



Image: Zelia Rose performing in
The Cocoa Butter Club:
Midsumma Special 2018.
Photo: Alexis D. Lea Photograp

MEDIA KIT

Official Guide
Midsumma Festival

17 Jan – 7 Feb
2021 Melbourne

What is Midsumma Festival?

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

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

We have gained artistic and community recognition for the vital role we play in the development of queer cultures across Victoria and nationally.

Image: Nocturnal X Midsumma
Lunar New Year Disco.
Photo by Tanya McCulloch

2020 MIDSUMMA FESTIVAL HIGHLIGHTS

Our Audiences

261,806

Midsumma Festival has achieved attendance growth of 41.9% over the last three years with an increase of 29.8% in ticketed attendances in the last 12 months

117,000 10,607

Attendances at Midsumma Carnival; and 38.7% increase in community stall holders in the last three years

Marchers at Midsumma Pride March; the largest number of marchers ever recorded

Midsumma has achieved an increase in marchers of 76.8% over the last three years. Total attendances for Pride March were 55,607. Biggest annual March in Victoria.

31.9%

Increase in gross box office revenue since 2019, with most of this money going directly to artists from our communities

67%

Returning audiences; 33% new audiences

34%

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

Our 2020 Program

194

Events

Representing an increase of 8.4% since 2019. The size of Midsumma Festival has grown by 55.2% in the last three years

87%

Increase of Auslan interpreted or audio described events in last three years alongside other comprehensive and industry leading disability engagement initiatives. 33% increase in attendances from people identifying as living with disability.

18.7%

Of events sold-out or met full capacity; compared to 11% in 2019

35% Free events

21%

Of Midsumma Presents artists were culturally and linguistically diverse (CALD)

\$19.75

 Average ticket price

Our Online Communities

44%

Increase in total social media exposure

24,164

Visits to the Midsumma website, from 18,759 separate users, during Midsumma Carnival 2020

719,000

Media hits across various platforms - an increase of 69% from 2019

51.69%

Increase in website visitors over Midsumma Festival 2020; compared to 2019

Our Communities' Commitment

510 Volunteers

Participated in Midsumma Festival 2020 - a 141% increase since 2019

2,215

Volunteer hours over 22 days of the festival

WHO ARE OUR AUDIENCES?

Sexuality Diversity

Gay	38%
Heterosexual	18%
Lesbian	13%
Queer	13%
Bisexual	11%
Pansexual	5%
Asexual	1%

Gender Diversity

Male	45%
Female	45%
Gender non-binary	6%
Transgender	2%
Intersex	1%
Other	1%
Prefer not to say	<1%

Diversity (other than sexuality or gender)

18% of those surveyed also answered the following questions. Of them:

18%

Come from a non-English speaking background

8%

Identify as a person with disability

4%

Identify as a carer of a person with disability

Age

33%

25-34 year olds

14%

18-24 year olds

20%

35-44 year olds

13%

45-54 year olds

Household Structure

31%

Single

29%

Couple

22%

Share house

18%

Family

Income (per annum)*

49%

\$80,000+

24%

\$40,000 – \$80,000

13%

Under \$40,000

*14% prefer not to say

Residence

3%

International

4%

Interstate

8%

Regional Victoria

85%

Melbourne

\$11.1 million

Direct economic impact for the state of Victoria, according to independent analysis. The 2020 Midsumma Festival achieved a broader gross economic impact to the State's economy estimated at \$31.7 million.

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

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.

\$2199

LANIKAI

3-SEATER OUTDOOR FABRIC LOUNGE

W211 x H41 x D108cm
Includes: 2x Movable Back Cushions and 2x Lumbar Cushions

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Domayne® stores are operated by independent franchisees. Ends 30/12/19. Some goods may not be on show or available at each Domayne® franchisee store. Accessories shown are not included. Advertised price valid at NSW Metro stores only. Prices may vary between states due to additional freight costs. Prices may vary due to customisation.

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BY PAUL WINE AND LUCAS PROPERT
23 & 24 JANUARY | HAMER HALL
\$100 NEW UNIFORMED BOOKS

"there for us"
thorneharbour
thorneharbour.org

Powering pride at Midsumma Festival.
At AGI, we take pride in our diverse and inclusive workplace. It's the unique perspectives of our people that can help drive progress that benefits our customers and communities.
AGI and Midsumma Festival. Proud partners since 2015.

more than money
nab
MORE OUT AND PROUD
Principal Partner of Midsumma Festival since 2019



The Official Midsumma Festival Guide 2021

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Readers 210,000 print + web

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

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Size 96+ pages

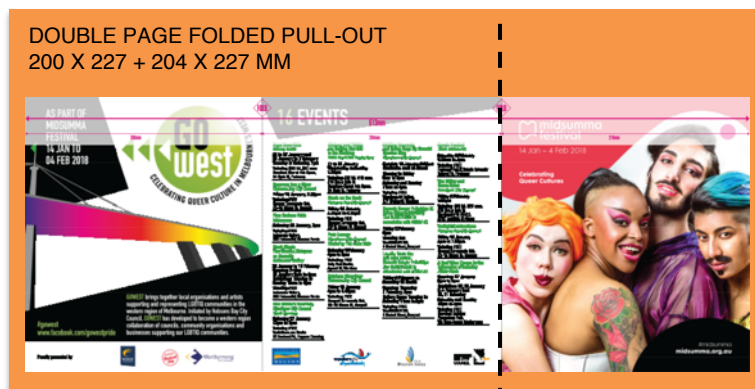
Print stock 80gsm Gloss

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

Booking deadline Monday 5 October 2020

Artwork deadline Monday 12 October 2020

ADVERTISING SPECIFICATIONS & RATES (EX. GST)



Inside Front Cover Double Page Spread*
420 x 227 mm + 5 mm bleed \$7,650

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

Double Page Spread
420 x 227 mm + 5 mm bleed \$5,750

Full Page
210 x 227 mm + 5 mm bleed \$3,825

Half Page Vertical*
105 x 208 mm + 5 mm bleed \$2,805

Half Page Horizontal*
115 x 135 mm + 5 mm bleed \$2,805

Quarter Page*
105 x 113.5 mm + 5 mm bleed \$1,785

Double Page Folded pull-out*
200 x 227 + 204 x 227 mm + 5 mm bleed \$7,038

*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 227 mm + 5 mm bleed \$6,120

Outside Back Cover*
210 x 227 mm + 5 mm bleed \$4,080

Double Page Spread
420 x 227 mm + 5 mm bleed \$4,692

Full Page
210 x 227 mm + 5 mm bleed \$3,060

Half Page Vertical*
105 x 208 mm + 5 mm bleed \$2,244

Half Page Horizontal*
115 x 135 mm + 5 mm bleed \$2,244

Quarter Page Vertical*
105 x 113.5 mm + 5 mm bleed \$1,428

*subject to availability. Spaces are limited.

PRINT SPECIFICATIONS AND REQUIREMENTS:

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To advertise in the Official Midsumma Guide 2021

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



Image: Essie Holt, performing in
POWER – Midsumma Festival
2020. Photo by Suzanne Balding