



MEDIA KIT

Official Guide
Midsumma Festival

23 Jan – 13 Feb
2022 Melbourne

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

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

2021 MIDSUMMA FESTIVAL HIGHLIGHTS

Our Audiences

272,947

Average attendance each year over the past three years. Midsumma Festival 2021 achieved 209,923 attendees despite impacts by COVID-19 capacity restrictions

14,055

audiences at Midsumma Festival Live at the Bowl; 57.3 % of these audiences engaged online

25,001

audiences for the 2021 Midsumma Pride March; of these audiences 5,718 were marchers, 10,483 participated in the livestream and 8,800 visited a trader in St Kilda to watch the march

71%

returning audiences; a 5.9% increase in audience retention from 2020

43,939

total ticket attendance, compared with 35,611 in 2020 and 27,247 in 2019), the second year running that we have recorded a substantial increase in this area. 23.4% increase on 2020 and 60.2% increase over the past two years.

Our 2021 Program

163

Events

representing a 63% increase on target number of events for 2021 post COVID-19

38%

Free events

8.6% increase in free events from 2020

Our Communities

85%

increase in social media engagement - 31,349 total for 2021, 2020 had a total of 16,938

118,550,981

reach recorded across all media platforms

29%

of audiences were attending their first Midsumma Festival.

3%

of audiences attended 10 or more shows

16%

increase in gross box office income, on 2020 results

28,004

audience members for Midsumma Festival online

234,744

visits to the Midsumma website, from 155,671 separate users, during Midsumma Festival 2021

52,249

total social media followers

WHO ARE OUR AUDIENCES?

Sexuality Diversity

Gay	32%
Heterosexual	18%
Lesbian	15%
Queer	15%
Bisexual	11%
Pansexual	4%
Asexual	<1%
Other	5%

8%

of audiences identify as Transgender / Gender Diverse

26%

of audiences identify as living with disability

Age

31% **22%** **14%** **11%**

25-34
year olds

18-24
year olds

35-44
year olds

45-54
year olds

Gender Diversity

Female	49% (up 9%)
Male	38%
Gender non-binary	7%
Transgender	1%
Intersex	1%
Agender/No gender	1%
Prefer not to say	<1%

17%

of audiences identify as culturally diverse or a person of colour

4%

of audiences identify as Aboriginal / Torres Strait Islander

Household Structure

31% **29%** **22%** **18%**

Single

Couple

Share house

Family

Income (per annum)*

51% **23%** **12%**

\$80,000+

\$40,000 – \$80,000

Under \$40,000

*14% prefer not to say

Residence

89% **5%** **5%** **1%**

Melbourne

Interstate

Regional
Victoria

International

\$11.3 million

Economic impact for the state of Victoria. According to independent analysis, the festival provided a direct economic impact of \$11.3 million, with the broader gross economic impact of the 2021 festival to the State's economy estimated at \$32.4 million.

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

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.

\$2199

LANIKAI

3-SEATER OUTDOOR FABRIC LOUNGE

W201 x H41 x D108cm
Includes: 2x Movable Back Cushions and 2x Lumbar Cushions

DOMAYNE®

For your nearest location dial 1800 DOMAYNE® (1800 366 296)

Domayne® stores are operated by independent franchisees. Ends 30/12/19. Some goods may not be on show or available at each Domayne® franchised 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.

CONFESSIONS OF A MORMON BOY
9-10 FEB 2020
TO UPTON CAMPUS STREET - PREMIER

THE RISE AND FALL OF SAINT GEORGE
BY PAUL WINE AND LUCAS PROPERT
23 & 24 JANUARY | RAMER HALL
\$100 NEW UNIFORMS AVAILABLE

"there for us"
thorneharbour
thorneharbour.org

Powering pride at Midsumma Festival.
At AGL, 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.
AGL and Midsumma Festival. Proud partners since 2015.

MORE OUT AND PROUD
Principal Partner of Midsumma Festival since 2013

The Official Midsumma Festival Guide 2022

Publish date Mid-Nov 2021

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

Shelf-life Nov 2021 - Feb 2022

Readers 110,000 print + web

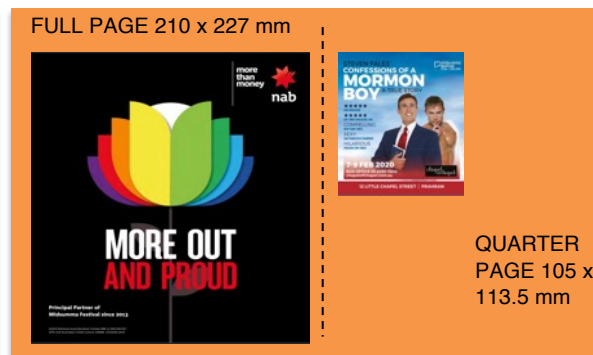
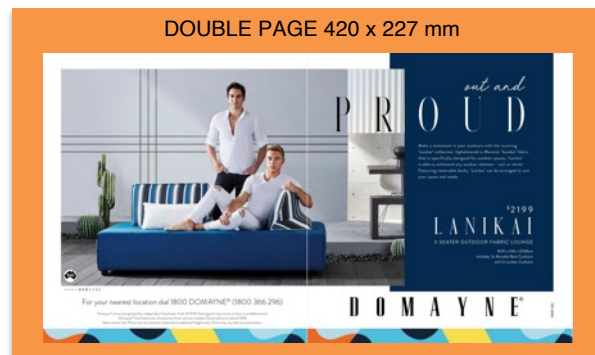
Format 210 x 227 mm

Size 96+ pages

Booking deadline 24 Sept 2021

Artwork deadline 1 Oct 2021

ADVERTISING SPECIFICATIONS & RATES (EX. GST)



Inside Front Cover Double Page Spread*
420 x 227 mm + 5 mm bleed \$4,825

Outside Back Cover*
210 x 227 mm + 5 mm bleed \$2,550

Double Page Spread
420 x 227 mm + 5 mm bleed \$2,875

Full Page
210 x 227 mm + 5 mm bleed \$1,910

Half Page Vertical*
105 x 208 mm + 5 mm bleed \$1,400

Half Page Horizontal*
210 x 135 mm + 5 mm bleed \$1,400

Quarter Page*
105 x 113.5 mm + 5 mm bleed \$890

Centrefold*
200 x 227 + 204 x 227 mm + 5 mm bleed \$3,520

URL Back Link

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

*subject to availability. Spaces are limited.

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 \$3,060

Outside Back Cover*
210 x 227 mm + 5 mm bleed \$2,040

Double Page Spread
420 x 227 mm + 5 mm bleed \$2,350

Full Page
210 x 227 mm + 5 mm bleed \$1,530

Half Page Vertical*
105 x 208 mm + 5 mm bleed \$1,122

Half Page Horizontal*
210 x 135 mm + 5 mm bleed \$1,122

Quarter Page Vertical*
105 x 113.5 mm + 5 mm bleed \$710

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.

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%.

**To advertise in the
Midsumma Festival
Official Guide 2022**

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