

CHRISTMAS = SEASON = CATALOGUE

DIGITAL

Be a part of AGHA's 'special buys' Christmas Catalogue this September and place your range in front of thousands of niche buyers looking to stock shelves or order hampers for the Christmas season.

Do you have readily available stock, an exclusive offer to promote or unique hamper style products that can give buyers a distinctive range this season? Book an advertisement in this exclusive Christmas Catalogue now and do not miss the opportunity to reach our active and engaged audience of over 68,000.

The catalogue will run from September to December 2021 and have an intensive 7 day marketing blitz commencing mid-September, including heavily targeted communications.

**SPECIAL
BUYS
EDITION**

—
**September
2021**

Calling all suppliers of:

- Gifts of all kind!
- Kids toys and games
- Baby products
- Christmas decorations & décor
- Gift Hampers / Gift Packs
- Corporate gifts
- Gourmet food
- Wine and other beverages
- Fine jewellery
- Fashion & Accessories
- Tableware, servingware & dining
- Kitchenware
- Religious gifts and products
- Candles and lighting
- Holiday & travel goods ie beach towels, family games, bags, books & more
- Artificial florals and greenery
- Fragrances
- Gift wrap, cards and paper
- Homewares
- Australian Made products
- Arts & craft
- Books & Stationery
- Health & beauty products
- Home office products
- Educational products

Reach our audience of:

- Retailers
- Online retailers
- Corporate buyers
- Event planners
- Stylists and decorators
- Interior Designers
- Newsagencies
- Post Offices
- Florists
- National Parks & Visitor Centres
- Hospitality buyers
- Chemists / Pharmacies
- Nurseries
- Distributors
- Resorts and holiday parks
- Galleries & Museums
- Variety / Discount Stores



BOOKING DEADLINE Wed 25th August
ARTWORK DUE Friday 27th August

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KEY CATALOGUE FEATURES

- **Special Offers:** This catalogue will heavily focus on special buys and exclusive offers by suppliers. Advertisers who promote a special offer will be given priority placement towards the front of the catalogue* and your offer will be included in a special listing within the catalogue. A special offer can be anything from bundles (2 for the price of 1), freight offers and discounts (free freight on all orders), or a bulk orders discount. If you purchase an advertisement, this listing will be free of charge.
- **Hamper & Gift Packs:** AGHA will be targeting corporate buyers, newsagencies, pharmacies and other segments where hampers and gift packs are in high demand for Christmas. If you are a hamper supplier or have a selection of products that would inspire retailers to create their own hampers, let us know and we will feature your products in a special listing within the catalogue. If you purchase an advertisement, this listing will be free of charge.
- **Clearance:** Do you have old stock you want to discount and sell quickly? Purchase an advertisement in the 'Clearance' section of the catalogue and promote your warehouse clearance or sale products. This section will be for clearance stock only, available at warehouse prices and ready to order. This is not the same as the 'Special Offers' section – the 'Clearance' section is purely for heavily discounted product to clear.

*Excluding paid loadings for inside front cover, back cover, and inside back cover.

PRICE LIST All prices exclude GST.

ITEM	MEMBER	NON-MEMBER
Full-page Advertisement	\$400	\$850
Full-page Advertisement [Clearance Section]	\$400	\$850
Double page spread (DPS)	\$640	\$1360
Double page spread (DPS) [Clearance Section]	\$640	\$1360
Right-hand page guarantee	\$150	\$300
Featured product image (Supplier Spotlight)	\$200	\$400
Special Offer Listing (Included for advertisers)	\$200	\$400
Hamper Product Listing (Included for advertisers)	\$200	\$400

SPECIAL DISCOUNTS

Contracted 2022 Sydney Gift Fair Exhibitors: 20% discount on full-page and DPS advertisements

Artisan Handmade Supplier: 10% discount on full-page and DPS advertisements

Licensed Australian Made Supplier: 10% discount on full-page and DPS advertisements

BOOK NOW

BECOME A MEMBER

Join the AGHA now and receive member rates and other industry benefits. Save on everyday costs of running your business and sign up as a Wholesaler member for just \$320 ex GST per annum. Contact AGHA on [02 9763 3222](tel:0297633222) or membership@agha.com.au to become a member or find out more.

All rates exclude GST. All rates and advertising types are subject to change without notice. Inclusion in the catalogue is conditional on receiving final artwork and information before the deadline. By advertising in the *Christmas Season Catalogue* you agree to the [advertising terms and conditions](#) available for download on the Australian Gift & Homewares Association Website - agha.com.au

**AUSTRALIAN
Gift & Homewares
ASSOCIATION**