



*AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION*

Digital Advertising Rates Guide

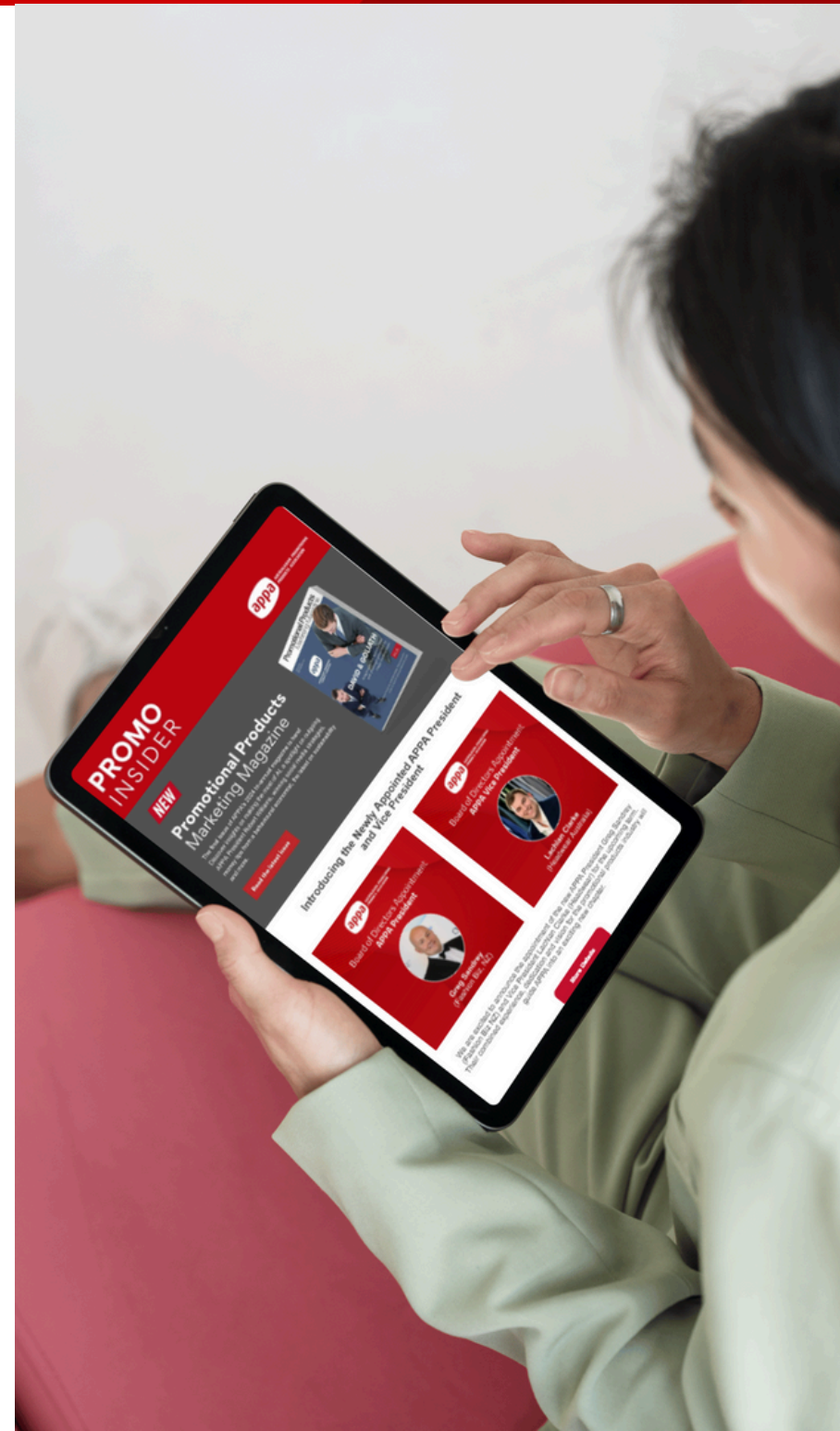
2025

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Please [click here](#) to read the APPA Advertising Terms and Conditions.



Advertising with APPA

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 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 2025.*



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 (2025)

Issue 1 release date:	Tuesday 11 March 2025
Issue 2 release date:	Wednesday 20 August 2025
Issue 3 release date:	Wednesday 26 November 2025

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 (2025)

- Wednesday 15 January 2025
- Wednesday 29 January 2025
- Wednesday 12 February 2025
- Wednesday 26 February 2025
- Wednesday 12 March 2025
- Wednesday 26 March 2025
- Wednesday 9 April 2025
- Wednesday 23 April 2025
- Wednesday 7 May 2025
- Wednesday 21 May 2025
- Wednesday 4 June 2025
- Wednesday 18 June 2025
- Wednesday 2 July 2025
- Wednesday 16 July 2025
- Wednesday 30 July 2025
- Wednesday 13 August 2025
- Wednesday 27 August 2025
- Wednesday 10 September 2025
- Wednesday 24 September 2025
- Wednesday 8 October 2025
- Wednesday 22 October 2025
- Wednesday 5 November 2025
- Wednesday 19 November 2025
- Wednesday 3 December 2025
- Wednesday 17 December 2025

*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

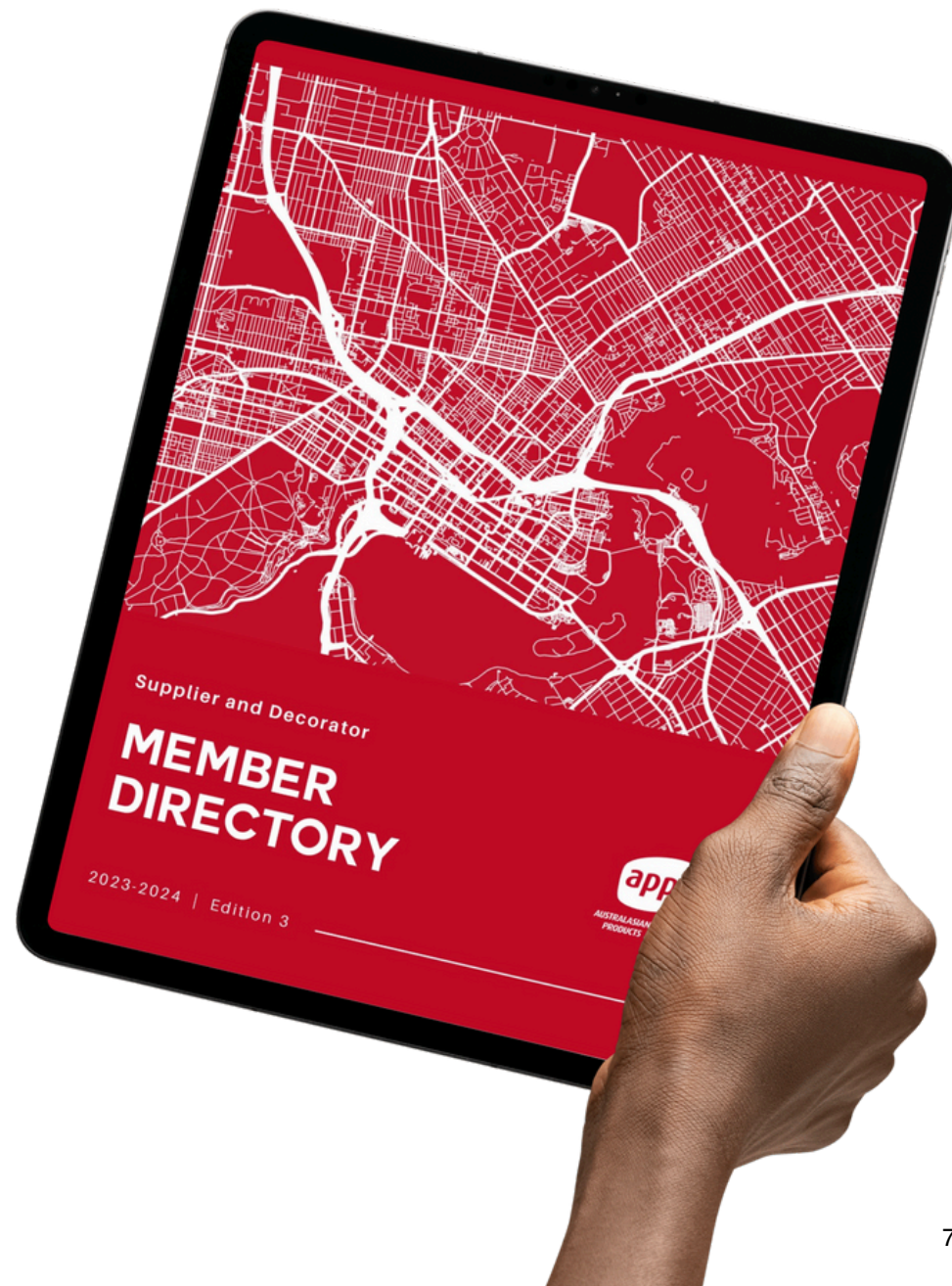
Artwork Specifications

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



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

Product Catalogues

What's New Catalogue

Tentative release date: Late March 2025

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, 26 February 2025

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 Catalogues

Corporate Christmas Gift Guide

Tentative release date: Late August 2025

The APPA 2025 Corporate Gift 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. Attendees at our August Roadshow will receive a complimentary printed copy. Distributor Members will receive a digital version late August.

Audience

Over 1000+ Distributor contacts

Artwork Submission Date

Monday, 7 July 2025

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)

Summer Catalogue

Tentative release date: October 2025

APPA's Summer Catalogue is a vibrant catalogue showcasing the best products from supplier members for summer-themed promotions, gifting and marketing activations. Distributor Members will receive a digital version early October 2025.

Audience

Over 1000+ Distributor contacts

Artwork Submission Date

Monday, 1 September 2025

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)

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)

Price: \$1,980

Save \$220

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 six months from date of purchase.

- 1 x **Full page digital advertisement**
Promotional Products Marketing Magazine
- 2 x **Banner advertisements**
Promo Insider
- 1 x **EDM to APPA database**

AD-PACK 2 (STANDARD)

Price: \$3,096

Save \$344

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 twelve months from date of purchase.

- 1 x **Full page digital advertisement**
What's New 2025, Christmas Gift Guide 2025, Summer Catalogue 2025 or Promotional Products Marketing Magazine
- 2 x **Half page digital advertisements**
Promotional Products Marketing Magazine
- 1 x **Highlighted business listing**
Supplier and Decorator Directory
- 4 x **Banner advertisements**
Promo Insider
- 1 x **EDM to APPA database**

AD-PACK 3 (PREMIUM)

Price: \$5,760

Save \$640

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.

- 3 x **Full page digital advertisements**
What's New 2025, Christmas Gift Guide 2025, Summer Catalogue 2025 or Promotional Products Marketing Magazine
- 1 x **Full page advertisement (standard)**
Supplier and Decorator Directory
- 1 x **Extended company profile**
Supplier and Decorator Directory
- 6 x **Banner advertisements**
Promo Insider
- 2 x **EDM to APPA database**



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