



MEDIA KIT

Official Guide
Midsumma Festival

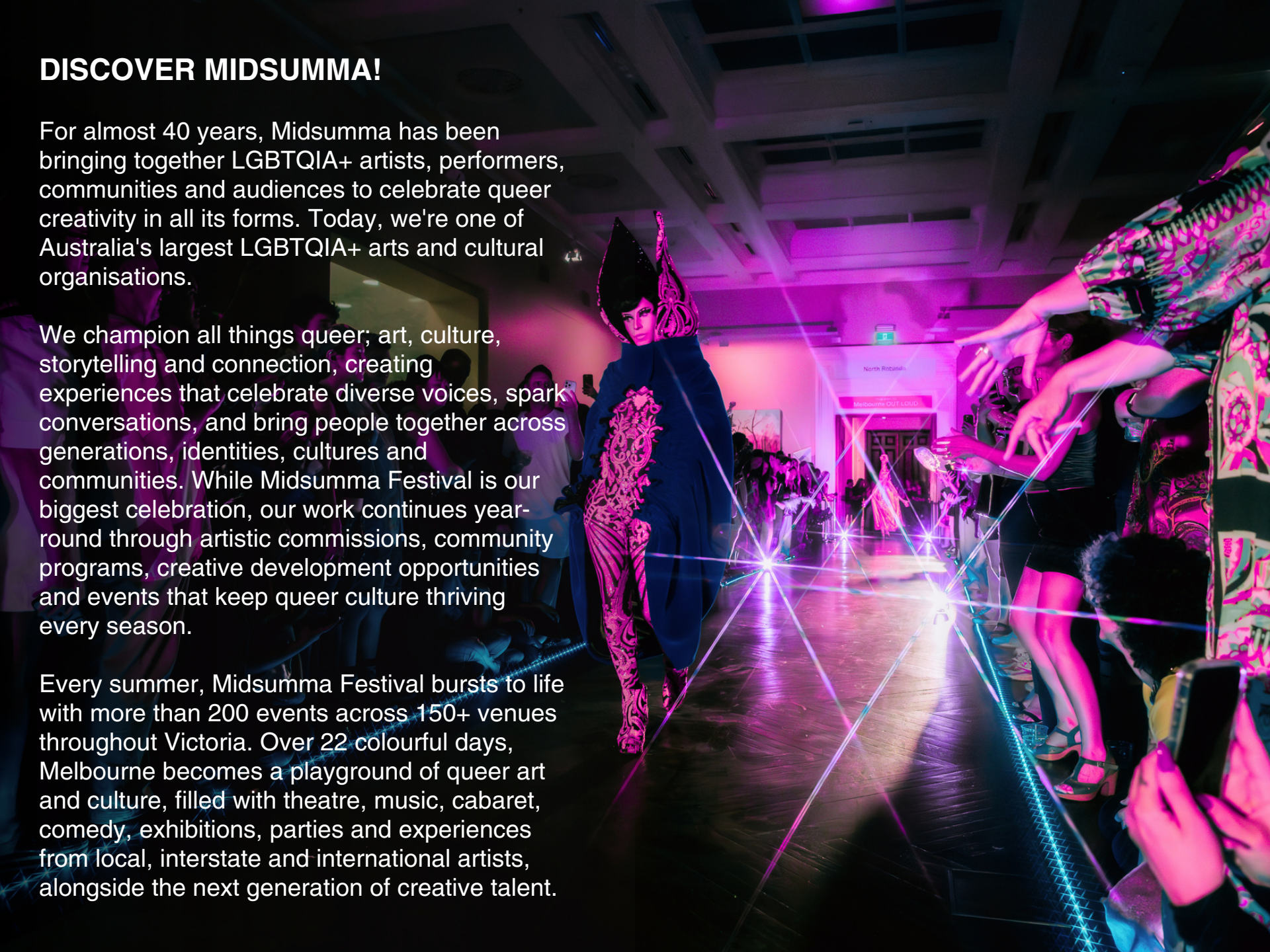
17 Jan – 7 Feb
2027 Victoria

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.



WHO ARE OUR AUDIENCES?

Sexuality Diversity

Gay	38%
Lesbian	14%
Queer	12%
Heterosexual	12%
Bisexual	11%
Pansexual	6%
Asexual	2%
Other	4%
Prefer not to say	1%

Gender Diversity

Male	45%
Female	40%
Non-binary	8%
Transgender	4%
Other	2%
Prefer not to say	1%
Agender/No gender	<1%

Identity & Lived Experience

Of those surveyed, the following identified with or had lived experience of:

25%

identified as neurodivergent or autistic

21%

living with a mental health condition

13%

navigating chronic illness and/or chronic pain

11%

living with disability

5%

providing care for someone with a disability

4%

experiencing hearing loss or identifying as hard of hearing

Lived experience of identity and cultural diversity:

19%

identified as culturally diverse or as a Person of Colour

2%

identified as Aboriginal and/or Torres Strait Islander, First Nations, Bla(c)k, or Indigenous





AGE

30%

25-34 years

28%

35-44 years

16%

45-54 years

9%

18-24 years

9%

55-64 years

8%

65 years and over

<1%

12-17 years

<1%

5-11 years

INCOME (PER ANNUM)

62%

\$80,000+

21%

\$40,000 - \$80,000

17%

Under \$40,000

LOCATION

85%

Metro Melbourne

10%

Regional Victoria

3%

Interstate

2%

International

Household Structure

38%

Partnered

32%

Single

16%

Family

14%

Share house



Our Reach

334,531 people attended
Midsumma
Festival 2026

Attendance increased by 17% from 2025, surpassing
previous record of 310,066

544,801

total social media reach
↑ 63.3% from 2025

67,622

social media followers
across all platforms

39.9%

EDM Open Rate -
194,667 emails total.
2.3% Click Through
Rate.

999,000

Page views on the
Midsumma Festival
website; from 253,000
users. ↑ 4.4% from 2025

\$13.95M

PR & Advertising value
for Midsumma Festival
2026

44.3M

Total Media Reach

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

340 x 240 mm (+ 3mm bleed)



OUTSIDE BACK COVER

170 x 240 mm (+ 3mm bleed)



DOUBLE PAGE SPREAD

340 x 240 mm (+ 3mm bleed)



FULL PAGE

170 x 240 mm (+ 3mm bleed)



HALF PAGE VERTICAL

85 x 240 mm (+ 3mm bleed)



HALF PAGE HORIZONTAL

170 x 120 mm (+ 3mm bleed)



QUARTER PAGE

85 x 120 mm (+ 3mm bleed)



STRIP – LANDSCAPE

170 x 60 mm (+ 3mm bleed)



TECHNICAL REQUIREMENTS



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% DISCOUNT FOR EVENT PRODUCERS & STALL HOLDERS (EX. GST)

All sizes are trim size (W x H). Add 3mm bleed on all sides.

**INSIDE FRONT COVER
DOUBLE PAGE SPREAD**
340 x 240 mm (+ 3mm bleed)



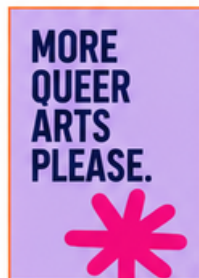
OUTSIDE BACK COVER
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DOUBLE PAGE SPREAD
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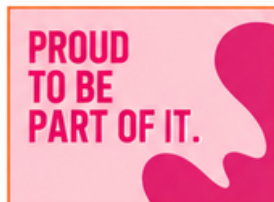
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Discount Rates (exGST)

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

~~-\$850~~ \$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

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**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

