



MEDIA KIT

Official Guide
Midsumma Festival

17 Jan – 7 Feb
2027 Victoria

DISCOVER MIDSUMMA!

For almost 40 years, Midsumma has been bringing together LGBTQIA+ artists, performers, communities and audiences to celebrate queer creativity in all its forms. Today, we're one of Australia's largest LGBTQIA+ arts and cultural organisations.

We champion all things queer—art, culture, storytelling and connection—creating experiences that celebrate diverse voices, spark conversations, and bring people together across generations, identities, cultures and communities. While Midsumma Festival is our biggest celebration, our work continues year-round through artistic commissions, community programs, creative development opportunities and events that keep queer culture thriving every season.

Every summer, Midsumma Festival bursts to life with more than 200 events across 150+ venues throughout Victoria. Over 22 colourful days, Melbourne becomes a playground of queer art and culture, filled with theatre, music, cabaret, comedy, exhibitions, parties and experiences from local, interstate and international artists, alongside the next generation of creative talent.



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 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)



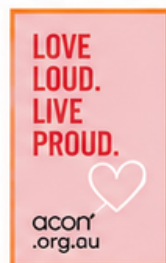
DOUBLE PAGE SPREAD
240 x 340 mm (+ 3mm bleed)



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.
A direct link from the digital guide to your website or campaign page.			
*subject to availability. Spaces are limited.			

**To advertise in the
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Official Guide**

Please contact us at:

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E: media@midsumma.org.au

W: www.midsumma.org.au

