



MEDIA KIT

Official Guide
Midsumma Festival

18 Jan – 8 Feb
2026 Victoria

What is Midsumma Festival?

Midsumma is Australia's premier queer arts and cultural organisation that brings together a diverse mix of LGBTQIA+ artists, performers, communities and audiences.

We champion queer cultures, and conversations. We create powerful events that inspire, share unique stories, and build meaningful connections spanning cultures, age / generations, gender / sexual identities and abilities / disability.

Our primary event, Midsumma Festival, is made up of about 200 events in over 100 Victorian venues; held over 22 days in Melbourne's summer with an explosion of queer events that center around hidden and mainstream queer culture - involving local, interstate, and international artists.





Midsumma Festival 2024 Highlights

243 Separate Events

The festival delivered 243 separate events (the largest number of events recorded for Midsumma – bettering the 2023 record of 240 events) with 13 Midsumma-commissioned Events in Regional Areas highlighting our commitment to reaching a broader audience and fostering inclusivity beyond metropolitan boundaries.

3 Signature Events

Midsumma Carnival: 118,000 estimated participants.

Pride March: 14,096 participants

Second highest ever recorded.

Victoria's Pride: 52,430 participants, a 7% increase from previous year.

Despite weather challenges, major events maintained strong participation, indicating robust community support and enthusiasm.

15% of total events sold out or were at capacity, with many more achieving near capacity attendances.

310,066 Total Attendance

With a total attendance of 310,066, including 28,835 paid ticketed attendees, 281,231 non-ticketed participants, 118,000 at Carnival, and 52,430 at Victoria's Pride, Midsumma's vibrant community engagement is further highlighted by 34,096 participants at Pride March, including 14,096 marchers. The high level of non-ticketed attendance emphasises the festival's accessibility and appeal to a wide audience, reinforcing its community-centric nature.

73% Returning Audience 27% First-Time Attendees

Compared to 25% in 2022 and 32% in 2023. This steady influx of first-time attendees suggests growing interest and effective outreach efforts.

3.3 Events per person

The average attendance per person showcases the festival's ability to engage attendees across multiple events, enhancing their overall experience.

39% Attended 3-5 shows

4% Attended 10+ shows

A significant portion of the audience attending multiple shows reflects the festival's diverse and appealing program.

87% Overall Positive Experience

A vast majority of attendees surveyed reported having a positive experience overall.



Kaye Hole
© Suzanne Balding
A Body at Work
© Darren Gill
Dolly Diamond
© Suzanne Balding

Our Audiences

Gender Diversity and Identities

45% Male
37% Female
4% Transgender
10% Non-Binary
2% Other Genders
Prefer not to say **1%**

36% Gay
16% Queer
14% Heterosexual
12% Lesbian
12% Bisexual
5% Pansexual
2% Asexual
2% Intersex

23%
Live with a mental health issue

20%
Are POC or culturally diverse

19%
Are autistic/neurodiverse

Age

26% between **25-34**
24% between **35-44**
15% between **45-54**
11% between **55-64**

Location

86% From Naarm/Melbourne Metropolitan Area
8% From Elsewhere in Victoria
4% From Interstate
2% From Overseas

Our diverse demographics underline Midsumma's role as an inclusive platform, reflecting and celebrating the multifaceted identities of our communities.



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

The Official Midsumma Festival Guide 2026

out and PROUD

Make a statement in your outdoors with the stunning 'Lanikai' collection. Upholstered in Warwick 'Sonder' fabric that is specifically designed for outdoor spaces, 'Lanikai' is able to withstand any outdoor element - rain or shine! Featuring removable backs, 'Lanikai' can be arranged to suit your space and needs.

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W201 x H41 x D108cm
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Publish date 21 Nov 2025

Distribution 35,000 copies across Melbourne and regional Victoria, Sydney CBD and Adelaide. Coverage nationwide (90% Vic). As well as online versions to download.

Online format Online and downloadable digitaleBook magazine for any device accessible at www.midsumma.org.au

Shelf-life Nov 2025 - Feb 2026

Readers 110,000 print + web

Format 210 x 227 mm

Size 80 pages

Booking deadline 22 Aug 2025

Artwork deadline 29 Aug 2025

CONFESSIONS OF A MORMON BOY

THE RISE AND FALL OF SAINT GEORGE

there for us.

Powering pride at Midsumma Festival.

MORE OUT AND PROUD



Please note, the following prices have increased slightly for 2023 due to paper price increases and Midsumma needing to cover these costs. Midsumma is a non-profit organisation.

ADVERTISING SPECIFICATIONS & RATES (EX. GST)

DOUBLE PAGE 420 x 227 mm

FULL PAGE 210 x 227 mm

QUARTER PAGE 105 x 113.5 mm

HALF PAGE VERTICAL 105 x 227 mm

HALF PAGE HORIZONTAL 210 x 113.5 mm

CENTREFOLD 200 X 227 + 204 X 227 MM

Inside Front Cover Double Page Spread*
420 x 227 mm + 3 mm bleed \$5,500

Outside Back Cover*
210 x 227 mm + 3 mm bleed \$5,100

Double Page Spread
420 x 227 mm + 3 mm bleed \$3,800

Full Page
210 x 227 mm + 3 mm bleed \$2,100

Half Page Vertical*
105 x 208 mm + 3 mm bleed \$1,600

Half Page Horizontal*
210 x 113.5mm + 3 mm bleed \$1,600

Quarter Page*
105 x 113.5 mm + 3 mm bleed \$990

Centrefold*
200 x 227 + 204 x 227 mm + 3 mm bleed \$5,500

All booking Incl. - URL Back Link

A direct link from the digital guide to your website or campaign page.

*subject to availability. Spaces are limited.

SPECIFICATIONS AND REQUIREMENTS:

Nocropmarks. 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 +3mm 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 227 mm + 3 mm bleed \$4,400

Outside Back Cover*
210 x 227 mm + 3 mm bleed \$4,080

Double Page Spread
420 x 227 mm + 3 mm bleed \$3,040

Full Page
210 x 227 mm + 3 mm bleed \$1,680

Half Page Vertical*
105 x 208 mm + 3 mm bleed \$1,280

Half Page Horizontal*
210 x 113.5mm + 3 mm bleed \$1,280

Quarter Page Vertical*
105 x 113.5 mm + 3 mm bleed \$792

URL Back Link Incl.

A direct link from the digital guide to your event page on the Midsumma website.

*subject to availability. Spaces are limited.
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**To advertise in the
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