



Image: Zelia Rose performing in The  
Cocoa Butter Club: Midsumma  
Special 2018.  
Photo: Alexis D. Lea Photography

# DIGITAL MEDIA KIT

Official Guide  
Midsumma Festival

17 Jan – 7 Feb  
2021 Melbourne



# What is Midsumma Festival?

Midsumma Festival is Australia's premier queer arts and culture festival held annually in Melbourne Victoria, for and by communities who live with shared experiences around diverse gender and sexuality (LGBTQIA+).

We champion queer cultures, conversations and events. We create powerful events that inspire, share unique stories and build meaningful connections spanning cultures, age/generations, gender/sexual identities and abilities/disability.

We have gained artistic and community recognition for the vital role we play in the development of queer cultures across Victoria and nationally.

Image: Nocturnal X Midsumma  
Lunar New Year Disco.  
Photo by Tanya McCulloch



# 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

# 194

## 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

## 24,164

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

## 719,000

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

## 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          | 38% |
| Heterosexual | 18% |
| Lesbian      | 13% |
| Queer        | 13% |
| Bisexual     | 11% |
| Pansexual    | 5%  |
| Asexual      | 1%  |

## Gender Diversity

|                   |     |
|-------------------|-----|
| Male              | 45% |
| Female            | 45% |
| Gender non-binary | 6%  |
| Transgender       | 2%  |
| Intersex          | 1%  |
| Other             | 1%  |
| Prefer not to say | <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

4%

Identify as a carer of a person with disability

## Age

33%

25-34 year olds

14%

18-24 year olds

20%

35-44 year olds

13%

45-54 year olds

## Household Structure

31%

Single

29%

Couple

22%

Share house

18%

Family

## Income (per annum)\*

49%

\$80,000+

24%

\$40,000 – \$80,000

13%

Under \$40,000

\*14% prefer not to say

## Residence

3%

International

4%

Interstate

8%

Regional Victoria

85%

Melbourne

# \$11.1 million

Direct economic impact for the state of Victoria, according to 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

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W201 x H41 x D108cm  
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BY PAUL WING AND LUCAS PROPERT  
23 & 24 JANUARY | HAMER HALL  
1000 NEW UNDERGROUND

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thorneharbour  
thorneharbour.org

**Powering pride at Midsumma Festival.**  
At AGI, we take pride in our diverse and inclusive workplace. It's the unique perspectives of our people that can help drive progress that benefits our customers and communities.  
AGI and Midsumma Festival. Proud partners since 2015.

**MORE OUT AND PROUD**  
more than money nab  
Principal Partner of Midsumma Festival since 2019



## 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](http://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 Spread\***  
420 x 227 mm + 5 mm bleed \$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 + 5 mm bleed \$3,520

**URL Back Link** \$500

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

\*subject to availability. Spaces are limited.

## 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%.



# ADVERTISING SPECIFICATIONS & RATES

## – EVENT PRODUCERS & STALL HOLDERS (EX. GST)



Image: The Odditorium  
Midsumma Festival 2019 by  
Suzanne Balding

**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.

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## To advertise in the Official Midsumma Guide 2021

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[www.midsumma.org.au](http://www.midsumma.org.au)



Image: Essie Holt, performing in  
POWER – Midsumma Festival  
2020. Photo by Suzanne Balding