



MEDIA KIT

Official Guide
Midsumma Festival
2020

19 Jan – 9 Feb
2020 Melbourne



Image: Victoria Falconer in .CHURCH.
Midsumma Festival 2019 by
Alexis Desaulniers-Lea



Image: Main Stage Midsumma
Carnival 2019 Midsumma Festival
by Creative Edge Photography

2019 MIDSUMMA FESTIVAL HIGHLIGHTS

Our Audiences

284,583

Attended Midsumma Festival 2019, an overall attendance increase of 54% in two years, and an increase of over 65% attendance for our arts and culture program

118,000 7,430

Attended Midsumma Carnival; highest attendance recorded

Marchers at Midsumma Pride March; largest number of marchers on record, 23% increase over 3 years

67%

Returning audiences; 33% new audiences

57%

Of audiences who identify as 'families' attended with children under 11 years old

Our Online Communities

75%

Increase in social media engagement

26.5%

Increase in website visitors

ABOUT MIDSUMMA

Midsumma Festival is Australia's premier LGBTQIA+ arts and cultural festival held annually in Melbourne for and by communities who live with shared experiences around diverse gender and sexuality.

Midsumma Festival showcases an average 180 events across 80 venues, during the 22-day festival each year through open-access events and a curated arm – Midsumma Presents. Events include arts and cultural experiences such as theatre, music, comedy, dance, visual arts, digital arts and film – as well as forums, sporting, family and social events.

Midsumma Festival also holds two signature events – Midsumma Carnival and Midsumma Pride March.



REACH MELBOURNE'S INFLUENTIAL & SOCIAL LGBTQIA+ AUDIENCE

- Open-minded
- Socially aware
- Highly educated
- High disposable income & discretionary spend
- Time rich
- Stylish
- Technologically engaged
- Always adventurous and looking for the next “thing” to enjoy and share with friends
- Social media savvy
- Event-loving



WHO ARE OUR AUDIENCES?

Household Structure



Income (per annum)



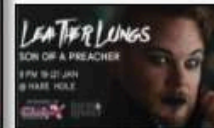
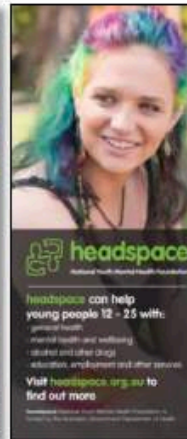
Residence



Age



ADVERTISING OPPORTUNITIES YOUR BRAND AT THE HEART OF THE LGBTQIA+ COMMUNITY



The Official Midsumma
Festival Guide 2020

Publish date November 2019

Distribution 35,000

Shelf life Nov 2019 – Feb 2020

Readers 110,000 print + web

Coverage Nationwide (90%
Victoria) incl. Sydney, Brisbane,
Perth and Adelaide

Format 210 x 232 mm

Size 96+ pages

Print stock 80gsm Gloss

Online format Downloadable
digital eBook magazine for any
device accessible at
www.midsumma.org.au

Booking deadline Monday 7
October 2019

Artwork deadline Monday 14
October 2019

ADVERTISING SPECIFICATIONS & RATES (EX. GST)



Inside Front Cover Double Page Spread*
420 x 232 mm + 5 mm bleed \$7,500

Outside Back Cover*
210 x 232 mm + 5 mm bleed \$5,000

Double Page Spread
420 x 232 mm + 5 mm bleed \$5,750

Full Page
210 x 232 mm + 5 mm bleed \$3,750

Half Page Vertical
96 x 208 mm + 5 mm bleed

Half Page Horizontal*
(Format by special arrangement) \$2,750

Quarter Page Vertical
96 x 102 mm + 5 mm bleed \$1,750

Community Listing
96 x 48 mm + 5 mm bleed \$900

*subject to availability. Spaces are limited.

PRINT SPECIFICATIONS AND REQUIREMENTS:
Required file format: PDF (version 1.3), Colour model: CMYK only, Images format: EPS, TIFF, JPEG. Minimum resolution: 300dpi. Total ink weight: 230%. Font embedding required: Yes. Minimum point size for type: single colour: 6pt, coloured type: 8pt, reversed type: 12pt. On all page artwork ensure there is a +5mm bleed to all sides and that the type area is within 10mm of the trim. All colour objects and images must be CMYK. NO RGB or Spot colours will be accepted. Pantone (PMS) colours must be converted to CMYK. If you require rich black we recommend C-50%, K-100%.

ADVERTISING SPECIFICATIONS & RATES – EVENT PRODUCERS & STALL HOLDERS (EX. GST)



Inside Front Cover Double Page Spread*
420 x 232 mm + 5 mm bleed \$6,000

Outside Back Cover*
210 x 232 mm + 5 mm bleed \$4,000

Double Page Spread
420 x 232 mm + 5 mm bleed \$4,600

Full Page
210 x 232 mm + 5 mm bleed \$3,000

Half Page Vertical
96 x 208 mm + 5 mm bleed

Half Page Horizontal*
(Format by special arrangement) \$2,200

Quarter Page Vertical
96 x 102 mm + 5 mm bleed \$1,400

Community Listing
96 x 48 mm + 5 mm bleed \$720

*subject to availability. Spaces are limited.

PRINT SPECIFICATIONS AND REQUIREMENTS:

Required file format: PDF (version 1.3), Colour model: CMYK only, Images format: EPS, TIFF, JPEG. Minimum resolution: 300dpi. Total ink weight: 230%. Font embedding required: Yes. Minimum point size for type: single colour: 6pt, coloured type: 8pt, reversed type: 12pt. On all page artwork ensure there is a +5mm bleed to all sides and that the type area is within 10mm of the trim. All colour objects and images must be CMYK. NO RGB or Spot colours will be accepted. Pantone (PMS) colours must be converted to CMYK. If you require rich black we recommend C-50%, K-100%.

EDM NEWSLETTER (EX. GST)



25% off purchases of ZIWI, Kong beds or DGS products



The iconic **Midsumma Dog Show at Midsumma Carnival 2019** was once again a huge hit! We loved every pooch and their outfits, they stole the show as they walked the stage. Keep an eye on our social media channels to see more fantastic pics. We want to take this time to thank our 2019 Dog Show sponsors and partners. The Dog Show is proudly sponsored by [RACV Pet Insurance](#) and supported by [ZiwiPeak](#) air-dried, free-range pet food, [We Are Family - Unusual Pet Portraits](#) and [Guide Dogs Victoria](#).

Our friends at **KiwiPeak** have an exclusive offer for our eNews readers for 25% off your purchase of ZIWI, Kong beds or DGS products, one time only per customer, valid till Monday 3 Feb. Visit the [BowHouse](#) website and use the code **'MIDSUMMA2019'** at the checkout to receive your discount. Everyone who orders will also receive **free samples of air-dried ZIWI** for either dog or cat with their order.

The Midsumma eNews is the way for our communities to get the latest news and information on LGBTQIA+ arts and cultures.

By taking a space in the Midsumma eNews you reach a growing audience of over 6,000 people twice a week (in festival season) and with an average open rate of 26% and a click rate of 24%.

Specifications

Copy: 120 words. If you are including a competition, please including the offer and entry details. Note, you will be responsible for contacting the winner.

Image: Image to be 16:9 ratio

Link: Up to two URL links or contact email.

Deadline: 10 days prior to due date.

Standard EDM

| | |
|-------------------------------|-------|
| Image + 120 words + 2 x links | \$250 |
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Midsumma Carnival EDM

| | |
|-------------------------------|-------|
| Image + 120 words + 2 x links | \$450 |
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Solus EDM Newsletter*

| | |
|----------|---------|
| 3 x EDMs | \$1,500 |
|----------|---------|

*contact Midsumma to discuss solus eDM Newsletter



Image: Miss Amy performing in
The Odditorium Midsumma
Festival 2019 by Suzanne Balding

**To advertise in the Official
Midsumma Guide 2020**

Please contact us at:
03 9296 6600
media@midsumma.org.au
www.midsumma.org.au

