



MEDIA KIT

Official Guide
Midsumma Festival

17 Jan – 7 Feb
2027 Victoria

Guide size
subject to
change for 2027
- Ad prices will
be honoured

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

out and PROUD

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thorneharbour

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

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Publish date 24 Nov 2026

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

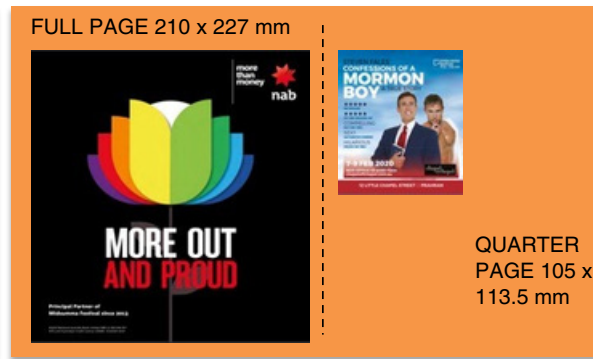
Size 80 pages

Booking deadline 22 Aug 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)



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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.

ADVERTISING SPECIFICATIONS & RATES

– EVENT PRODUCERS & STALL HOLDERS (EX. GST)



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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.

**To advertise in the
Midsumma Festival 2027
Official Guide**

Please contact us at:

P: 03 9296 6600

E: media@midsumma.org.au

W: www.midsumma.org.au

