



MEDIA KIT

Official Guide
Midsumma Festival

17 Jan – 7 Feb
2027 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 150 Victorian venues, held over 22 days in Melbourne's summer with an explosion of queer events that centre around hidden and mainstream queer culture - involving local, interstate, and international artists.



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**

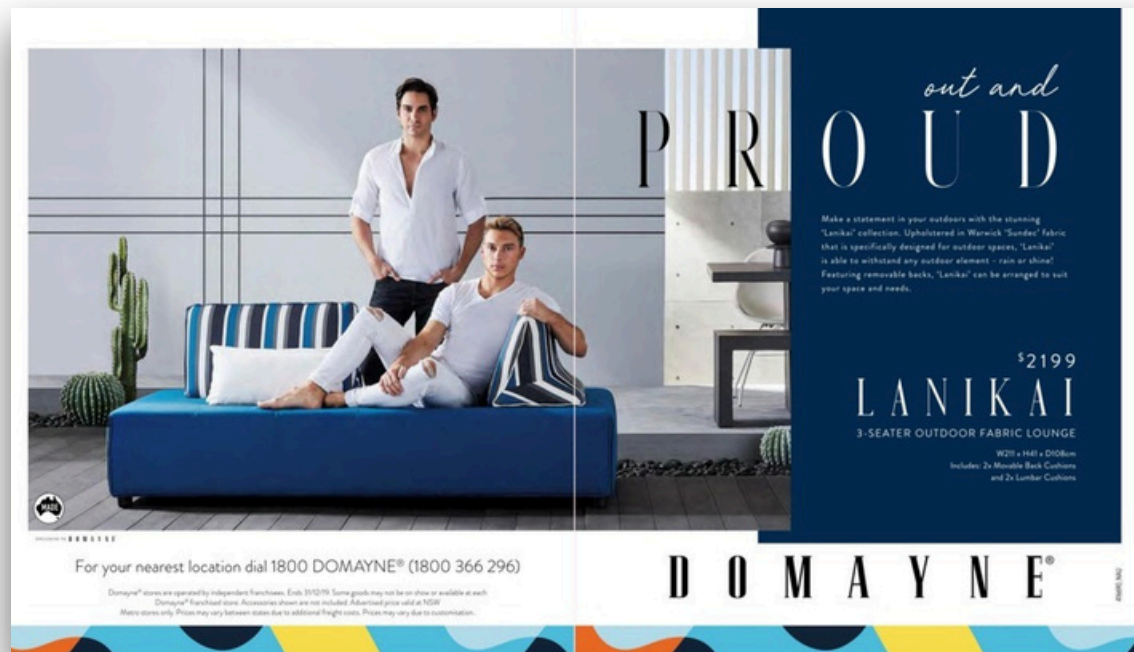
Location

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 2027

Publish date 24 Nov 2026

Distribution 25,000 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 450,000 print + web

Format 240 x 170mm

Size 80 pages

Booking deadline 22 Aug 2026

Artwork deadline 29 Aug 2026

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)

All sizes are Trim Size (W x H). Add 3mm bleed on all sides.

**INSIDE FRONT COVER
DOUBLE PAGE SPREAD**
240 x 340 mm (+ 3mm bleed)



OUTSIDE BACK COVER
240 x 170 mm (+ 3mm bleed)



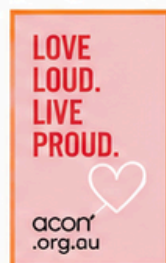
DOUBLE PAGE SPREAD
240 x 340 mm (+ 3mm bleed)



FULL PAGE
240 x 170 mm (+ 3mm bleed)



**HALF PAGE
VERTICAL***
240 x 85 mm (+ 3mm bleed)



**HALF PAGE
HORIZONTAL***
120 x 170 mm (+ 3mm bleed)



QUARTER PAGE
120 x 85 mm (+ 3mm bleed)



STRIP CINELANDSCAPE
60 x 170 mm (+ 3mm bleed)



PLEASE NOTE

— Trim size
(where the page
will be cut)

--- Bleed area
(3mm on all
sides)

- All artwork must be supplied print-ready PDF
- CMYK colour mode
- 300 DPI resolution
- Include crop marks and 3mm bleed
- Keep all important text and logos at least 10mm away from the trim edge and 15mm from the centre fold on double page spreads.

BOOST YOUR VISIBILITY

Premium positions are limited
and in high demand.

Book early to secure your
preferred placement.



STANDARD RATES (EX. GST)

Inside Front Cover Double Page Spread*	
240 x 340 mm + 3mm bleed	\$5,500
OutsideBack Cover*	
240 x 170 mm + 3mm bleed	\$5,100
Double Page Spread	
240 x 340 mm + 3mm bleed	\$3,800
Full Page	
240 x 170 mm + 3mm bleed	\$2,100
Half Page Vertical*	
240 x 85 mm + 3mm bleed	\$1,600
Half Page Horizontal*	
120 x 170 mm + 3mm bleed	\$1,600
Quarter Page*	
120 x 85 mm + 3mm bleed	\$990
Strip Landscape	
60 x 170 mm + 3mm bleed	\$700

All booking Incl. - URL Back Link **Incl.**

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

*subject to availability. Spaces are limited.

ADVERTISING SPECIFICATIONS & RATES – 20% DISC
FOR EVENT PRODUCERS & STALL HOLDERS (EX. GST)



20% DISCOUNTED RATES (EX. GST)

Inside Front Cover Double Page Spread*		
240 x 340 mm + 3mm bleed	\$5,500	\$4,400
OutsideBack Cover*		
240 x 170 mm + 3mm bleed	\$5,100	\$4,080
Double Page Spread		
240 x 340 mm + 3mm bleed	\$3,800	\$3,040
Full Page		
240 x 170 mm + 3mm bleed	\$2,100	\$1,680
Half Page Vertical*		
240 x 85 mm + 3mm bleed	\$1,600	\$1,280
Half Page Horizontal*		
120 x 170 mm + 3mm bleed	\$1,600	\$1,280
Quarter Page*		
120 x 85 mm + 3mm bleed	\$990	\$792
Strip Landscape		
60 x 170 mm + 3mm bleed	\$700	\$560

All booking Incl. - URL Back Link Incl.

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**To advertise in the
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Official Guide**

Please contact us at:

P: 03 9296 6600

E: media@midsumma.org.au

W: www.midsumma.org.au

