

MARKETING OPPORTUNITIES AVAILABLE NOW



THE INAUGURAL AUSTRALIAN GIN AWARDS 2019 RESULTS BOOK

Why advertise in the... Inaugural Australian Gin Awards 2019 Results Book?

We are positioning this publication so that it appeals to both Gin lovers and industry representatives alike. So in a single investment, you can reach potential customers as well as potential stockists. Showcase your brand alongside some of the best brands available in the Australian Gin industry to raise your profile, therefore increasing brand awareness and driving new sales. Our experience with our other similar publications is that this beautifully presented, coffee-table style book will be retained as a souvenir of the inaugural awards and can continue to be referenced on our web site with the results.

As an added bonus in this inaugural year, our designer will create the artwork for your advertisement, free of charge. Just supply your logo, images and text and we will send you a proof for approval. Alternatively, supply the finished art according to our specs. Either way, if you win a medal in the awards we will add the medals to your ad as a surprise!

Yours sincerely,

Judith Kennedy

Ms Judith Kennedy AM
CEO - Australian Gin Distillers Association Inc.

CONTENTS

- Bill Lark reports
- Judith Kennedy comments
- The top 6 winners
- Australia's Best Gin Bottle
- Full list of results
- What's next for gin?

Hard Copy Description:

- Print run 4000
- Full colour with laminated covers
- Number of pages 28
- Page size A4

Hard Copy Distribution:

- Release date Thursday 7 March
- All advertisers will receive 10 copies
- Hard mail to: All gin awards and bottle design awards entry companies
- All 200 Trophy Dinner guests will receive a copy (7 March)
- All 600 attendees to the Sydney Gin Palooza will receive a copy on entry (8 & 9 March)
- 2500 copies distributed to bars and restaurants in all major Australian cities

Soft Copy Distribution:

- The eBook copy of the Results Book will be positioned with the results on www.australianginawards.com.au and will remain on the site from Thursday 7 March
- All advertisers will individually receive a feature on the Australian Gin Awards facebook and instagram accounts with advertising boosts.
- The link to the Results Book will be highlighted on all results media releases.
- All entry companies will be encouraged to spread the word and add the eBook link to their web site and to feature it on all of their social pages.



Publication Format and Material Deadline

Size: A4 - 297mm x 210mm Portrait format.
Printed Full Colour on High Quality Gloss Art Paper with UV varnished cover.

MATERIAL DEADLINE: 11 February 2019.



Sample Spread with 2 x half page adverts

Advertising Rates

Inside Back Cover.	\$2000 + GST
Inside Front Cover.	SOLD
Outside Back Cover	\$2200 + GST
Full Page Front of Book	\$2000 + GST
Full Page	\$1700 + GST
Third Page	\$600 + GST
Half Page	\$950 + GST

Ad Sizes

FULL PAGE

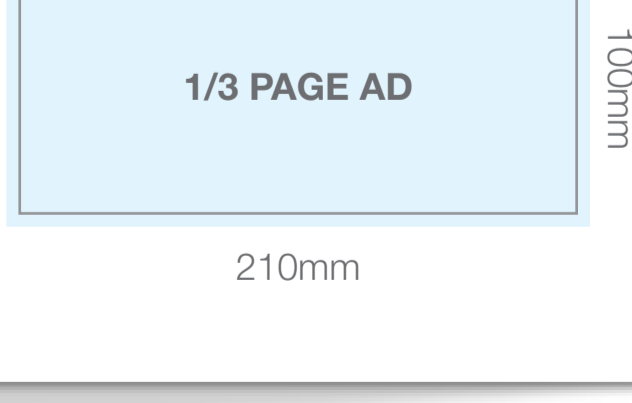
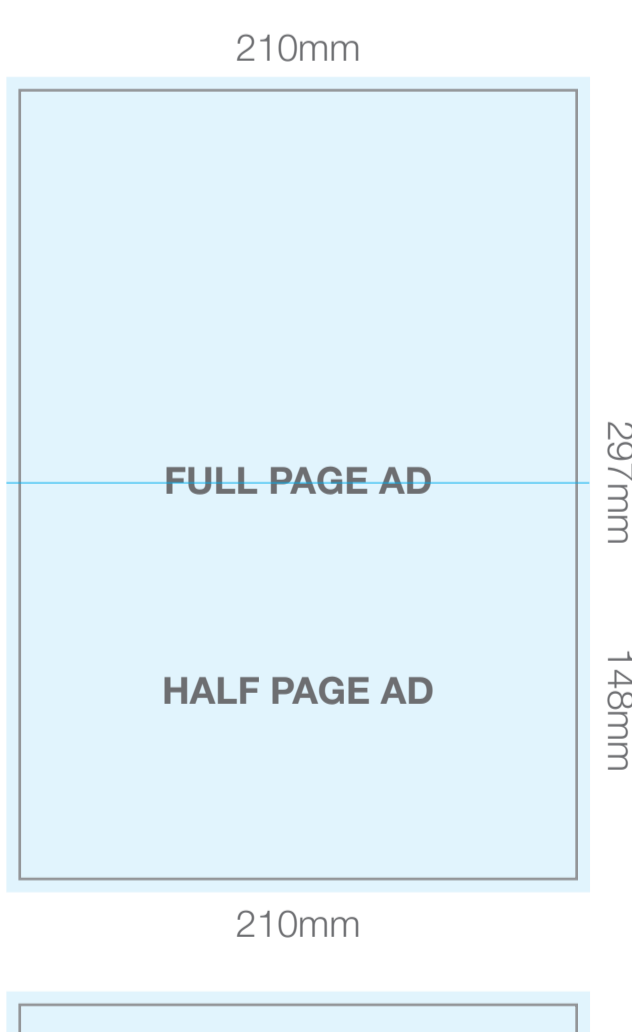
Trim: 210mm (w) x 297mm (h)
Bleed: 220mm (w) x 307mm (h)

HALF PAGE

Trim: 210mm (w) x 148mm (h)
Bleed: 220mm (w) x 158mm (h)

THIRD PAGE

Trim: 210mm (w) x 100mm (h)
Bleed: 220mm (w) x 110mm (h)



Material Specifications

Please supply Press Ready artwork in PDF format or a High Resolution Image (at least 300dpi at actual printed size) in JPG or TIFF format for best results. Please include bleed and trim marks when saving your press-ready PDF.

All artwork emailed to: art@australianginawards.com.au

**Payment terms: 30% on booking.
Payment balance due 15 February 2019**



Published by:
Australian Gin Distillers Association Inc.

p: 02 9747 0005
e: kennedy@australianginawards.com.au

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