

ONLINE

THE BIG DESIGN TRADE

29 JULY – 12 AUG 2021



Image courtesy of FAZEEK

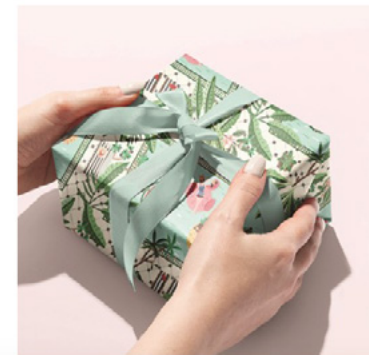
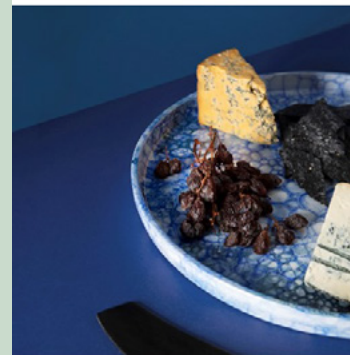
BE PART OF OUR 2021 DIGITAL CAMPAIGN

THE BIG DESIGN TRADE, Australia's premier retail trade show for original gifts and design, is going digital for 2021!

Although we are not able to bring you together with buyers face-to-face again this year, we are still dedicated to putting your brand and products in front of our database of 7100+ loyal retail buyers and industry professionals in time for Christmas orders.

It is with great excitement that we will launch the third edition of our highly successful online Exhibitor Catalogue and two-week marketing campaign starting 29 July until 12 August.

To learn more about The Big Design Trade visit thebigdesigntrade.com



7,000+

E-NEWSLETTER
SUBSCRIBERS

6,000+

WEBSITE
EXHIBITOR DIRECTORY
UNIQUE PAGE VIEWS

11,000+

SOCIAL MEDIA
AD CAMPAIGN
REACH



REACH AUSTRALIA & NEW ZEALAND'S TOP BUYERS

The Exhibitor Catalogue will be distributed to buyers and industry professionals via links within bi-weekly e-newsletters, daily instagram posts, and facebook ads that will run for the duration of the campaign.

Our subscriber database includes high-profile retailers such as David Jones and Harry Hartog/ Berkelouw Books, premium gallery stores including AGNSW and NGV, along with popular boutiques and gift emporiums across Australia and New Zealand.

‘Just spent a few hours going through the catalogue – it’s really beautiful and user friendly. I found several suppliers that I am interested in.’

Rebecca Allport, Head Buyer – Art Gallery of NSW

Be part of our Exhibitor Catalogue

To be involved in The Big Design Trade Online, July 2021 edition, there is a minimum buy-in of \$350 for a **single page** in the Exhibitor Catalogue which includes your logo, company details, 1 large image or a grid of 4 images, and hyperlinks to your wholesale catalogue and website. There is also the option to purchase an **additional page** for your listing to create a double page spread.

Get included in our E-newsletter campaign

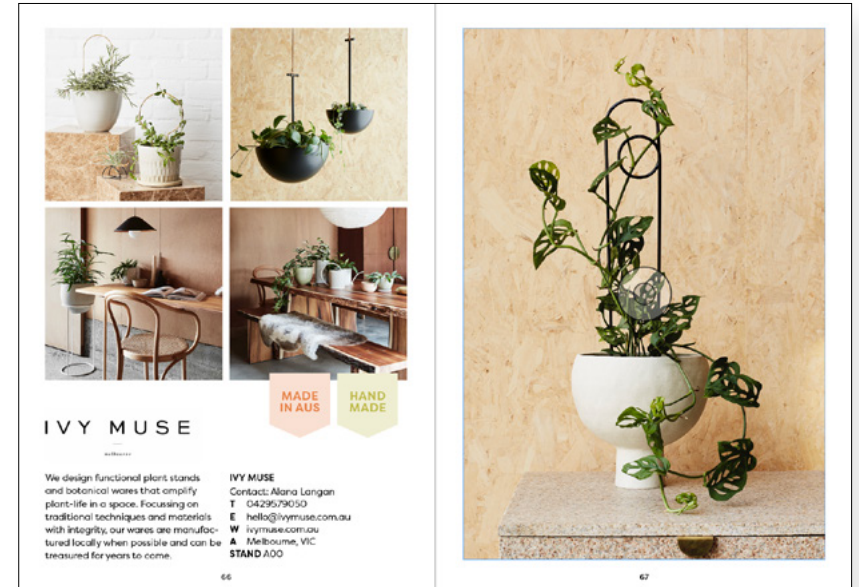
Exhibitors who have purchased a page in the Exhibitor Catalogue will have the option to buy into our e-newsletter campaign, which includes **editorial features** and **solus e-newsletters**.

EXHIBITOR CATALOGUE

Pricing

- 1 **Single-page listing** – grid of 4 images or 1 large image + logo, bio and contact details **\$350**
- 2 **Additional page** – 1 full page image or a grid of 6 images (max. 1 extra page to create a double page spread) **\$350**

2



Additional page – 1 full page image

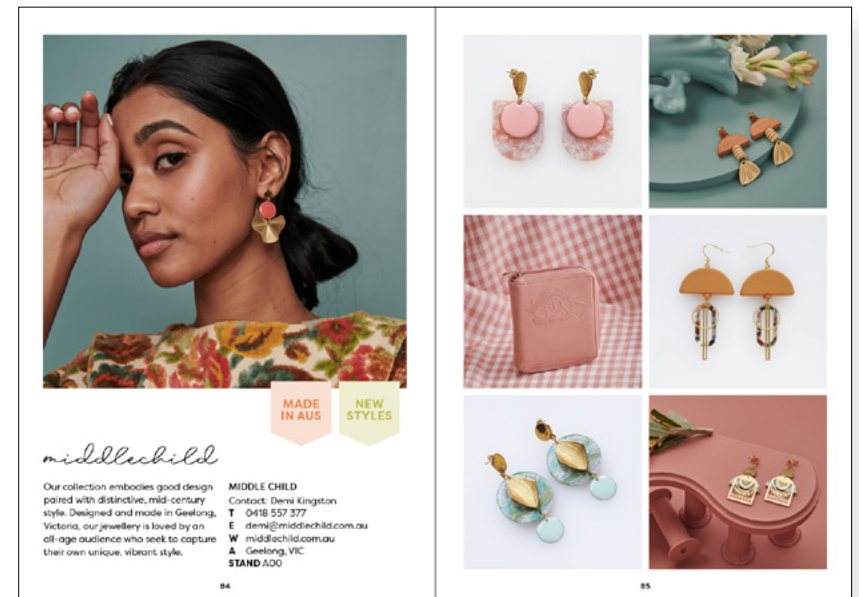
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Single page – grid of 4 images



Single page – 1 large image



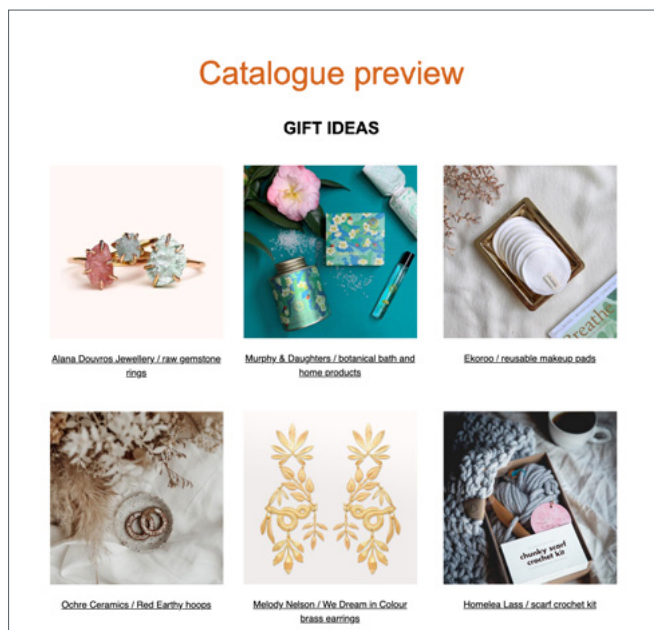
Additional page – grid of 6 images

E-NEWSLETTER

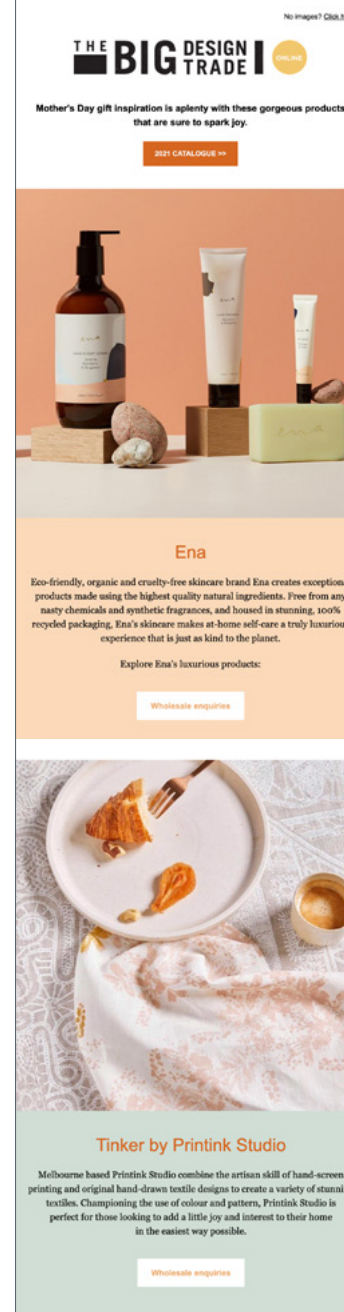
Pricing

- 1 **Gallery** – product image and link to your website **\$150**
(max. 12 products featured)
- 2 **Editorial first feature** – 1 image, heading, text and link to your website **\$400**
- 3 **Editorial second feature** – 1 image, heading, text and link to your website **\$300**
- 4 **Solus e-newsletter** – 1 large image, brand name and bio, website hyperlink, gallery of up to 6 products, logo and CTA buttons **\$1,000**

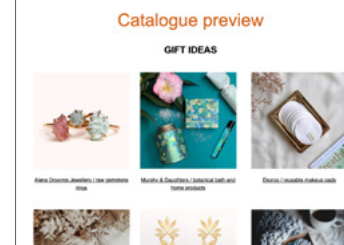
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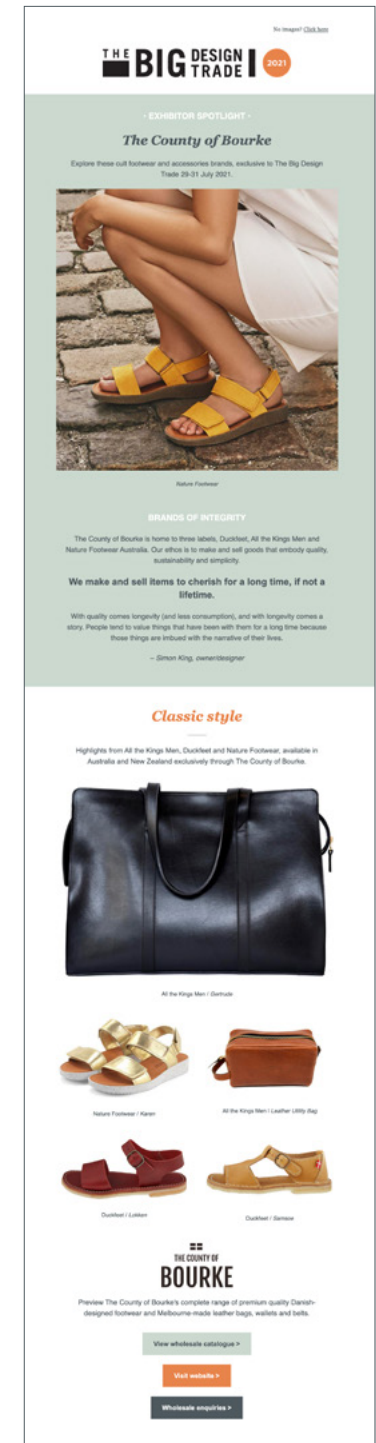
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3



4



BOOKINGS

To book now [CLICK HERE](#)

Contact us

E enquiries@thebigdesignngroup.com

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