

Media Kit - Fair Christmas e-Catalogue 2018

ADVERTISER SPACE within a 612px (w) x 432px (h) page

PRODUCT IMAGE / GALLERY	PRODUCT TITLE & PRICE
<p>PRODUCER/ARTISAN Community Investment description: Description of what people are supporting when buying your product for example you might say that by buying your product or services they will be investing the a particular community to help them build a school or for a particular environmental benefit.</p>	
<p>PRODUCER/ARTISAN IMAGE / GALLERY or VIDEO</p> <p>More copy can go here... external link</p>	

SCROLLABLE AREA
 Extra information can be included in this area, which will be viewable when scrolling.

every gift has a story...

Father Christmas \$32.50
 A package of bath bombs, FUN and jelly in a cheerful, stripy, knot wrap.

LUSH Fresh Handmade Cosmetics
 How do you invest in the Community, or what is your Social Investment?
 All LUSH gifts are 100% recyclable and all the gift filling is made from 100% biodegradable potato starch. Absolutely none of our products are tested on animals with over 80% of our product range also being vegan friendly. Our ingredients are sourced from local suppliers as well as from sustainable projects across the

I'm Vellie Cute embroidered & appliqued 2 piece set.
 Only \$32.20 Special on Market Days.

The Roy \$80 - for the truth seeker, story-teller, & those who seek strength in creation.
 economically empowered, women in these communities are able to participate more freely in political life and represent their interests in the community.

and have a say in the final selling price;
 - A portion of each sale going to the Wildlife Education Trust to assist their children with education;
 - Decent and safe working environments;
 - Preferential employment given to single head households.

scroll up for more...

PLEASE NOTE - this is a sample only, final layout may vary.

SCROLLABLE AREA

Cost:

- \$98 - Moral Fairground members (30% discount)
- \$140 - non-members

Exposure:

6th of November to 30th of December 2018

Media Reach:

- Social Media (twitter & facebook): **5,100 followers**
- Monthly Newsletter: **4,200 subscribers**
- Moral Fairground Website: **6,894 unique visitors. 10,081 number of visits** between November 1st - December 31st 2015.

Other benefits:

Our responsive e-catalogue is perfect for viewing on a computer, tablet, or smartphone. Customers can interact with scrolling areas of text, videos and galleries.

Deadline:

1st of December 2018

What you need to submit

- **high resolution product photo/s (up to 3)** - ideal minimum size 612px (w) x 432px (h), 72 dpi RGB jpeg
- **Youtube video** (optional - please provide youtube link)
- **copy** - minimum 50 to maximum 150 words
- **external links** - website, social media, email etc.

Community investment

Description of what people are supporting when buying your product. For example you might say that by buying your product or services they will be investing a particular community to help them build a school or for a particular environmental benefit.

...See next page for 'Eligibility Criteria'

Eligibility Criteria

Ethical and Fair Trade

- Fair Trader of Australia (FToA)
- A member of the Fair Trade Association of Australia and New Zealand (FTAANZ)
- Fairtrade accredited
- World Fair Trade Organisation
- Organisations working directly with producers/ farmers and contribution to social and development
- Ethical Clothing Australia
- Creative and craft industries
- Ethical services eg Investment funds
- Fair trade workplaces and universities

Social enterprises

- Profit or not for profit business addressing local or disadvantage communities their commercial activities
- Business that has a positive social outcome and contributes to social development
- Businesses explicitly focused on addressing Australian Indigenous empowerment and economic development
- BCorp – a business that carries the BCorporation certification

NGO or campaigns

- NGO or campaigns groups with explicit objectives or campaigns relating to fair trade, justice for developing country farmer or workers, overseas development

Animal welfare friendly

- Business and organisation supporting or implementing ethical food and food production
- Free Range
- Animal welfare groups
- Business supporting no animal testing
- Business advocating ethical food production

Environmentally friendly & sustainable production

- Business or organisations growing or selling local food product from small farmers
- Handicrafts from small local producers and co-operatives
- Environmental sustainable groups and businesses
- Recycled
- Sustainable fashion
- Organic and Natural Foods
- Organic and Natural products
- Organic food and environmental groups like businesses that are able to demonstrate ethical and environmental standards like growing, selling local, organic food products from small farmers

Contact:

All enquiries to info@moralfairground.com.au

Someone will get back to you within 48 hours of your enquiry.