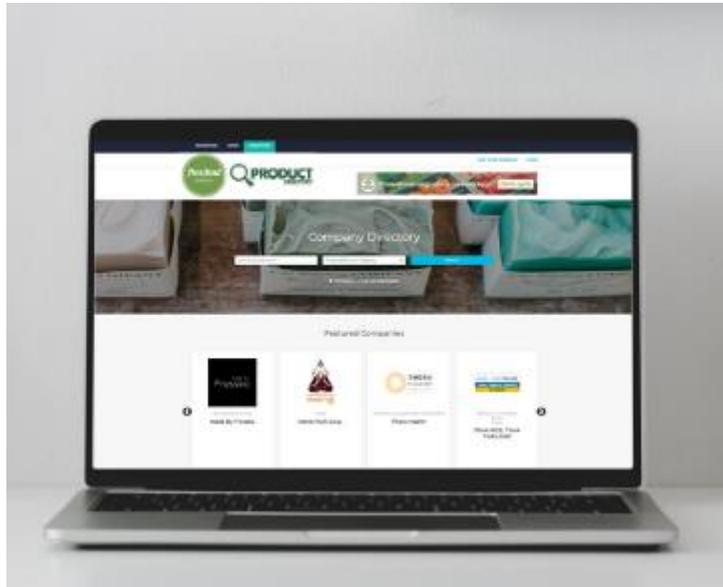




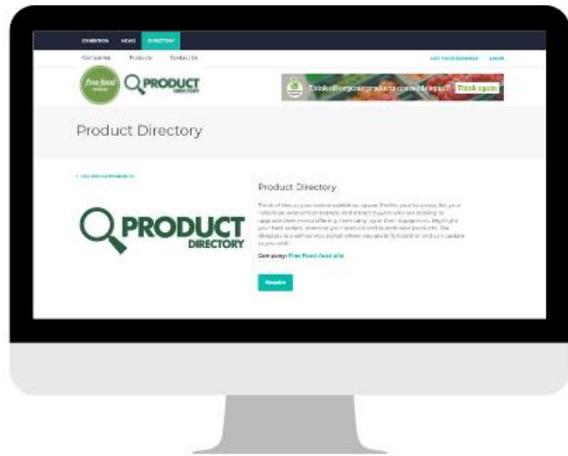
## Introducing the Fine Food Australia Product Directory



We are excited to announce the launch of a brand-new digital Product Directory, transforming from just a physical event into an online business-to-business resource package, 365 days a year. Visitors will be able to browse through your product listings, engage with your brand through content and give you brand reach and recognition to our 92,000+ database.

With over 36 years in market, Fine Food Australia has grown and captured a loyal foodservice, hospitality, retail and distributor audience of the food industry engaged with the brand, and we want to help you connect with them through our online product directory.

Fine Food Australia's digital reach is far beyond those who walk through our doors. Your digital presence gives you the opportunity to reach this active online audience beyond the event attendees.



## Product Directory

Product	Price	Inclusion
Standard Subscription	\$1,250 + GST per year	Company profile, contact details, social media links, up to 6 products.
Unlimited Product Upgrade	\$500 + GST per year	Upgrade your subscription to unlimited product spots for the year.
Featured Company Upgrade	\$450 + GST per month	Have your profile pinned to the landing page of the Product Directory site.

[Find out more](#)



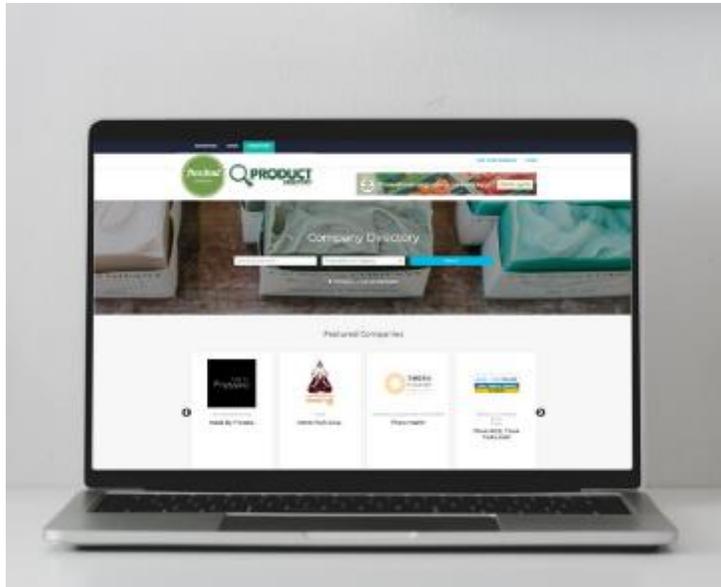
## Website Advertising

Product	Price	Inclusion
Bespoke Company Spotlight	\$3,000 + GST	An article on your company written up by our journalist. The article will be hosted on the Fine Food Australia website, distributed in an eNewsletter and featured in a social post. <i>The article will also be shared by our sister brand, Hospitality Unites.</i>
Sponsored Article Spot	\$2,000 + GST	Submit your article to be hosted on the Fine Food Australia website, distributed in an eNewsletter and featured in a social post. <i>The article will also be shared by our sister brand, Hospitality Unites.</i>
Website Leaderboard Advertising	\$2,000 + GST for three months	Premium Leaderboard on Expo Website: Display your leaderboard advertising on the most browsed pages of the expo website – homepage, exhibitor directory and exhibitor product directory pages. <i>(Maximum 3 advertisers, run of site.)</i>
	\$1,500 + GST for three months	Standard Leaderboard on Expo Website: Display your leaderboard advertising on all inner pages of the expo website. <i>(Maximum 3 advertisers, run of site. Excludes homepage, exhibitor directory and exhibitor product directory pages)</i>
	\$2,000 + GST for three months	Leaderboard on Product Directory Website: Display your leaderboard advertising on all pages of the Product Directory site. <i>(Maximum 3 advertisers, run of site.)</i>
Trending Article Spot	\$500 + GST per month	Pin your article to the top of the Fine Food Australia Industry News Page for maximum exposure. <i>Maximum of six product highlights per issue.</i>

Find out more



## Newsletter and eDM Advertising



Product	Price	Inclusion
Bespoke eDM	\$4,000 + GST per send	Send your message without interruption to the Fine Food Australia database via a dedicated eDM blast. <i>Maximum of four a year.</i>
eDM advertising spot	\$1,000 + GST per advert	Place your advertising banner in a Fine Food Australia eNewsletter. <i>Maximum of two advertisers per issue.</i>
eDM Product Highlight Inclusion	\$500 + GST per product	Feature your product in a Fine Food Australia eNewsletter, driving traffic back to your product directory profile. <i>Maximum of six product highlights per issue.</i>

[Find out more](#)