

MEDIA KIT

WHO WE ARE

BY THE
INDUSTRY,
FOR THE
INDUSTRY.

For over 40 years, the Australian Gift & Homewares Association (AGHA) has been the driving force behind the success of the gift and homewares industry.

As a trusted industry leader, AGHA connects businesses through world-class events like the AGHA Melbourne Gift Fair and the AGHA Sydney Gift Fair, offering unparalleled opportunities for growth, networking, and brand exposure.

With a rich history of influencing industry trends and shaping the future of retail, advertising with AGHA places your brand front and centre, reaching a highly engaged audience of decision-makers, retailers, and wholesalers eager to discover the latest products and innovations.

33,000+

VIEWERS OF
AGHA DIGITAL
PUBLICATIONS

(based on impressions
of last three issues)

47.24%

ANNUAL
WEBSITE USER
ENGAGEMENT

600,000+

ANNUAL
SOCIAL
REACH



45,000+

EMAIL
SUBSCRIBERS



18,000+

FACEBOOK
FOLLOWERS



18,000+

INSTAGRAM
FOLLOWERS

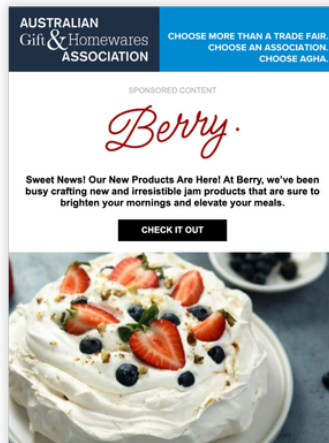
OUR REACH

OUR ADVERTISING PLATFORMS

RATE CARD HERE

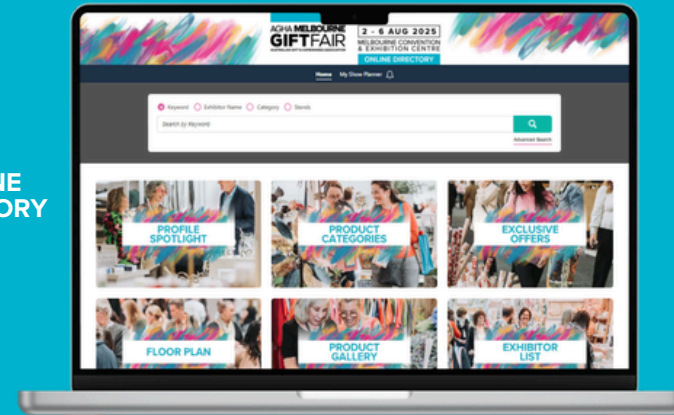
EVENT MARKETING FOR EXHIBITORS

MONTHLY AGHA INDUSTRY E-NEWSLETTER (TRADE & TRENDS)

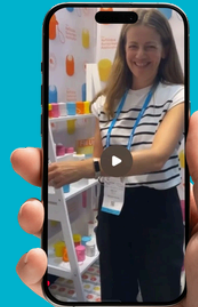


SOLUS EDM
(SUPPLIER
SPOTLIGHT)

ONLINE
DIRECTORY

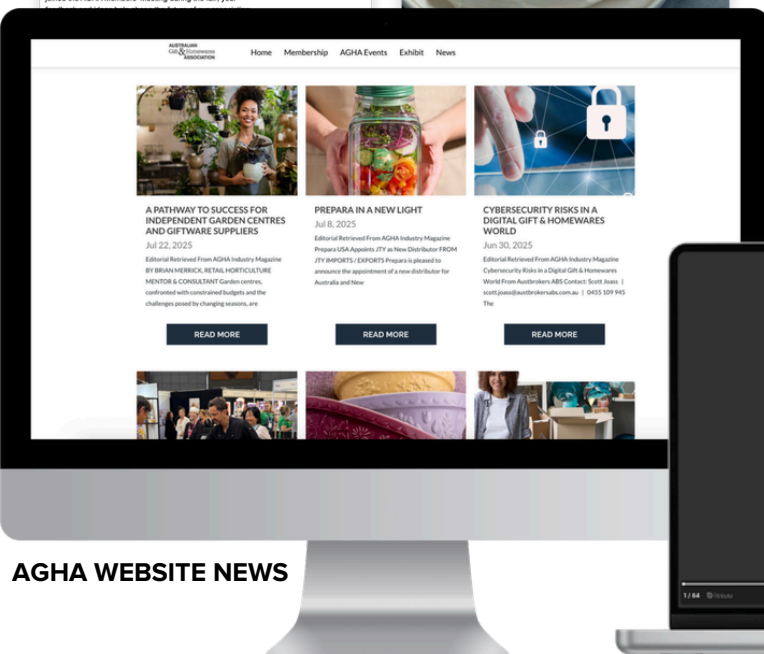


SOCIAL MEDIA
REEL CREATION



...AND MORE
ON PAGE 16
ONWARDS!

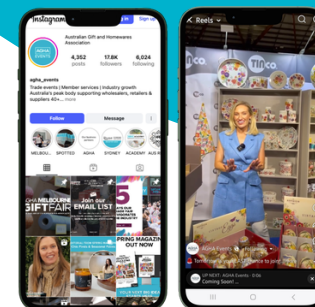
QUARTERLY AGHA INDUSTRY MAGAZINE (DIGITAL)



AGHA WEBSITE NEWS



BUYER'S GUIDE
(PRINTED)



AGHA SOCIAL
MEDIA

BOOK NOW
marketing@agha.com.au

RATE CARD

AUSTRALIAN
Gift & Homewares
ASSOCIATION

AGHA INDUSTRY MAGAZINE (DIGITAL) - 4 ISSUES/YEAR*	MEMBER	NON-MEMBER
Half Page Advert	\$370	\$515
Full Page Advert	\$635	\$885
Double Page Spread	\$970	\$1235
Image Advert	\$65	\$95
Full Page Editorial	\$845	\$1165
Double Page Editorial	\$1580	\$2085

AGHA SOCIAL MEDIA*	MEMBER ONLY
Social Media Feed Post (Facebook and Instagram)	\$235
Social Media Story Post (Facebook and Instagram)	\$235

SOLUS EDM (SUPPLIER SPOTLIGHT)*	MEMBER ONLY
One full dedicated email showcasing your brand	\$2315

AGHA INDUSTRY E-NEWSLETTER (TRADE & TRENDS)*	MEMBER ONLY
Leaderboard Advert	\$1055
Half Page Advert	\$925
Feature (short editorial)	\$530
Job Listing (maximum 3 issues)	No Charge
What's On Listing (maximum 2 issues)	No Charge

AGHA WEBSITE NEWS*	MEMBER ONLY
Blog post	\$235

**SECURE YOUR AGHA
ADVERTISING TODAY!**

BOOK NOW
marketing@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 First Booked + Paid + Submitted System. [View terms and conditions here.](#)

AGHA DESIGN SERVICE



AGHA offers a cost-effective design service for all publication, website and EDM advertising. Please note limited availability in peak times. For a design service quote, please contact marketing@agha.com.au or view [Page 21](#).

RATE CARD

Only at **AGHA SYDNEY GIFTFAIR** **AGHA MELBOURNE GIFTFAIR**
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

EVENT BUYER'S GUIDE (PRINTED)*	EXHIBITOR ONLY
Full Page Advert	\$790
Double Page Spread	\$1505
Double Page Editorial	\$1505
Inner Front Cover (1 exhibitor only)	\$1840
Inner Back Cover (1 exhibitor only)	\$1160
Image Advert	\$95

ONLINE DIRECTORY*	EXHIBITOR ONLY
Standard Package (valued at \$600)	Complimentary
Upgraded Premium Package (valued at \$765)	\$165

EVENT ONSITE OPPORTUNITIES*	EXHIBITOR ONLY
New Product Showcase	\$150
Social Media Reel Creation* (includes 3 video reels with suggested captions and hashtags)	\$1055

Only at **AGHA Gifted MELBOURNE** **AGHA Gifted BRISBANE**

EVENT GUIDE (PRINTED)*	EXHIBITOR ONLY
Exhibitor Feature (logo and stand number)	\$200

AGHA EVENTS
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

Organised by
**AUSTRALIAN
Gift & Homewares
ASSOCIATION**

**SECURE YOUR AGHA
ADVERTISING TODAY!**

BOOK NOW
marketing@agha.com.au

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ADVERTISING BUNDLES

PLATINUM BUNDLE*

\$6,485

- **1x** Full Page Advert in the printed Buyers Guide with right-hand side guarantee
- **1x** AGHA Industry Magazine Double Page Spread
- 1x Solus EDM (Email)
- **1x** Feature in the AGHA Industry E-Newsletter (Trade & Trends)
- **1x** Leaderboard Advert in the AGHA Industry E-Newsletter (Trade & Trends)
- **1x** Social Media Feed and Story Post (Facebook and Instagram)
- **1x** Social Media Reel Creation (includes 3 reels with copy and hashtags supplied)
- **1x** Upgraded Premium Package for your Online Directory profile

SAVE OVER \$2,000

GOLD BUNDLE*

\$4,370

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

SAVE OVER \$1,500

SILVER BUNDLE*

\$3,140

- **1x** Full Page Advert in the printed Buyers Guide
- **1x** Solus EDM (Email)
- **1x** AGHA Industry Magazine Full Page Advert
- **1x** Social Media Feed and Story Post (Facebook and Instagram)

SAVE OVER \$1,000

BRONZE BUNDLE*

\$1,180

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

SAVE OVER \$500

We've got you!

To support your business in tough times, we've discounted our advertising bundles!

SECURE YOUR ADVERTISING WITH US TODAY!

BOOK NOW
marketing@agha.com.au



**OR DISCUSS YOUR REQUIREMENTS
WITH OUR TEAM AT 1300 441 384**

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ARTWORK SPECS

RATE CARD HERE

AGHA INDUSTRY MAGAZINE (DIGITAL)



Marketed to our **45,000+** email database and **18,000+** social media followers, the popular AGHA Industry Catalogue has evolved into the AGHA Industry Magazine. The **quarterly** publication offers you the opportunity to showcase your brands and products throughout every season and key purchasing periods.



33,000+
VIEWERS OF
AGHA DIGITAL
PUBLICATIONS

(based on impressions
of last three issues)

SEND ARTWORK TO
advertising@agha.com.au



210mm W x
147mm H



210mm W x
297mm H

HALF PAGE ADVERT REQUIREMENTS

Format: PDF or JPG only

Resolution: Min 150dpi

File should be under 5mb with provided URL link

Save file with naming convention **"AIM HALF PAGE [companyname]"**

Email subject to be **"AIM HALF PAGE [Company Name]"**

FULL PAGE ADVERT REQUIREMENTS

Format: PDF or JPG only

Resolution: Min 150dpi

File should be under 5mb with provided URL link

Save file with naming convention **"AIM FULL PAGE [companyname]"**

Email subject to be **"AIM FULL PAGE [Company Name]"**

ARTWORK SPECS

RATE CARD HERE

AGHA INDUSTRY MAGAZINE (DIGITAL)



420mm W x 297mm H

DOUBLE PAGE SPREAD REQUIREMENTS

Format: PDF or JPG only

Resolution: Min 150dpi

File should be under 5mb with provided URL link

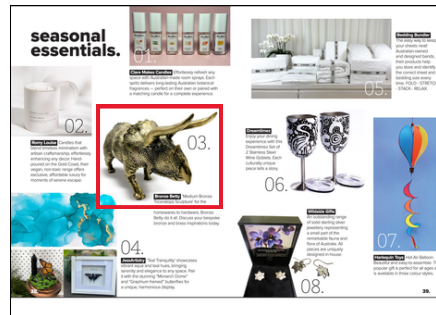
Save file with naming convention **“AIM DOUBLE PAGE [companyname]”**

Email subject to be **“AIM DOUBLE PAGE [Company Name]”**



33,000+
VIEWERS OF
AGHA DIGITAL
PUBLICATIONS
(based on impressions
of last three issues)

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advertising@agha.com.au



At least 400x400px

IMAGE ADVERT REQUIREMENTS

Format: JPG or PNG only (at least 400x400px)

Resolution: Min 150dpi

File should be under 5mb with provided 30-word blurb and URL link

Save file with naming convention **“AIM IMAGE ADVERT [companyname]”**

Email subject to be **“AIM IMAGE ADVERT [Company Name]”**

Please Note: No logos within images accepted. Images and blurbs may be cropped or edited.



210mm W x
297mm H

FULL PAGE EDITORIAL REQUIREMENTS

Design and copywriting are included in the cost of the full page editorial.

You will be contacted directly with a set of questions to answer and instructions.

Editorial is 100-200 words in length. You will need to provide hi-res images (min 150dpi) and any URL link(s).

ARTWORK SPECS

RATE CARD HERE

AGHA INDUSTRY MAGAZINE (DIGITAL)



420mm W x 297mm H

DOUBLE PAGE EDITORIAL REQUIREMENTS

Design and copywriting are included in the cost of the double page editorial.

You will be contacted directly with a set of questions to answer and instructions.

Editorial is 300-400 words in length. You will need to provide hi-res images (min 150dpi) and any URL link(s).



33,000+
VIEWERS OF
AGHA DIGITAL
PUBLICATIONS
(based on impressions
of last three issues)

SEND ARTWORK TO
advertising@agha.com.au



2026 ARTWORK DEADLINES

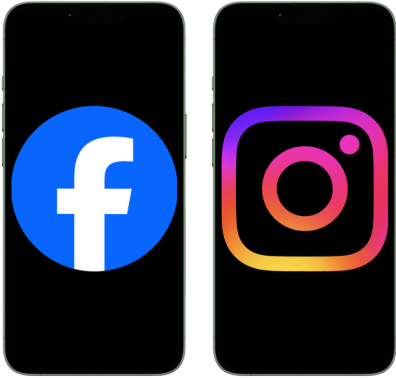
DEADLINES	WINTER 2026	SPRING 2026
Booking Deadline	1 May 2026	31 July 2026
Artwork Deadline	15 May 2026	14 August 2026
Publish Date	June 2026	September 2026



ARTWORK SPECS

RATE CARD HERE

AGHA SOCIAL MEDIA



With **18,000+ Facebook followers** and **16,000+ Instagram followers**, boost your brand's visibility and reach a highly engaged audience with AGHA Social Media (Facebook and Instagram).

AGHA FACEBOOK: agha.social

AGHA INSTAGRAM: agha_events



600,000+
ANNUAL
SOCIAL REACH

SEND ARTWORK TO
advertising@agha.com.au



7 DAYS BEFORE POST DATE

FEED POST REQUIREMENTS

Format: 2-4 images (1080x1080px dimension), JPG or PNG only

Resolution: Min 150dpi

File should be under 5mb

Save files with naming convention **"FEED POST [companyname] [#]"**

Email subject to be **"FEED POST [Company Name]"**

Provide your preferred copy, hashtags and account name/URL link(s) to be tagged in the body of the email.



STORY POST REQUIREMENTS

Format: 2-4 images (1080x1920px dimension), JPG or PNG only

Resolution: Min 150dpi

File should be under 5mb

Save files with naming convention **"STORY POST [companyname] [#]"**

Email subject to be **"STORY POST [Company Name]"**

Provide your preferred copy, hashtags and account name/URL link(s) to be tagged in the body of the email.



ARTWORK SPECS

RATE CARD HERE

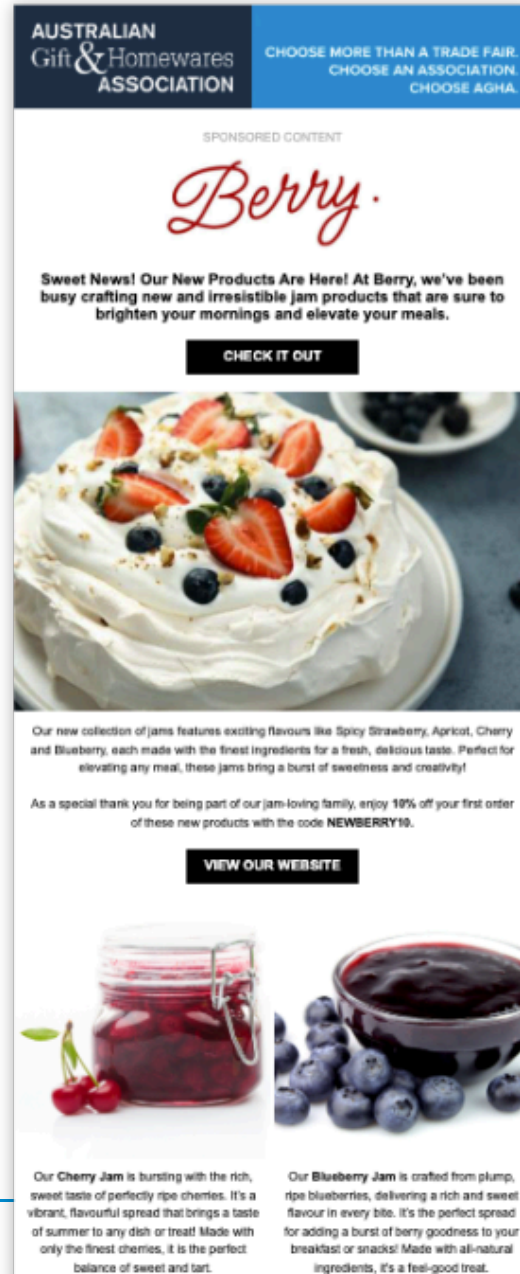
AGHA's Solus EDM (Electronic Direct Mail) marketing allows businesses to create a fully **customised email with targeted messaging** to reach AGHA's active email database, and showcase products and exclusive offers directly in potential customers' inboxes.



45,000+
EMAIL
SUBSCRIBERS

SEND ARTWORK TO
advertising@agha.com.au

7 DAYS BEFORE SEND DATE



SOLUS EDM (SUPPLIER SPOTLIGHT)

SOLUS EDM REQUIREMENTS

Format: 600px wide. Provide us with your own HTML file.

Save files with naming convention **"SOLUS [description]
[companyname] [#]"**

Email subject to be **"SOLUS [Company Name]"**



ARTWORK SPECS

RATE CARD HERE



Sent **monthly** to our email subscribers, Trade & Trends is **AGHA's Industry E-Newsletter**, designed to make business easier and more successful while helping you stay ahead of the competition. Advertising in Trade & Trends offers a unique chance to reach a targeted audience and increase your visibility within the gift and homewares community.



45,000+
EMAIL
SUBSCRIBERS

SEND ARTWORK TO
advertising@agha.com.au



7 DAYS BEFORE SEND DATE

AGHA INDUSTRY E-NEWSLETTER (TRADE & TRENDS)



LEADERBOARD ADVERT REQUIREMENTS

Format: 728px W x 90px H, JPG or PNG only.

Resolution: Min 150dpi

File should be under 2mb with provided URL link

Save file with naming convention **"T&T LEADERBOARD [companyname]"**

Email subject to be **"T&T LEADERBOARD [Company Name]"**

HALF PAGE ADVERT REQUIREMENTS

Format: 300px W x 600px H. JPG, PNG or GIF only.

Resolution: Min 150dpi

File should be under 2mb with provided URL link

Save file with naming convention **"T&T HALF PAGE [companyname]"**

Email subject to be **"T&T HALF PAGE [Company Name]"**

ARTWORK SPECS

RATE CARD HERE

WHAT'S ON LISTING REQUIREMENTS

3

At the discretion of AGHA, events of note are promoted in our "What's On" section.

Format: 475px W x 100px H, JPG or PNG only.

Resolution: Min 150dpi

File should be under 2mb with provided event name, date, location and URL link

Save file with naming convention **"T&T WHAT'S ON [companyname]"**
Email subject to be **"T&T WHAT'S ON [Company Name]"**



45,000+
EMAIL
SUBSCRIBERS

SEND ARTWORK TO
advertising@agha.com.au



7 DAYS BEFORE SEND DATE

AGHA INDUSTRY E-NEWSLETTER (TRADE & TRENDS)

FEATURE (SHORT EDITORIAL) REQUIREMENTS

4

Image format: 400px W x 250px H, JPG or PNG only.

Image resolution: Min 150dpi

Image file should be under 2mb

Save file with naming convention **"T&T FEATURE [companyname]"**

Email subject to be **"T&T FEATURE [Company Name]"**
Provide a title, blurb (max. 250 characters) and a URL link to your editorial in the body of the email.

JOB LISTING REQUIREMENTS

5

Submit with email subject to be **"T&T JOB LISTING [Company Name]"**

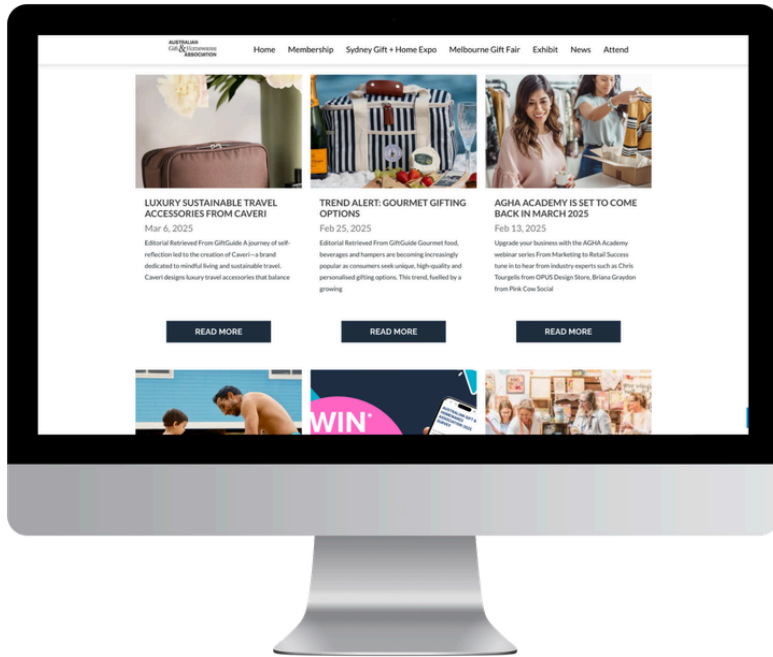
Provide your company name, title of position available and job description (max. 200 characters) and a URL link for applications in the body of the email.



ARTWORK SPECS

RATE CARD HERE

AGHA WEBSITE NEWS



AGHA Website News (hosted on the AGHA Website) is a cost-effective promotional opportunity for your PR stories, product launches, and new range(s) announcement to our website users.

AGHA WEBSITE NEWS:

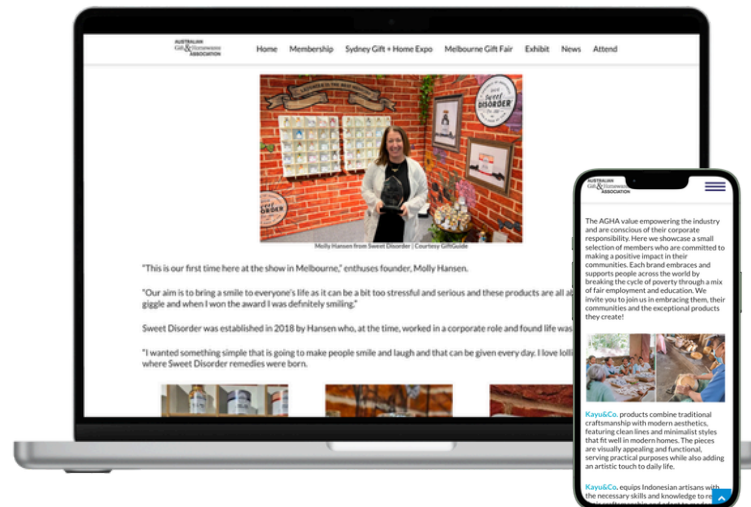
agha.com.au/news/



47.24%
**ANNUAL WEBSITE
USER ENGAGEMENT**

SEND ARTWORK TO
advertising@agha.com.au

7 DAYS BEFORE POST DATE



BLOG POST REQUIREMENTS

A member of the AGHA Marketing Team will be in contact with you. You will need to submit 300-400 words in length, images (min 150dpi preferred) and any URL links. For any further questions, please email marketing@agha.com.au.

ARTWORK SPECS

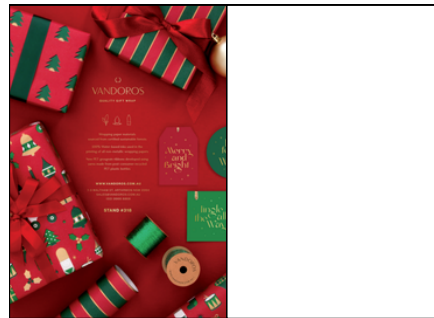
RATE CARD HERE



Our A4 Inside Scoop is a **key pre-event resource** supporting buyers and visitors as they plan their visit to our AGHA Sydney and Melbourne Gift Fairs. Distributed to potential buyers ahead of the event, advertising in this **printed magazine** offers a cost-effective way to place your brand and products directly in the hands of your target audience.

EXHIBITORS ONLY

SEND ARTWORK TO
advertising@agha.com.au



210mm W x
297mm H
(trim size)



420mm W x 297mm H
(trim size)

AGHA AGHA
Gifted Gifted
MELBOURNE BRISBANE

THE INSIDE SCOOP (PRINTED)

FULL PAGE ADVERT REQUIREMENTS

Format: 210mm W x 297mm H (trim size)

Print-ready PDF with 5mm bleed and crop marks offset by 4mm (safe zone is 3mm from all edges). Keep written text within a 10mm margin. Embed all images and all text and lines outlined. CMYK colour ONLY.

Resolution: Min 300dpi

File should be under 10mb

Save file with naming convention **"PRINT FULL PAGE [companyname]"**
Email subject to be **"PRINT FULL PAGE [Company Name]"**

DOUBLE PAGE SPREAD REQUIREMENTS

Format: 2x separate print-ready PDFs at 210mm W x 297mm H each, labelled L and R (left and right).

Each PDF file to have 5mm bleed and crop marks offset by 4mm (safe zone is 3mm from all edges). Keep written text within a 10mm margin. Embed all images and all text and lines outlined. CMYK colour ONLY.

Resolution: Min 300dpi

File should be under 10mb

Save files with naming convention **"PRINT DPS L [companyname]"** and **"PRINT DPS R [companyname]"**
Email subject to be **"PRINT DPS [Company Name]"**

ONSITE OPPORTUNITY

RATE CARD HERE

AGHA MELBOURNE GIFT FAIR
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

AGHA SYDNEY GIFT FAIR
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

NEW PRODUCT SHOWCASE



*Images are indicative only and subject to change.



HAVE NEW PRODUCT(S) TO SPOTLIGHT?

NEW PRODUCT SHOWCASE OPPORTUNITIES

New Product Showcase (Exclusively for Melbourne Gift Fair)

- 1 x shelf display (500mm w x 500mm d x 300mm h)
- 1 x printed sign with company name, logo, stand number and product blurb.

New Product Showcase (Exclusively for Sydney Gift Fair)

- 1 x shelf display (1250mm h x 400mm w including cover)
- 1 x printed sign with company name, logo, stand number and product blurb.

EXHIBITORS ONLY

CONTACT US NOW

OR CALL 1300 441 384

NEED DESIGN HELP?

If you are unable to provide artwork, we offer a **cost-effective design service*** based on your brief! For more details or to book a design service, email marketing@agha.com.au.

AGHA INDUSTRY MAGAZINE (DIGITAL)*	MEMBER	NON-MEMBER
Half Page Advert	\$265	\$355
Full Page Advert	\$425	\$560
Double Page Spread	\$685	\$905

AGHA INDUSTRY E-NEWSLETTER (TRADE & TRENDS)*	MEMBER ONLY
Static EDM Leaderboard or Half Page Advert	\$265
Animated EDM Leaderboard or Half Page Advert	\$370

EVENT ON-SITE OPPORTUNITIES*	MEMBER ONLY
Buyer's Guide - Full Page Advert	\$685
Buyer's Guide - Double Page Spread	\$685
Buyer's Guide - Inner Front Cover or Inner Back Cover	\$425
On-site Banners	Request Quote
On-site Brochures	Request Quote

AGHA DESIGN SERVICE

PROCESS:

- Online design brief to be completed by you.
- Images and content must be provided by you (subject to approval by AGHA).
- Includes one review and two minimal changes to colour, font, image position etc.
- The design work is limited to 2 hours and 1 amendment. If it exceeds this, you will be charged an additional hourly rate of \$75 + GST per hour.

Book early to avoid disappointment and please submit your design brief before the **provided deadline**. Any submissions received after the deadline may not be accepted.

*Limited availability. All rates exclude GST. All rates are subject to change without notice. [View terms and conditions here.](#)

ATTENTION EXHIBITORS!

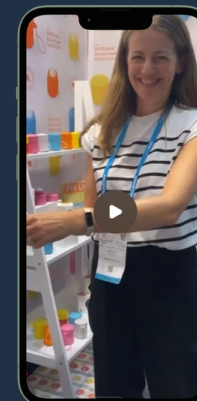
CONTACT US NOW



Keep the buzz going after the event! We'll create 3 social media reels from content we captured at your stand during the trade event, delivered within 10 working days. Reels will include text overlay, voiceover, music, and suggested captions and hashtags.

SOCIAL MEDIA REEL CREATION REQUIREMENTS - EXHIBITOR ONLY

After booking, the AGHA Marketing Team will discuss with you the brief and intent of each video and the exact assets required, including brand logos, colour palette etc. For any further questions, please email marketing@agha.com.au.



x3
REELS

Why advertise with AGHA? Partner with us and align your brand with the heart of Australia's gift and homewares sector!

Get in touch to discuss opportunities or provide us with your own ideas. The AGHA are always open to suggestions on how we can help your brand exposure!

✉ marketing@agha.com.au

🌐 agha.com.au

☎ 1300 441 384



AUSTRALIAN
Gift & Homewares
ASSOCIATION