



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

# DIGITAL ADVERTISING RATES GUIDE

2026





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# Advertising with APPA

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APPA is proud to offer a wide range of advertising opportunities designed exclusively for our members. Whether you're looking to amplify your brand, showcase products and services, or connect with industry professionals, APPA provides the perfect platform to grow your business and reputation within the promotional products industry.

From premium placements in our fortnightly newsletter, tri-annual magazine, product catalogues, and annual directory, to engaging directly with APPA's database through sponsored EDMs (Electronic Digital Marketing), the possibilities are endless.

Members can also leverage sponsorship opportunities at both in-person and virtual events to further elevate their visibility.

***Please contact APPA Marketing Manager Leah Kenneally at [leah@appa.com.au](mailto:leah@appa.com.au) to further discuss the advertising opportunities listed in this document.***

# Price List

## Promotional Products Marketing Magazine

Double page spread	\$900*
Full page advertisement (inside cover)	\$600*
Full page advertisement	\$460*
Half page advertisement	\$290*
Quarter page advertisement	\$150*
Advertorial	\$400*

## Promo Insider

Banner advertisement	\$280*
Job advertisement	\$80*

## Email Marketing

EDM to members	\$1,200*
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## Decorator and Supplier Member Directory

Full page advertisement (inside cover)	\$1,200*
Full page advertisement (back cover)	\$1,200*
Full page advertisement (standard)	\$800*
Half page advertisement	\$450*
Highlighted business listing	\$80*
Extended company profile	\$120*

## Product Catalogues

Individual product submission	\$60*
Full page advertisement	\$460*

## APPA Search

Banner advertisement (monthly)	\$500*
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*\*All pricing excludes GST and is in AUD. Pricing effective 1 January 2026.*



### Bookings:

APPA Marketing Manager Leah Kenneally  
leah@appa.com.au | 0438 290 048



# Promotional Products Marketing Magazine

The APPA Promotional Products Marketing Magazine, published tri-annually, is the premier resource for Australia and New Zealand's promotional products industry, delivering trusted news, insights, and updates to keep businesses informed and inspired.

## Pricing\*

Double-page spread:	\$900*
Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Half page advertisement:	\$290*
Quarter page advertisement:	\$150*
Advertorial:	\$400*

## Artwork Dimensions

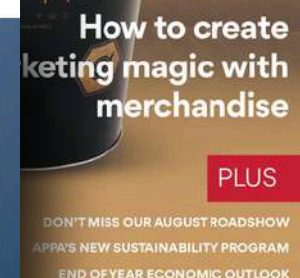
Full page advertisement:	210mm (W) x 297mm (H)
Half page advertisement:	210mm (W) x 148mm (H)
Quarter page advertisement:	105mm (W) x 148mm (H)

## Release Schedule (2026)

Issue 1 release date:	Wednesday 4 March 2026
Issue 2 release date:	Monday 24 August 2026
Issue 3 release date:	Friday 4 December 2026

*Dates are tentative and are subject to change.*

*\*All pricing excludes GST and is in AUD.*



# Promo Insider

Promo Insider is a fortnightly e-newsletter sent out to APPA's entire database. The Promo Insider features news, events, information and stories relevant to both APPA and the promotional products industry.

## Audience

Over 6500+ promotional merchandise and marketing professionals.

## Pricing\*

Banner advertisement: \$280\*  
Job advertisement: \$80\*

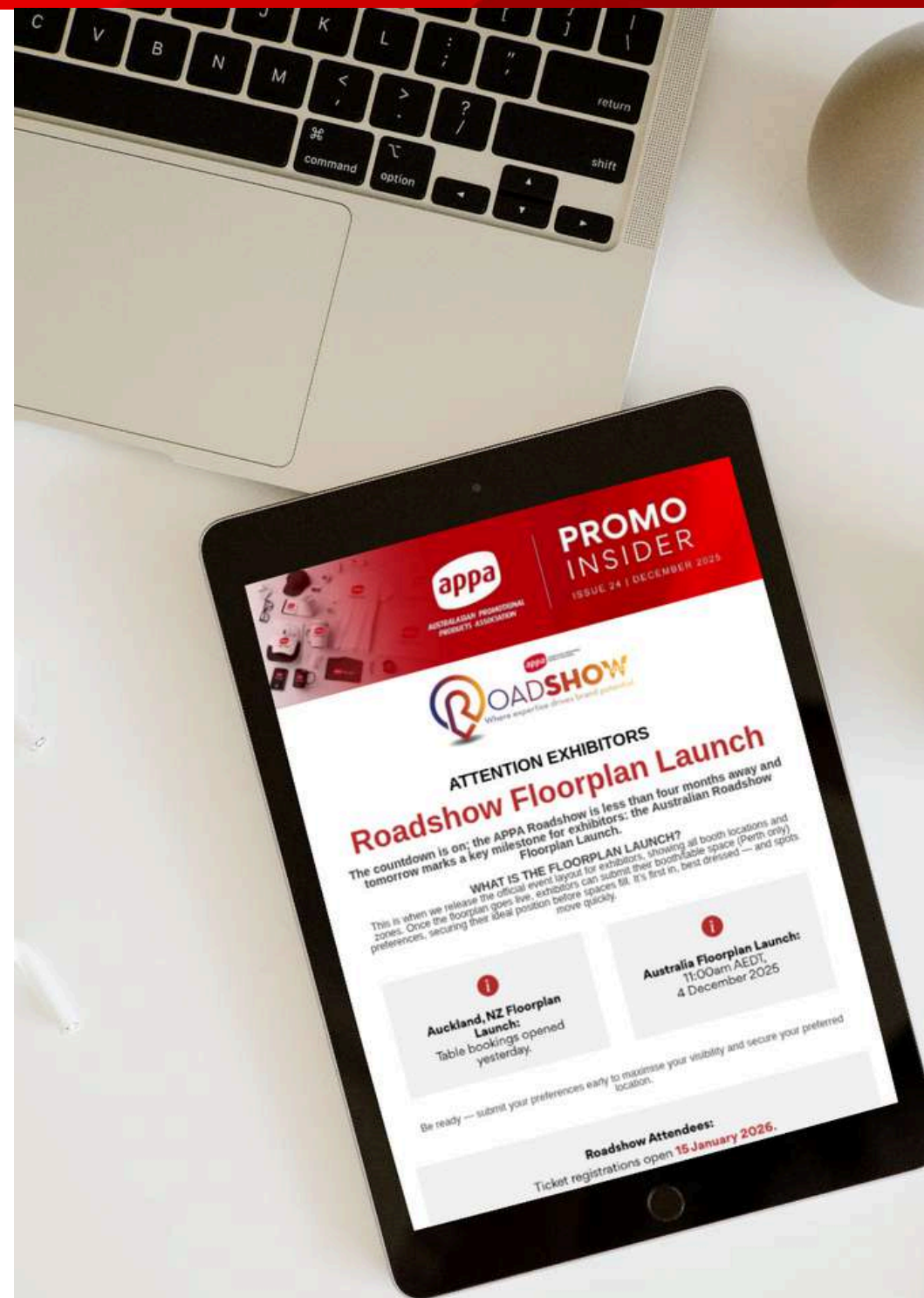
## Banner Advertisement Artwork Specifications

600px (W) x 200px (H) in high-resolution PDF or PNG format.  
Artwork must be sent to APPA five days prior to date of publication.

## Release Schedule (2026)

- Wednesday 14 January 2026
- Wednesday 28 January 2026
- Wednesday 11 February 2026
- Wednesday 25 February 2026
- Wednesday 11 March 2026
- Wednesday 25 March 2026
- Wednesday 8 April 2026
- Wednesday 22 April 2026
- Wednesday 6 May 2026
- Wednesday 20 May 2026
- Wednesday 3 June 2026
- Wednesday 17 June 2026
- Wednesday 1 July 2026
- Wednesday 15 July 2026
- Wednesday 29 July 2026
- Wednesday 12 August 2026
- Wednesday 26 August 2026
- Wednesday 9 September 2026
- Wednesday 23 September 2026
- Wednesday 7 October 2026
- Wednesday 21 October 2026
- Wednesday 4 November 2026
- Wednesday 18 November 2026
- Wednesday 2 December 2026
- Wednesday 16 December 2026

\*All pricing excludes GST and is in AUD.



# Supplier and Decorator Member Directory

Advertise in the 2025/2026 Supplier and Decorator Member Directory, an essential digital resource for distributor members. This comprehensive guide ensures your business gains visibility and remains accessible to distributors year-round in an easy-to-use digital format.

## Audience

Over 1000+ Distributor contacts.

Item	Size	Price (+GST)
Inside Cover	Full Page (A4)	\$1,200
Back Cover	Full Page (A4)	\$1,200
Standard	Full Page (A4)	\$800

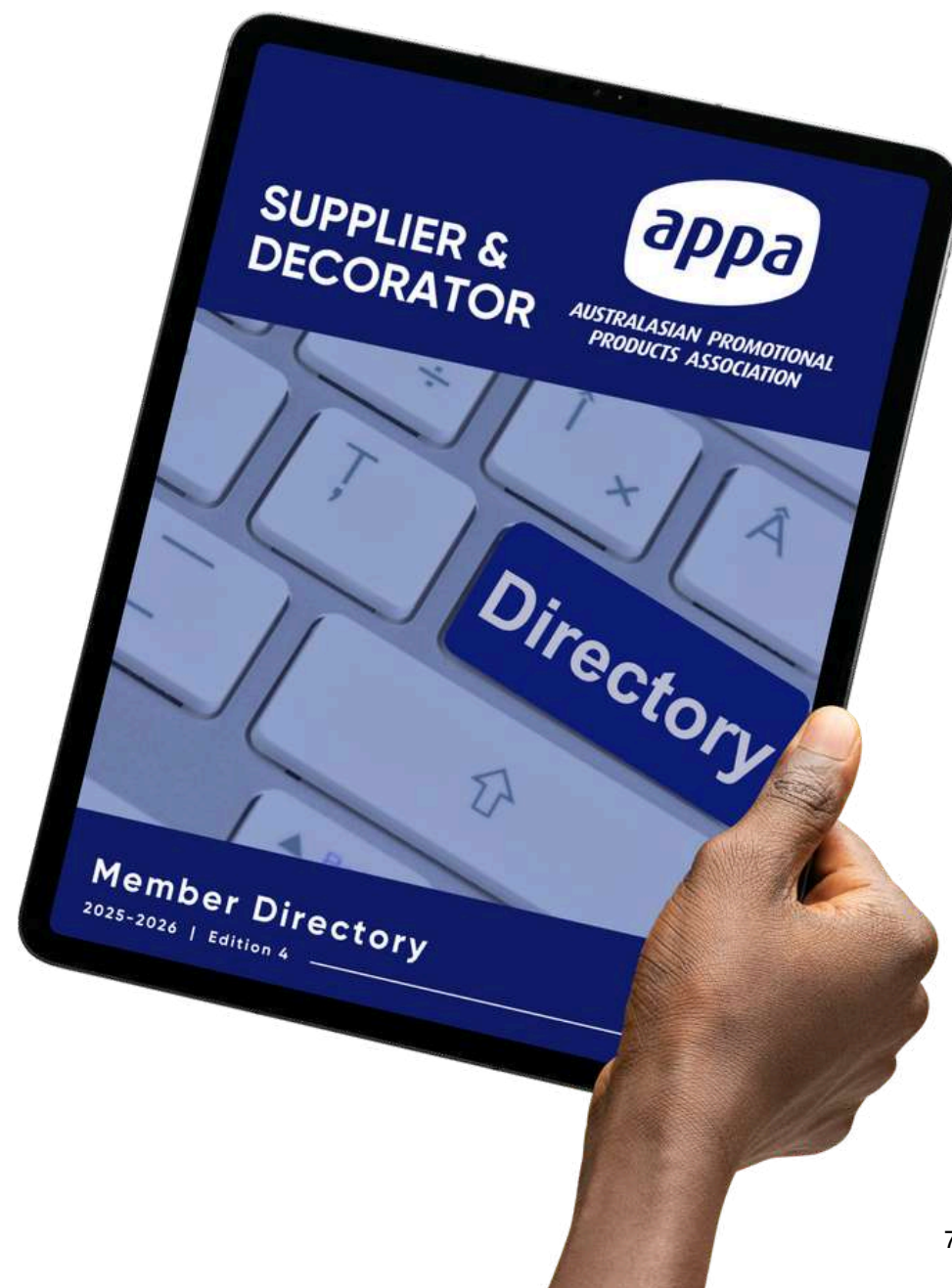
## Artwork Specifications

210 x 297mm (+ 3mm bleed) supplied in high resolution, print-ready PDF format.

## Supplier and Decorator Profile Upgrades

Stand out from your competitors by electing to extend or highlight your company profile in the Directory. Items cannot be purchased together by one business.

Item	Price (+GST)
Highlighted Business Listing	\$80
Extended Company Profile	\$140





# Product Catalogues

## What's New Catalogue

### Tentative release date: March 2026

Released annually, APPA's What's New catalogue serves as a platform to showcase the latest products from APPA supplier members. Distributor Members will receive a digital version late March.

### Audience

Over 1000+ Distributor contacts

### Artwork Submission Date

Wednesday, 18 February 2026

### Supplier Advertising Pricing\*

Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Half page advertisement	\$230
Individual product submission	\$60 (per product)*

### Artwork Dimensions\*

Full page advertisement:	210mm (W) x 297mm (H)
Half page advertisement:	210mm (W) x 148mm (H)
Quarter page advertisement:	105mm (W) x 148mm (H)

\*All pricing excludes GST and is in AUD. Product submissions capped at six per supplier.





# Product / Service Brochures

## End of Financial Year Brochure

### **Tentative release date: June 2026**

APPA's EOFY Deal Brochure is a prime opportunity to reach a highly engaged network of distributors and decorators right when they're ready to spend. Delivered in early June to more than 6,000 industry contacts across Australia and New Zealand, this high-impact publication puts your brand and offers in front of buyers at a key decision-making moment.

### **Audience**

Over 1000+ Distributor contacts

### **Artwork Submission Date**

Friday, 15 May 2026

### **Supplier Advertising Pricing\***

Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Half page advertisement	\$230

### **Artwork Dimensions\***

Full page advertisement:	210mm (W) x 297mm (H)
Half page advertisement:	210mm (W) x 148mm (H)

## Christmas & Summer Gift Guide

### **Tentative release date: Late August 2026**

The APPA 2025 Corporate Gift & Summer Promo Guide is back! A showcase of the best, most innovative, personalised and stylish gifting solutions from leading suppliers, designed to help distributors impress and support their clients. Distributor Members will receive a digital version early October 2025.

### **Audience**

Over 1000+ Distributor contacts

### **Artwork Submission Date**

Monday, 27 July 2026

### **Supplier Advertising Pricing\***

Full page advertisement (inside cover)	\$600*
Full page advertisement:	\$460*
Half page advertisement	\$230
Individual product submission	\$60 (per product)*

### **Artwork Dimensions\***

Full page advertisement:	210mm (W) x 297mm (H)
Half page advertisement:	210mm (W) x 148mm (H)

# Email Marketing

Send Electronic Digital Mail (EDM) promoting your products and/or services to APPA's database of promotional marketing professionals. Creative/design services will incur additional fees. Please contact APPA for EDM schedule and availability.

## **Audience**

Over 6500+ promotional merchandise and marketing professionals.

## **Pricing\***

One EDM to database: **\$1,200**

## **Content Specifications**

Please provide high resolution JPEG/ PNG for images, along with a word document with the copy. If you're going to send a complete EDM template, HTML format is ideal for coding the email.

# APPA Search

APPA Search gives distributors the power to search and browse thousands of products from suppliers in one convenient place. Banner advertisements can be booked and displayed on the APPA Search website for one month at a time (individual cap at three months per year).

## **Pricing\***

Banner advertisement: **\$500 (one month allocation)**

## **Artwork Specifications**

728px x 90px supplied in high resolution PDF or PNG file format

*\*All pricing excludes GST and is in AUD.*



# Advertising Packages

Book any Advertising Package to receive a 10% discount on regular advertising rates.

AD-PACK 1 (PRODUCT LAUNCH)	AD-PACK 2 (STANDARD)	AD-PACK 3 (PREMIUM)
<div>Price: \$1,980</div> <div>Save \$220</div> <div><p>Purpose-built package for product launches. Allocates four (4) individual pieces of advertising content to your brand across three (3) different mediums. Credits must be used within a period of <u>six</u> months from date of purchase.</p></div> <div><div>1 x Full page digital advertisement</div><div>Promotional Products Marketing Magazine</div><div>2 x Banner advertisements</div><div>Promo Insider</div><div>1 x EDM to APPA database</div></div>	<div>Price: \$3,096</div> <div>Save \$344</div> <div><p>Standard package. Allocates nine (9) individual pieces of advertising content to your brand across four (4) different mediums. Credits must be used within a period of <u>twelve</u> months from date of purchase.</p></div> <div><div>1 x Full page digital advertisement</div><div>What's New 2025, Christmas Gift Guide 2025, Summer Catalogue 2025 or Promotional Products Marketing Magazine</div><div>2 x Half page digital advertisements</div><div>Promotional Products Marketing Magazine</div><div>1 x Highlighted business listing</div><div>Supplier and Decorator Directory</div><div>4 x Banner advertisements</div><div>Promo Insider</div><div>1 x EDM to APPA database</div></div>	<div>Price: \$5,760</div> <div>Save \$640</div> <div><p>Premium package. Allocates thirteen (13) individual pieces of advertising content to your brand across four (4) different mediums. Credits must be used within a period of twelve months from date of purchase.</p></div> <div><div>3 x Full page digital advertisements</div><div>What's New 2025, Christmas Gift Guide 2025, Summer Catalogue 2025 or Promotional Products Marketing Magazine</div><div>1 x Full page advertisement (standard)</div><div>Supplier and Decorator Directory</div><div>1 x Extended company profile</div><div>Supplier and Decorator Directory</div><div>6 x Banner advertisements</div><div>Promo Insider</div><div>2 x EDM to APPA database</div></div>





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