

Inspiring marketing at retail, worldwide.



SECURE A SPOT IN THE 2017 POPAI MARKETING AT RETAIL AWARDS ENTRY REFERENCE GUIDE

Following the success of the 2017 POPAI Awards last month, POPAI ANZ is producing a hard copy reference guide detailing all the 2017 POPAI Marketing at Retail Awards entries and winners.

To be released in February 2018, 2017 Award entries will be showcased with images and entry details to provide POPAI members and industry with an easy to use go-to guide for inspiration to keep in the office.

A limited number of full and half page advertising opportunities will be available in the inaugural publication alongside the entries, allowing industry suppliers to build awareness to this targeted retail marketing audience.

Only 500 copies will be published, with members and entrants receiving two complimentary copies each.

A PDF version will be distributed online to non-members, as well as housed on the POPAI website for free download by industry players not within the POPAI membership.

Advertising options:

Full page advertisement - \$1000+ GST

Half page advertisement - \$600+ GST

Deadlines:

Advertising bookings close December 31, 2017

Artwork deadline – January 14, 2018

Reader demographics:

Audience predominately marketing managers, shopper marketing managers, business owners, brand managers, trade marketing managers, account managers, CEOs.

Industry segments: Marketing/retail agencies, FMCG & consumer electronics brands, POP manufacturers and suppliers, retailers and other retail marketing industry suppliers.

Bookings:

For more information or to book a space, contact POPAI GM, Carla Bridge on 0412 727 774 or email carla@popai.com.au.