



2020 MIDSUMMA FESTIVAL **HIGHLIGHTS**

Our Audiences

261,806

Midsumma Festival has achieved attendance growth of 41.9% over the last three years with an increase of 29.8% in ticketed attendances in the last 12 months

117,000 10,607

Attendances at Midsumma Carnival; and 38.7% increase in community stall holders in the last three years

Marchers at Midsumma Pride March; the largest number of marchers ever recorded

Midsumma has achieved an increase in marchers of 76.8% over the last three years. Total attendances for Pride March were 55,607 Biggest annual March in Victoria.

31.9%

Increase in gross box office revenue since 2019, with most of this money going directly to

artists from our communities

67%

Returning audiences; 33% new audiences

34%

Of audiences who identify as 'families' attended with children under 11 years old **Our 2020 Program**

Events

Representing an increase of 8.4% since 2019. The size of Midsumma Festival has grown by 55.2% in the last three years

87%

Increase of Auslan interpreted or audio described events in last three years alongside other comprehensive and industry leading disability engagement initiatives. 33% increase in attendances from people identifying as living with disability.

18.7%

Of events sold-out or met full capacity; compared to 11% in 2019

35% Free events

21%

Of Midsumma Presents artists were culturally and linguistically diverse (CALD)

\$19.75 Average ticket price

Our Online Communities

44%

Increase in total social media exposure

719,000

Media hits across various platforms an increase of 69% from 2019

24,164

Visits to the Midsumma website, from 18,759 separate users, during Midsumma Carnival 2020

51.69%

Increase in website visitors over Midsumma Festival 2020; compared to 2019

Our Communities' Commitment

510 volunteers

Participated in Midsumma Festival 2020 a 141% increase since 2019

2,215

Volunteer hours over 22 days of the festival

WHO ARE OUR AUDIENCES?

Sexuality Diversity

Gay	 389	6
Heterosexual	 189	%
Lesbian	139	%
Queer	 139	%
Bisexual	119	%
Pansexual	 59	%
Asexual	 19	%

Gender Diversity

Male			4	45%
Female	/-	E.		45%
Gender non-bin	ary			6%
Transgender				2%
Intersex				1%
Other				1%
Prefer not to say	y			<1%

Diversity (other than sexuality or gender)

18% of those surveyed also answered the following questions. Of them:

18%

Come from a non-**English speaking** background

8%

Identify as a person with disability

Identify as a carer of a person with disability

Age

4%

vear olds

18-24 year olds 35-44 vear olds 45-54 year olds **Household Structure**

31% 29% 22% 18%

Single

Couple

Share house

Family

income (per annum)*

\$80,000+

24%

\$40,000 - \$80,000 Under \$40,000

*14% prefer not to say

Residence

85%

International Interstate

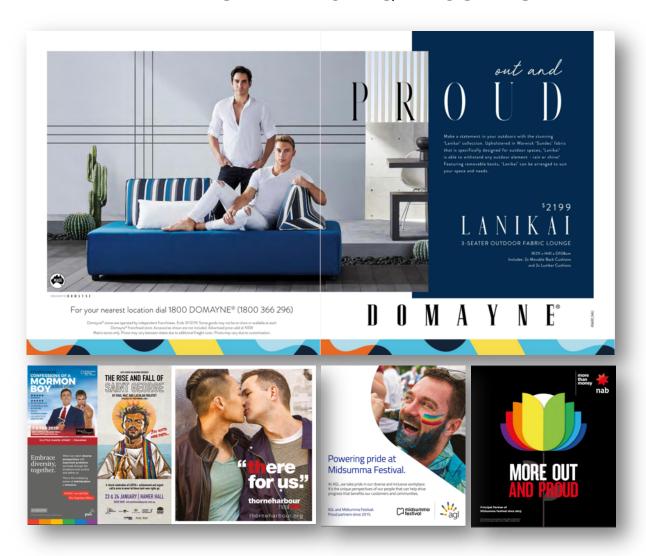
Regional Victoria

Melbourne

33% 14% 20% 13% \$11.1 million

independent analysis. The 2020 Midsumma Festival achieved a broader gross economic impact to the State's economy estimated at \$31.7 million.

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





The Official Midsumma Festival Guide 2021

Publish date November 2020

Distribution Online

Online format Online and downloadable digital eBook magazine for any device accessible at www.midsumma.org.au

Shelf life Nov 2020 - Feb 2021

Readers 210,000

Coverage Nationwide (90% Victoria) incl. Sydney, Brisbane, Perth and Adelaide

Format 210 x 227 mm

Size 96+ pages

Booking deadline Monday 5 October 2020

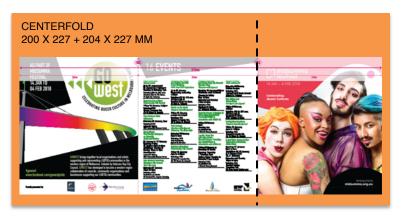
Artwork deadline Monday 12 October 2020

ADVERTISING SPECIFICATIONS & RATES (EX. GST)









Inside Front Cover Double Page 420 x 227 mm + 5 mm bleed	Spread* \$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*	
115 x 135 mm + 5 mm bleed	\$1,400
Quarter Page*	
105 x 113.5 mm + 5 mm bleed	\$890
Centerfold*	
200 x 227 + 204 x 227 mm	\$3,520
+ 5 mm bleed	

URL Back Link

\$500

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

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%

^{*}subject to availability. Spaces are limited.

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*				
115 x 135 mm + 5 mm bleed	\$1,122			
Quarter Page Vertical*				
105 x 113.5 mm + 5 mm bleed	\$710			

URL Back Link

\$free

A direct link from the digital guide to your event page on the Midsumma website.

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 4-5mm 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%.

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To advertise in the Official Midsumma Guide 2021

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