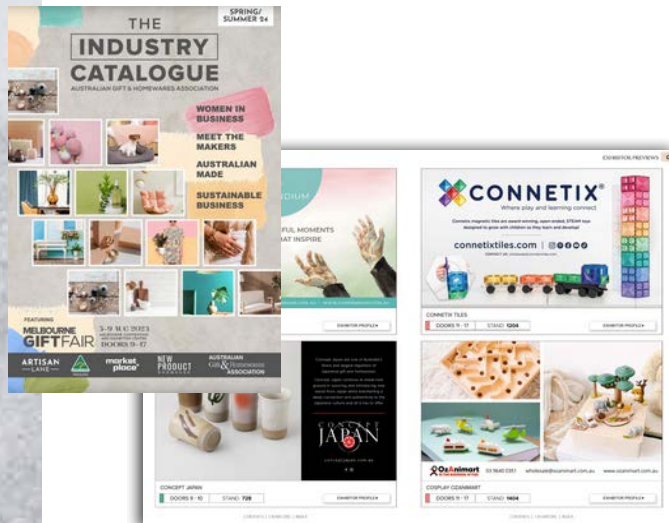
# STAND PACKAGE INCLUSIONS

## DIGITAL CATALOGUE

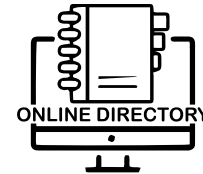


The Digital Industry Catalogues are aligned with either AGHA's Melbourne Gift Fairs or Gift + Home Expos (formerly Sydney Gift Fairs). They offer 6 months of dedicated exposure for exhibitors with a variety of promotional opportunities available. Included in the stand package:

- Preview Advert 190x110mm (valued at \$330; waived when you book a stand (linked to your Online Directory profile)
- Listing in A-Z index
- Listing in Brand index
- Listing in Product Category index
- Listing in Floor Plans & Stand index



## ONLINE DIRECTORY



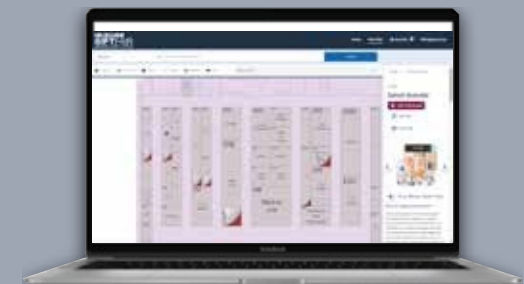
A digital directory of wholesalers, distributors and manufacturers, hosted on AGHA's website. The place to showcase brochures, new products, and special offers, and download leads to follow up on. Exhibitor Preview Ads in the Digital Catalogue link directly to Online Directory profiles. Included in the Standard Online Directory Package:

- Company Name
- Company Address / Contact Details (including website)
- Company Description
- Company Logo
- 5 x Static Images (New Products)
- Product Categories / Brand
- Show Specials x 5
- Exhibitor Collateral x 5 (press releases, brochures, video and document URL's)
- Virtual Business Card
- Sharable link direct to your showcase entry
- Access all opt-in leads through agenda planners



## UPGRADE TO PREMIUM ONLINE DIRECTORY

- **Everything in the Standard Online Directory Package**
- Additional 5 x Videos / Images (New Products)
- Additional 4 x Virtual Business Cards (5 total)
- Additional 5 x Show Specials (10 total)
- Additional 5 x Exhibitor Collateral (10 total)
- Priority placement on Search results
- Inclusion into the "Featured Exhibitors" list
- Corner Peel Feature on Interactive Floor Plan





# DIGITAL CATALOGUE



## DESIGN SERVICE AVAILABLE

Limited availability at peak times. To request a quote email [advertising@agha.com.au](mailto:advertising@agha.com.au).



## DOUBLE PAGE EDITORIAL

- Priority placement
- Includes copy writing
- Includes design
- Includes 6 links
- Includes button link to Online Directory profile
- Includes social article



## FULL PAGE ADVERT

- Includes 6 links
- Includes button link to Online Directory profile
- 210x297mm



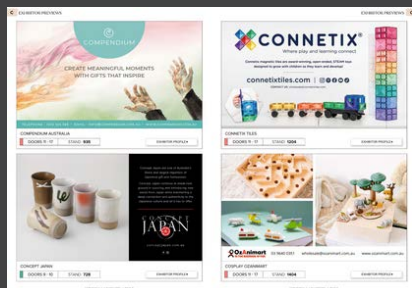
## DOUBLE PAGE SPREAD

- Includes 6 links
- Includes button link to Online Directory profile
- 420x297mm



## VIDEO ADVERT

- Priority placement
- Includes 30 word blurb
- Includes 1 link
- Includes social article



## PREVIEW ADVERT

- For exhibitors only
- Includes button link to Online Directory profile
- Company name, stand number and location added underneath
- 190x110mm



## IMAGE ADVERT

- Priority placement
- Includes 30 word blurb
- Includes 1 link
- Includes social article



# PRINTED A5 BUYERS GUIDE



## DESIGN SERVICE AVAILABLE

Limited availability at peak times. To request a quote email [advertising@agha.com.au](mailto:advertising@agha.com.au).



## FULL PAGE ADVERT

- Full colour
- 148x210mm



## DOUBLE PAGE SPREAD

- Full colour
- 297x210mm



Example subject to change

## EXCLUSIVE OFFERS

- Priority placement
- Includes 40 word blurb
- Full colour

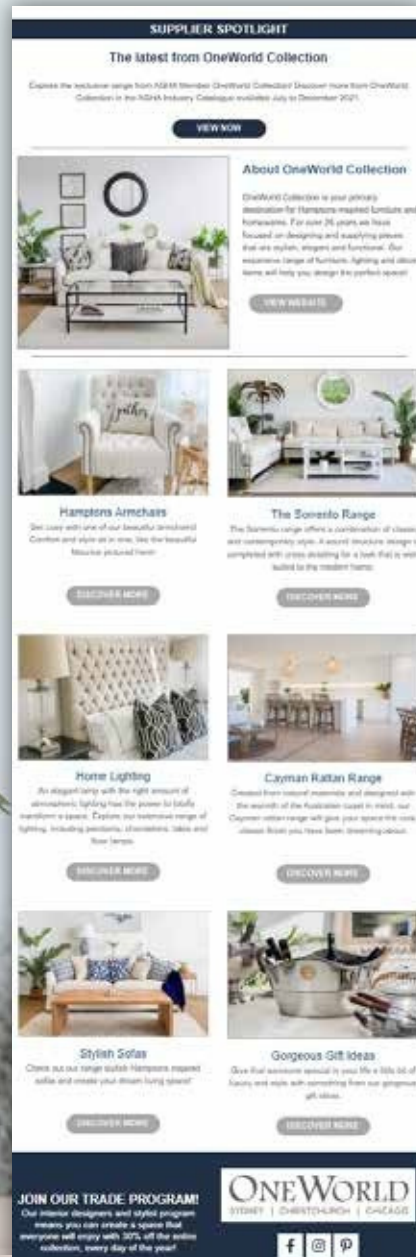
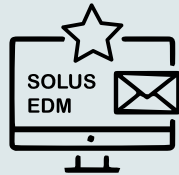


# ELECTRONIC DIRECT MAIL (EMAIL)

## SOLUS EDM

Solus EDMs give advertisers the opportunity to design a full email with a targeted message and reach AGHA's active database to showcase products and exclusive offers directly to the inbox of a potential customer.

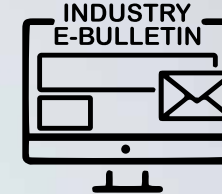
\*Solus EDM guidelines and requirements will be provided once booked and paid.



EDM Marketing is an effective way to increase brand exposure and reach a large and engaged audience. AGHA EDMs are sent to our database of over 70,000. AGHA provides exclusive, low-cost opportunities for every budget and business need.

## INDUSTRY E-BULLETIN (Trade & Trends)

AGHA's Industry E-bulletin (Trade & Trends) consists of the latest news, relevant information, and inspiration for the retail sector. Place your brand front and centre with a paid advertisement or take advantage of the free or low-cost listing opportunities.

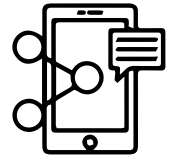


- 1 LEADERBOARD AD 728x90px
- 2 HALF PAGE AD 300x600px
- 3 WHATS ON 475x100px
- 4 FEATURE SECTION 400x250px
- 5 JOB & BUY SWAP SELL LISTING



# SOCIAL MEDIA

AGHA offers social media marketing through our Facebook and Instagram channels. Facebook is one of the biggest social media platforms for B2B and has 2.8 billion users a month with 15 million active users in Australia (as of September 2021). The ability to easily share posts and connect with our engaged community to increase brand exposure makes Facebook ideal for all businesses regardless of size.



SOCIAL MEDIA



## STORY POST

Post on both Facebook and Instagram stories for 24 hours with the option to link to your website or our Online Directory.

Specifications:

- 1 image posted
- 1920x1080px
- With or without logo
- Link (if applicable)

## FEED POST

Post on both Facebook and Instagram feeds

Specifications:

- 2-4 images (JPG or PNG)
- 1080x1080px
- No logo
- Preferred copy
- Link (if applicable)



17,100+

FACEBOOK FOLLOWERS



Australian Gift & Homewares Association

14,600+

INSTAGRAM FOLLOWERS



@agha\_events





# WEBSITE NEWS / BLOG POST



The AGHA news blog hosted on the AGHA website is a cost-effective promotional opportunity for your PR stories, product launches, new ranges or announcements. View current and past stories now at [News - AGHA](#) and book your story post today! For those with a LinkedIn presence, news posts may also be co-posted on AGHA's LinkedIn page.

## WEBSITE NEWS / BLOG POST

Specifications:

- Blog title
- 300-400 words in length
- 3-4 high resolution images
- Links (if applicable)



# ONSITE EVENT OPPORTUNITIES

## NEW PRODUCT SHOWCASE

The New Product Showcase is designed to meet industry demand for brand-new products, small orders, and original ideas. Launch a brand-new product to market in a premium location with a display-only package, providing exposure outside of your normal stand location. Whether a gift fair exhibitor or not, this opportunity is open to any wholesaler, manufacturer, or supplier with a brand-new product to launch in 2024!



### 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

## ONSITE FLOORPLAN HANDOUT & SIGNAGE PACKAGE

Limited to the first 10 exhibitors, secure exclusive onsite exposure and have your logo and stand location highlighted on the onsite floorplan handout and large floorplan signage displays.



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



## ARTISAN LANE SPONSOR

- Price on application



## USB & SHOWBAGS SPONSOR

- Price on application
- Limited slots only



## SAPPHIRE LOUNGE SPONSOR

- Price on application



## OTHER OPPORTUNITIES

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

Get in touch with us to discuss these opportunities or throw 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](mailto:sales@agha.com.au)

VIEW THE HIGH-VALUE  
PACKAGES HERE

# RATE CARD

EMAIL [sales@agha.com.au](mailto:sales@agha.com.au) TO BOOK NOW!

2024 RATES		
ONLINE DIRECTORY (Exhibitors only)		
Standard Package (Included in stand package)	Valued at \$600	
Upgraded Premium Package (Valued at \$765)	\$165	
DIGITAL INDUSTRY CATALOGUE	EXHIBITOR	NON-EXHIBITOR
Preview Advert (Exhibitors only and included in standard exhibitor package)	Valued at \$330	
Full Page Advert	\$550	\$990
Double Page Spread (DPS)	\$990	\$1450
Inside Front Cover Loading*	\$550	
Double Page Editorial (Includes design)	\$1650	\$2200
Image Advert (1 product image and description)	\$440	
Video Advert (Interactive)	\$500	
ONSITE EVENT OPPORTUNITIES		
New Product Showcase - Display Cluster	\$1200	
New Product Showcase - Space Only	\$1200	
New Product Showcase - Single Plinth	\$550	
Onsite Floorplan Handout & Signage Package* (Exhibitors only)	\$1500	
SOLUS EDM (Email)	\$2200	
BUYERS GUIDE (Exhibitors only)		
Full Page Advert	\$750	
Double Page Spread (DPS)	\$1430	
Inner Front Cover	\$1750	
Inner Back Cover	\$1100	
Exclusive Offers	\$90	

2024 RATES	
INDUSTRY E-BULLETIN (Trade & Trends)	
Leaderboard Ad	\$1100
Half Page Ad	\$880
Feature Section (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
SOCIAL MEDIA	
Social Media Feed Post (Facebook and Instagram)	\$220
Social Media Story Post (Facebook and Instagram)	\$220
WEBSITE	
Website News / Blog Post	\$220
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

## DESIGN SERVICES

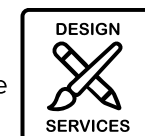
AGHA offers a cost effective design service for all

VIEW ASSET REQUIREMENTS  
& SPEC SHEET HERE

\*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](mailto:advertising@agha.com.au).



VIEW ASSET REQUIREMENTS  
& SPEC SHEET HERE



# ADVERTISING BUNDLES

## **Platinum Bundle – \$7,500 (Valued at \$8,395)**

- 1 x Double Page Spread in the Industry Catalogue
- 1 x Double Page Editorial in the Industry Catalogue
- 1 x Image Advert in the Industry Catalogue
- 1 x Upgraded Premium Package on your Online Directory profile
- 1 x Solus EDM
- 1 x Social Media Feed and Story (Facebook and Instagram)
- 1 x Feature Editorial in the Industry E-Bulletin
- 1 x Half Page Ad in the Industry E-Bulletin (Trade & Trends)
- 1 x Full Page Advert in the Buyers Guide

## **Gold Bundle – \$4,250 (Valued at \$4,675)**

- 1 x Double Page Spread in the Industry Catalogue
- 1 x Upgraded Premium Package on your Online Directory profile
- 1 x Social Media Feed and Story (Facebook and Instagram)
- 1 x Feature Editorial in the Industry E-Bulletin (Trade & Trends)
- 1 x Solus EDM (Email)

## **Silver Bundle – \$3,400 (Valued at \$3,910)**

- 1 x Full Page Advert in the Industry Catalogue
- 1 x Image Advert in the Industry Catalogue
- 1 x Social Media Feed and Story (Facebook and Instagram)
- 1 x Feature Editorial in the Industry E-Bulletin (Trade & Trends)
- 1 x Solus EDM (Email)

## **Bronze Bundle – \$1,250 (Valued at \$1,490)**

- 1 x Full Page Advert in the Industry Catalogue
- 1 x Image Advert in the Industry Catalogue
- 1 x Feature Editorial in the Industry E-Bulletin (Trade & Trends)

**EMAIL [sales@agha.com.au](mailto:sales@agha.com.au) TO BOOK NOW!**

Various other advertising and sponsorship opportunities are available at the Gift + Home Expos and Melbourne Gift Fairs. To discuss options please case contact our helpful sales team via email at [sales@agha.com.au](mailto:sales@agha.com.au)

