

AUSTRALIAN  
Gift & Homewares  
ASSOCIATION

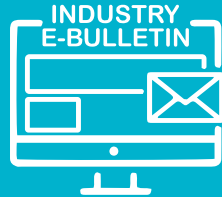
AGHA MELBOURNE  
**GIFT FAIR**  
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

3 - 6  
AUG  
2024

MELBOURNE  
CONVENTION &  
EXHIBITION  
CENTRE

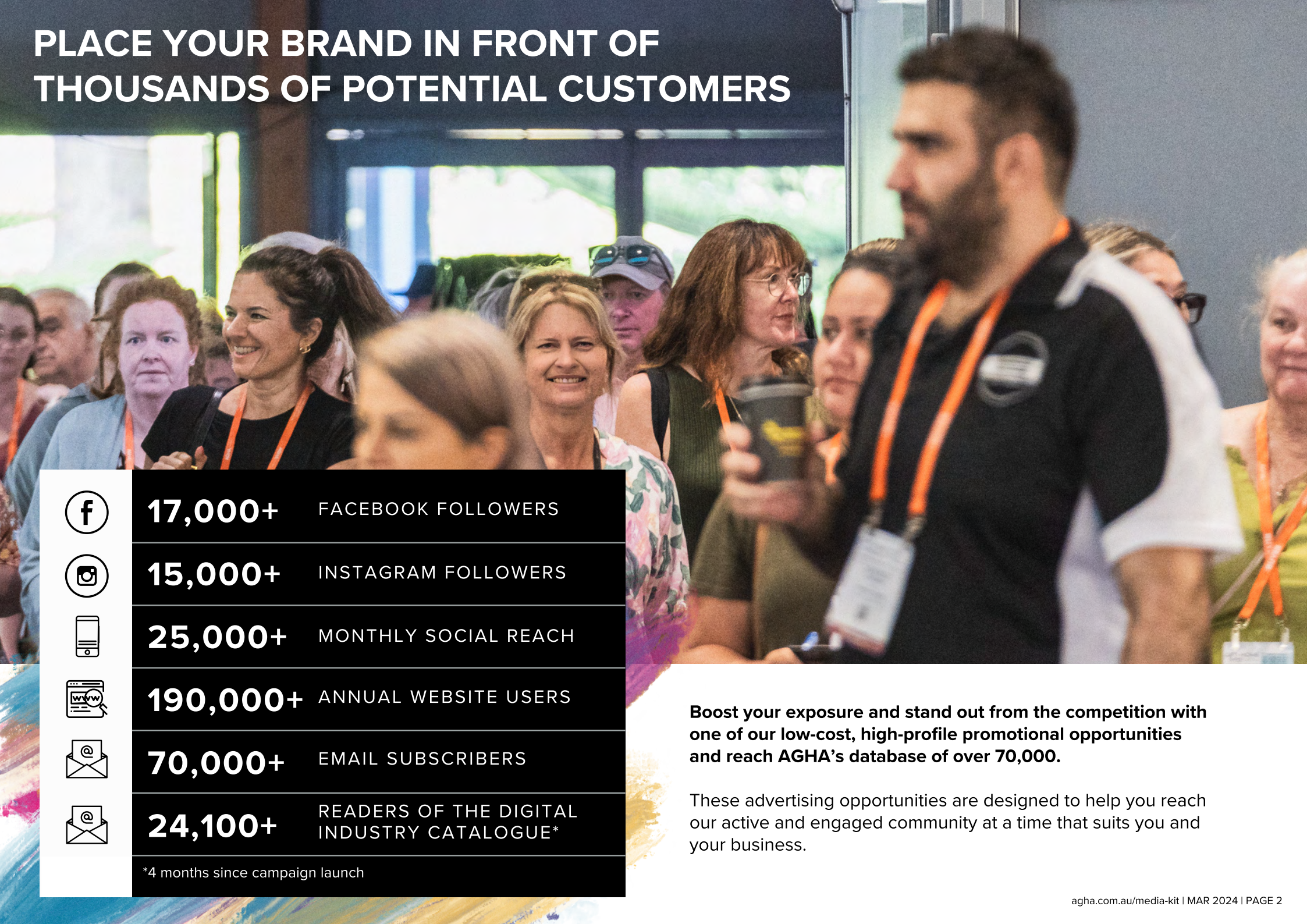
# AGHA ADVERTISING OPPORTUNITIES

## MEDIA KIT 2024





# PLACE YOUR BRAND IN FRONT OF THOUSANDS OF POTENTIAL CUSTOMERS



**17,000+** FACEBOOK FOLLOWERS



**15,000+** INSTAGRAM FOLLOWERS



**25,000+** MONTHLY SOCIAL REACH



**190,000+** ANNUAL WEBSITE USERS



**70,000+** EMAIL SUBSCRIBERS



**24,100+** READERS OF THE DIGITAL INDUSTRY CATALOGUE\*

\*4 months since campaign launch

**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 at a time that suits you and your business.



# DIGITAL INDUSTRY CATALOGUE



DESIGN SERVICE AVAILABLE

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

DESIGN

SERVICES

RETURNED EDITORIAL

### CUSTOM CUT ACRYLICS

0423 397 300  
[ADMIN@CUSTOMCUTACRYLICS.COM.AU](mailto:ADMIN@CUSTOMCUTACRYLICS.COM.AU)  
[CUSTOMCUTACRYLICS.COM.AU](http://CUSTOMCUTACRYLICS.COM.AU)

"WE MAKE ANYTHING COME TO LIGHT"

#### NEW LEVELS FOR AUSTRALIAN MADE BUSINESS

It's one to see someone truly love their job but for Australian made, First and Second Events, every day is a passion project. Being the only Australian made certified business making LED night lights, there's nothing looking Custom Cut Acrylics like.

With a wide array of designs there is sure to be something for everyone. If you're still looking for that special image, you'll be glad that Custom Cut Acrylics can create any image to suit a customer's preference.

Inside the warehouse of the pandemic, this Aussie couple have been busy creating new and fun products for their local and global markets. Together they're creating new and fun products for their local and global markets. Together they're creating new and fun products for their local and global markets.

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

Custom Cut Acrylics are looking for designers to assist in their growth and contribute to their journey. Their range includes custom creation to suit your Australian sporting teams, making a great gift to the kids in your house, or even a business card. They're looking for new LED light range, anything you can think of. They have a reputation to make it their full time job and they're looking for new designs.

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

CONTACT: J. ANDERSON, 0423 397 300

## DOUBLE PAGE EDITORIAL

### IT'S SHOW TIME!

isalbi is Australia's largest supplier of gifting, homeware, kitchenware and everything you need and more!

STANDS 1G17, 1J17

OVER 1000 NEW ITEMS!

[info@isalbi.com.au](mailto:info@isalbi.com.au)  
[isalbi.com.au](http://isalbi.com.au)

## DOUBLE PAGE SPREAD

AUSTRALIAN DESIGNED VEGAN LEATHER HANDBAGS

Autumn/Winter Collection 2024

## BLACK CAVIAR

VISIT STAND #1212

(02) 9979 3322  
[orders@blackcaviardesigns.com.au](mailto:orders@blackcaviardesigns.com.au)  
[www.blackcaviardesigns.com.au](http://www.blackcaviardesigns.com.au)

View our new season designs adorned in winter neutral colours. Shades of crisp whites, soft greys, and muted earth tones creating a timeless and elegant palette reminiscent of the season's quiet beauty.

EXHIBITOR PROFILE

## FULL PAGE ADVERT

FEATURED PRODUCTS

### BRIGHT & SUNNY

Check out our featured products that bring sunshine and joy for the new spring/summer season.

Discover **BRIGHT & SUNNY** Custom Design. We're a team of 10 creatives in the heart of Melbourne, Australia. We're a team of 10 creatives in the heart of Melbourne, Australia. We're a team of 10 creatives in the heart of Melbourne, Australia.

### Vividness Free Packaging

Introducing Vividness Free Packaging. A new collection of gift bags including Natural, Vintage, and Modern. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings.

### The Russell Collection

Introducing The Russell Collection. A new collection of gift bags including Natural, Vintage, and Modern. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings.

### Andy Warhol

Introducing Andy Warhol. A new collection of gift bags including Natural, Vintage, and Modern. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings.

### Casualty Time

Introducing Casualty Time. A new collection of gift bags including Natural, Vintage, and Modern. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings.

### Rustic Handkerchiefs & Scarves

Introducing Rustic Handkerchiefs & Scarves. A new collection of gift bags including Natural, Vintage, and Modern. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings. Each bag is made from 100% recycled paper and is completely free of plastic. They're perfect for any occasion, from birthdays to weddings.

## IMAGE ADVERT

## VIDEO ADVERT



# PRINTED A5 BUYERS GUIDE

BUYERS GUIDE



## DESIGN SERVICE AVAILABLE

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



**'CREATED BY NATURE, CRAFTED BY HUMANS'**

**SOLEmate DOORMATS**

**COME SEE AUSTRALIA'S LARGEST RANGE OF DOOR MATS**

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](mailto:info@ibaustalia.com)

03 9583 1300 [ibaustalia.com](http://ibaustalia.com)

DOUBLE PAGE SPREAD

**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, wattle, boronia, 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](http://CLAREMAKES.COM.AU) | [hello@claremakes.com.au](mailto:hello@claremakes.com.au)

FULL PAGE ADVERT

**Exclusive OFFERS!**

**STAND AM4**

**10% OFF**

**atourhouse**

Place a direct order with us during the Expo or the week after to enjoy an exclusive 10% off your order (excluding shipping). Elevate your range with our premium offering of soy wax candles, melts, diffusers, and bath soaks.

**OFFER ENDS: 27 February 2024**  
**WEBSITE:** [atourhouse.com.au](http://atourhouse.com.au)  
**EMAIL:** [store@atourhouse.com.au](mailto:store@atourhouse.com.au)  
**PHONE:** (02) 6100 0455

**STAND 1X17**

**5% OFF**

**Fandango Fountain Store**

Fandango Fountain Store is extending 5% discount to all new clients placing orders over \$4,000 at the fair.

**OFFER ENDS: 20 February 2024**  
**WEBSITE:** [fountainstore.com.au](http://fountainstore.com.au)  
**EMAIL:** [sales@fountainstore.com.au](mailto:sales@fountainstore.com.au)  
**PHONE:** 1300 848 094

**STAND 1X17**

**50% OFF FREIGHT**

Any orders over \$3,000 for home and garden items will be shipped with 50% discount on freight to NSW, VIC, South East QLD, SA.

**OFFER ENDS: 20 February 2024**  
**WEBSITE:** [fountainstore.com.au](http://fountainstore.com.au)  
**EMAIL:** [sales@fountainstore.com.au](mailto:sales@fountainstore.com.au)  
**PHONE:** 1300 848 094

**STAND 2H11**

**BUY 250, 25 FREE**

Every 250 units ordered receive 25 units free. This offer is valid for an unlimited amount of units bought and is exclusive to the Gift + Home Expo.

**OFFER ENDS: 20 February 2024**  
**WEBSITE:** [customcutacrylics.com.au](http://customcutacrylics.com.au)  
**EMAIL:** [admin@customcutacrylics.com.au](mailto:admin@customcutacrylics.com.au)  
**PHONE:** 0423 397 300

**STAND 3D20**

**FREE FREIGHT**

**SOLEmate DOORMATS**

As an exclusive offer at the fair, all orders over \$500 enjoy free freight. Seamless styles and practicality for your clients. Making a lasting impression!

**OFFER ENDS: 20 February 2024**  
**WEBSITE:** [ibaustalia.com](http://ibaustalia.com)  
**PHONE:** 03 9583 1300

**STAND AM38**

**15% OFF**

**UGG Comfort me**

Place an order at our booth and instantly save 15% on all Australian Made UGG products for your first order. Plus, unlock an exclusive 10% discount on your next 12 months of purchases on the Australian Made range.

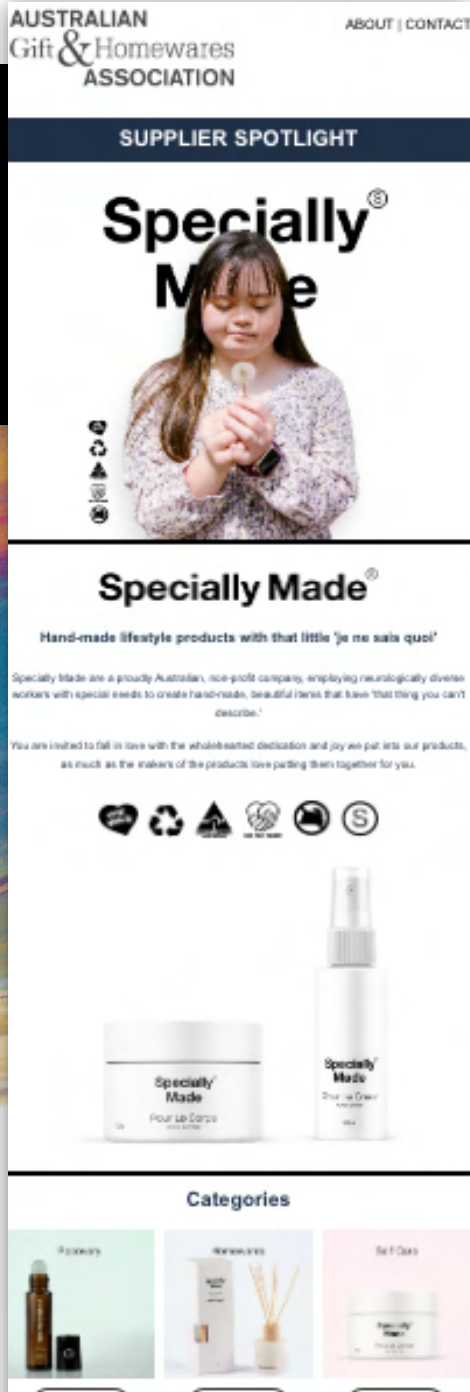
**OFFER ENDS: 20 February 2024**  
**WEBSITE:** [comfortme.com.au](http://comfortme.com.au)  
**EMAIL:** [service@designtoading.com.au](mailto:service@designtoading.com.au)  
**PHONE:** 1300 306 072

EXCLUSIVE OFFER

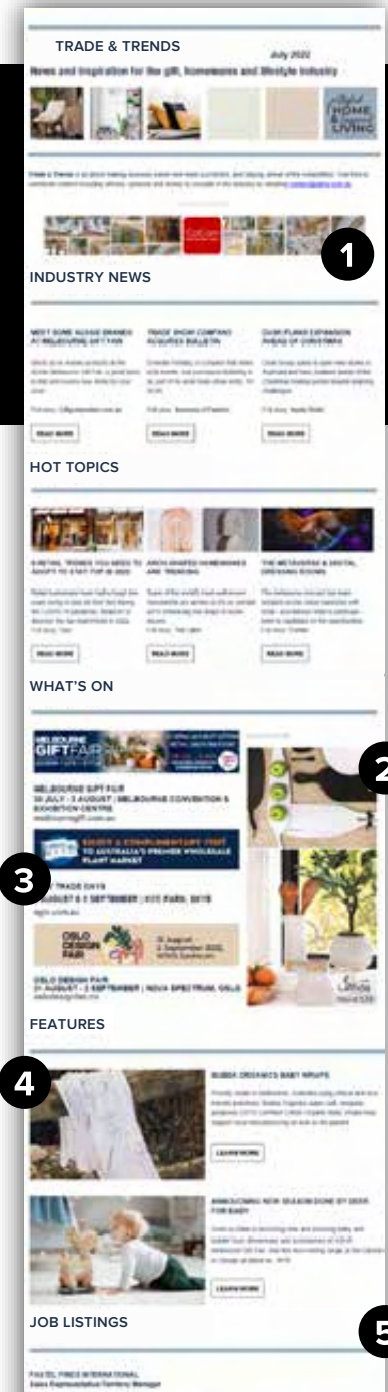
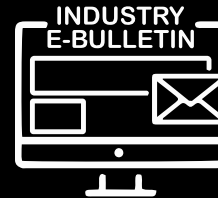


# ELECTRONIC DIRECT MAIL (EMAIL)

## SOLUS EDM



## 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



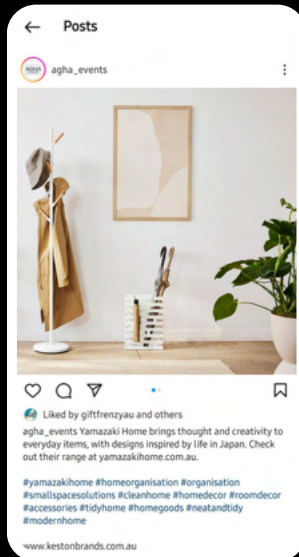
## SOCIAL MEDIA



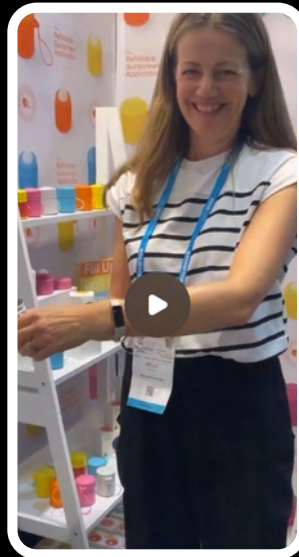
SOCIAL MEDIA



**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



## ONSITE FLOORPLAN SIGNAGE

Limited to the first 10 exhibitors!



### 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](mailto: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 Creation (Includes 3 video reels with suggested captions and hashtags)	\$1000

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	

PRINTED A5 BUYERS GUIDE (Exhibitors only)*	
Full Page Advert	\$750
Double Page Spread (DPS)	\$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

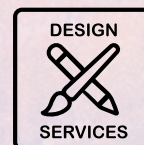
WEBSITE	
Website News / Blog Post	\$220

ONSITE EVENT OPPORTUNITIES	
New Product Showcase - Display Cluster	\$1200
New Product Showcase - Space Only	\$1200
New Product Showcase - Single Plinth	\$550
Onsite Floorplan Signage (Exhibitors only)	\$1500

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

\*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 SPEC SHEET HERE](#)



# ADVERTISING BUNDLES

*We've got you!*

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

BY THE  
INDUSTRY,  
FOR THE  
INDUSTRY.

## PLATINUM BUNDLE\*

\$6,300

- 1 x Double Page Spread in the Digital Industry Catalogue
- 1 x Double Page Editorial in the Digital Industry Catalogue
- 1 x Image Advert in the Digital Industry Catalogue
- 1 x Solus EDM (Email)
- 1 x Social Media Feed and Story Post (Facebook and Instagram)
- 1 x Social Media Reel Creation (includes 3 reels with copy and hashtags supplied)
- 1 x Feature in the Industry Newsletter (Trade & Trends)
- 1 x Half Page Ad in the Industry Newsletter (Trade & Trends)
- 1 x Full Page Advert in the Printed A5 Buyers Guide

**VALUED AT \$8,395**

## GOLD BUNDLE\*

\$3,510

- 1 x Double Page Spread in the Digital Industry Catalogue
- 1 x Social Media Feed and Story Post (Facebook and Instagram)
- 1 x Social Media Reel Creation (includes 3 reels with copy and hashtags supplied)
- 1 x Feature in the Industry Newsletter (Trade & Trends)
- 1 x Solus EDM (Email)

**VALUED AT \$4,675**

## SILVER BUNDLE\*

\$2,935

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

**VALUED AT \$3,910**

## BRONZE BUNDLE\*

\$1,120

- 1 x Full Page Advert in the Digital Industry Catalogue
- 1 x Image Advert in the Industry Digital Catalogue
- 1 x Feature in the Industry Newsletter (Trade & Trends)

**VALUED AT \$1,490**

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

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

\*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.](#)