

# Gift Magazine Advertising

## Gift Magazine

Published three times a year for each fair, Gift Magazine distributes 8,000 copies, including over 5,000 magazines mailed to buyers. As an exhibitor, your business, product categories and brands are listed free of charge.

Gift Magazine is both a comprehensive directory for the show and an industry publication with the latest trends, technology, advice, ideas and the hottest new products for retailers to purchase.

Stand out with additional advertising and new product showcases to increase your profile and promote your presence at the fairs.



### Promotional packages for 2024.

**Gold**  
**\$1,855**

- Full Page Advert
  - New Product Showcase
  - XPO Leads App
  - Listing Upgrade (Bold + Logo)
- 
- TOTAL VALUE: \$2,474**

**Silver**  
**\$1,295**

- ½ Page Advert
  - New Product Showcase
  - XPO Leads App
  - Listing Upgrade (Bold + Logo)
- 
- TOTAL VALUE: \$1,729**

**Bronze**  
**\$975**

- ¼ Page Advert
  - New Product Showcase
  - XPO Leads App
  - Listing Upgrade (Bold + Logo)
- 
- TOTAL VALUE: \$1,304**

76% use magazine to contact exhibitors after show and 58% will keep Gift magazine as a reference for up to 8 months after the exhibition!

### Booked with Exhibition Space – 2 issues

Inside Front Cover	\$3185
Inside Back Cover	\$2285
Outside Back Cover	\$3185
Double Page Spread	\$3185
Gatefold or Insert	POA
Full Page	\$1675
Half Page	\$930
Quarter Page	\$505
New Product Showcase	\$399

### LISTING UPGRADE

- Bold/Coloured Listing in Gift Magazine
- Coloured Logo

**COST: \$250**



Example of listing upgrade