



MEDIA KIT

Official Guide
Midsumma Festival

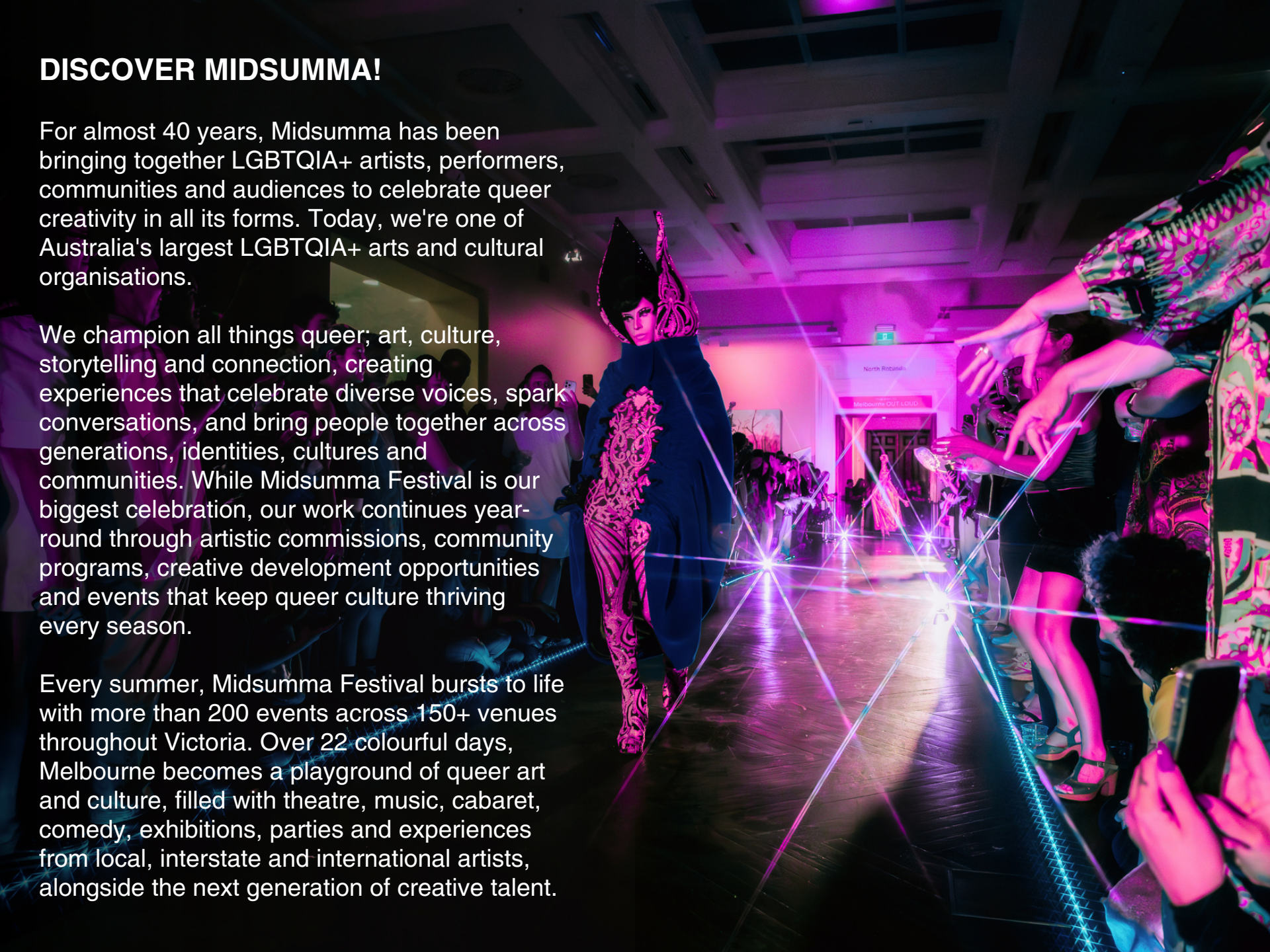
17 Jan – 7 Feb
2027 Victoria

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 Audience

Gender Diversity and Identities

45% Male

40% Female

8% Non-binary

4% Transgender

2% Other Genders

Prefer not to say <1%

38% Gay

14% Lesbian

12% Queer

12% Heterosexual

11% Bisexual

6% Pansexual

1% Asexual

2% Intersex

Prefer not to say 3%

25% Identify as neurodiverse

19% Identify as CALD or POC

40% Identify as living with a disability

Age

6% between 18-24

30% between 25-34

28% between 35-44

16% between 45-54

18% between 55+

Location

85% From

Naarm/Melbourne

Metropolitan Areas

10% From Elsewhere in
Victoria

3% From Interstate

2% From Overseas





Our Reach

544,801

Total reach across all platforms (**+63.3% from 2025**), with a combined social following of 67,622 (+1.9%).

39.9%

EDM Open Rate from 78 campaigns totalling 194,667 emails sent. **2.3%** Click Through Rate.

999,000

Page views on the Midsumma Festival website; from 253,000 users. This is a **4.4%** increase of page views from 2025

\$13,95 million

Total PR and Advertising value for Midsumma Festival 2026. An estimated total reach of 44,274,073 and 1,634 Media Hits.

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 LANDSCAPE

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 (exGST)

Inside Front Cover Double Page Spread*

\$5,500

Outside Back Cover*

\$5,200

Double Page Spread

\$3,500

Full Page

\$1,900

Half Page Vertical & Horizontal*

\$1,400

Quarter Page*

\$900

Strip Landscape

\$700

Packages (exGST)

1) Bronze

Strip Landscape + 1 Story Post

\$850

2) Silver

Quarter Page + 1 Story Post + 1 EDM
inclusion

\$1,100

3) Gold

Half Page + 1 Story Post + 2 EDM
inclusions

\$1,550

4) Diamond

Full Page + 2 Story Posts + 2 EDM
inclusions

\$2,100

Story Posts across Facebook & Instagram.

*subject to availability. Spaces are limited.

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



Discount Rates (exGST)

Inside Front Cover Double Page Spread*	-\$5,500 \$4,400
Outside Back Cover*	\$5,200 \$4,160
Double Page Spread	\$3,500 \$2,800
Full Page	\$1,900 \$1,520
Half Page Vertical & Horizontal*	\$1,400 \$1,120
Quarter Page*	-\$900 \$720
Strip Landscape	-\$700 \$560

Packages (exGST)

1) Bronze

Strip Landscape + 1 Story Post
~~-\$950~~ \$680

2) Silver

Quarter Page + 1 Story Post + 1 EDM inclusion
~~-\$1,100~~ \$880

3) Gold

Half Page + 1 Story Post + 2 EDM inclusions
~~-\$1,550~~ \$1,240

4) Diamond

Full Page + 2 Story Posts + 2 EDM inclusions
~~-\$2,100~~ \$1,680

Story Posts across Facebook & Instagram
*subject to availability. Spaces are limited.

**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

