



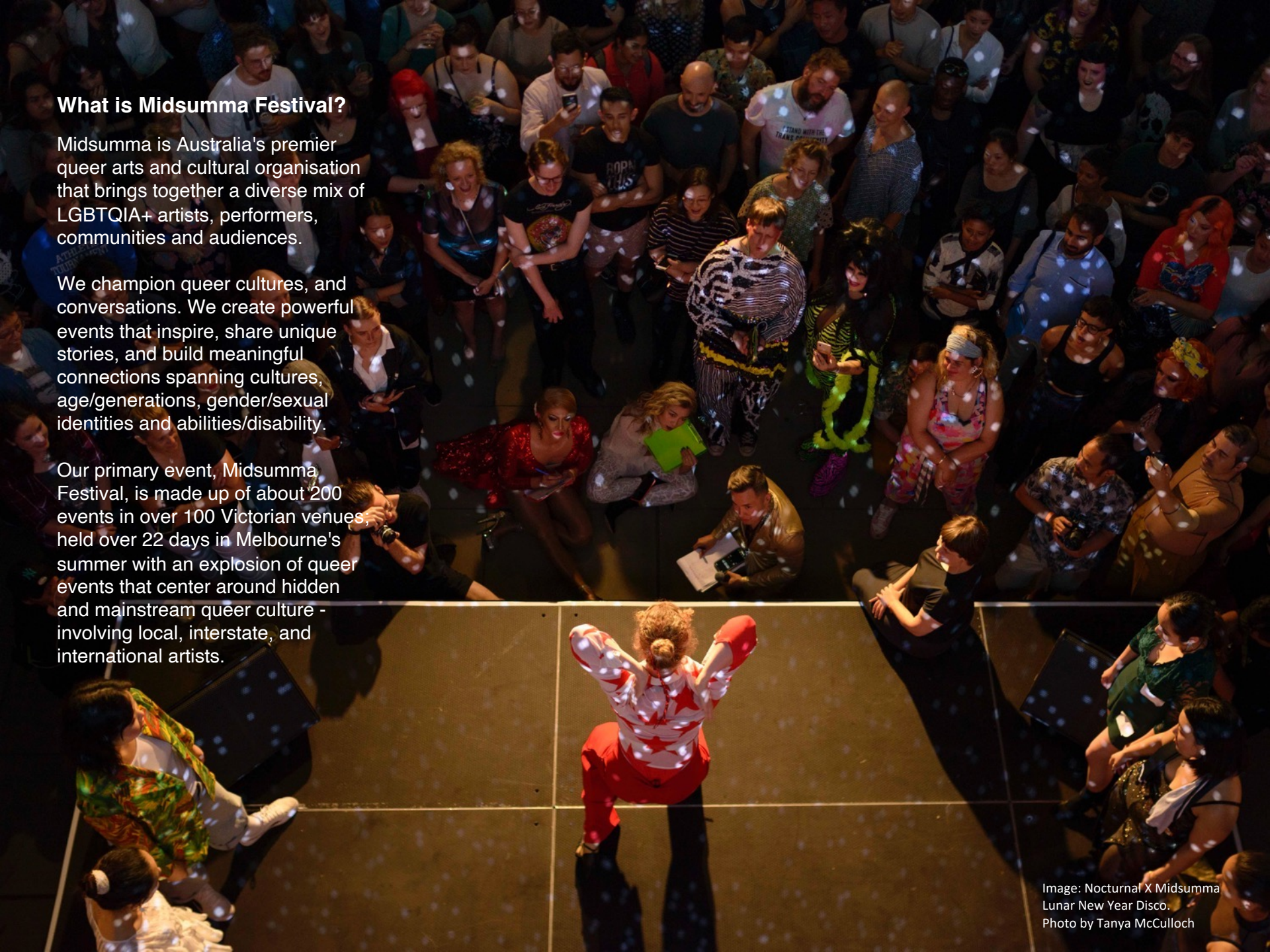
# MEDIA KIT

Official Guide  
Midsumma Festival

22 Jan – 12 Feb  
2023 Melbourne

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





## 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 100 Victorian venues, held over 22 days in Melbourne's summer with an explosion of queer events that center around hidden and mainstream queer culture - involving local, interstate, and international artists.



# 2022 MIDSUMMA FESTIVAL HIGHLIGHTS

## Our Audiences

# 250,000+

average audiences each year, for the past three years, despite COVID impacts. Midsumma Festival has achieved attendance growth of 17% over two festivals. Midsumma consistently records one of the highest attendances each year for festivals in Victoria.

# 75%

returning audiences; 25% new audiences. On average in 2022, attendees went to 3 shows each during Midsumma Festival. 3% of attendees attended 10 or more shows on average, over the period of the festival

# 92%

of attendees in 2022 were from Metropolitan Melbourne and Greater Melbourne suburbs, 5% interstate and 2% regional Victoria. On average, regional Victorian respondents stayed 2.2 nights, interstate respondents stayed 4.5 nights.

# 11%

of 2022 audiences identified as transgender/gender diverse (increased from 8% in 2021) and 2% identified as intersex.

# 60%

growth over two years in audiences who identify as having a disability, deaf or hearing impaired. 30% of total attendances in 2022 identify as disabled, deaf or hearing impaired.

# 79%

of attendees said they had an excellent experience at Midsumma Festival, with 98% rating their experience at Midsumma as either Good or Excellent.

## Our 2022 Program

# 153

total events held within Midsumma Festival 2022, despite COVID impacts. Midsumma holds up to 200 separate events each year.

# 112%

Midsumma increased its direct Auslan interpretation and audio description services by 112% over the past five years.

# \$31.30

 average ticket price

# 44%

of events were free to attend or participate in. Over the past five festival's, Midsumma has averaged 40% of events being free to participate in or attend.

## Our Online Communities

# 1,789,069

social media reach. Midsumma Festival social media followers have increased by 21.9% over the past three years.

# 785,890

page views on the Midsumma Festival website; from 189,881 separate users, during Midsumma Festival 2022. This is a 50% increase over the past three years.

# 230,137,039

media circulation, across various platforms (recorded by external PR agency) - an increase of 98% since 2021.

# 74%

increase in social media engagement for 2022

## Our Communities' Commitment

# 318

 volunteers

average per festival over three years

# 1,975

 hours

on average, donated by volunteers over the past three years for the 22 day festival.



# WHO ARE OUR AUDIENCES?

## Sexuality Diversity

Gay	43%
Heterosexual	14%
Queer	13%
Lesbian	11%
Bisexual	9%
Pansexual	6%
Asexual	1%

## Gender Diversity

Male	49%
Female	37%
Gender non-binary	9%
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:

24%	17%	9%	9%	7%
Person living with a mental health issue	Culturally diverse or Person of Colour	Autistic/neurodiverse	Person living with chronic illness and/or chronic pain	Person with a disability
3%	3%	1%	<1%	2%
Caring for someone with disability	Hard of hearing	Blind/low-vision	Deaf	of audiences identified as Aboriginal and/or Torres Strait Islanders, First Nations, Bla(c)k, Indigenous

## Household Structure

36%	33%	18%	13%
Couple	Single	Share house	Family

Melbourne Pride 2022.

## Age

40% 26% 12% 10%

25-34 year olds 35-44 year olds 45-54 year olds 18-24 year olds

5% 3% 2% 2%

55-64 year olds 11 and under 12-17 year olds 65 and over

## Income (per annum)\*

66% 18% 8%

\$80,000+ \$40,000 – \$80,000 Under \$40,000

\*9% prefer not to say

## Residence

92% 5% 1% 1%

Melbourne Elsewhere in Victoria Interstate International

\$15.51 million

Economic impact for the state of Victoria. According to independent analysis the festival provided a direct economic impact of \$15.51 million with the broader gross economic impact of the 2022 festival to the State's economy estimated at \$44 million.



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

out and PROUD

Make a statement in your outdoors with the stunning 'Lanikai' collection. Upholstered in Warwick 'Sonder' fabric that is specifically designed for outdoor spaces, 'Lanikai' is able to withstand any outdoor element - rain or shine! Featuring removable backs, 'Lanikai' can be arranged to suit your space and needs.

\$2199  
LANIKAI  
3-SEATER OUTDOOR FABRIC LOUNGE

W201 x H41 x D108cm  
Includes: 2x Movable Back Cushions and 2x Lumbar Cushions

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Domayne® stores are operated by independent franchisees. Ends 30/12/19. Some goods may not be on show or available at each Domayne® franchised store. Accessories shown are not included. Advertised price valid at NSW Metro stores only. Prices may vary between states due to additional freight costs. Prices may vary due to customisation.

Embrace diversity, together.

23 & 24 JANUARY | HAMER HALL

there for us

thorneharbour

thorneharbour.org

Powering pride at Midsumma Festival.

At AGL, 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.

AGL and Midsumma Festival. Proud partners since 2015.

midsumma festival

agl

more than money nab

MORE OUT AND PROUD

Principal Partner of Midsumma Festival since 2013

## The Official Midsumma Festival Guide 2023

**Publish date** 30 Nov 2022

**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 digital eBook magazine for any device accessible at [www.midsumma.org.au](http://www.midsumma.org.au)

**Shelf-life** Nov 2022 - Feb 2023

**Readers** 110,000 print + web

**Format** 210 x 227 mm

**Size** 96+ pages

**Booking deadline** 22 Aug 2022

**Artwork deadline** 12 Sept 2022



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)



**Inside Front Cover Double Page Spread\***  
420 x 227 mm + 5 mm bleed \$5,500

**Outside Back Cover\***  
210 x 227 mm + 5 mm bleed \$5,100

**Double Page Spread**  
420 x 227 mm + 5 mm bleed \$3,800

**Full Page**  
210 x 227 mm + 5 mm bleed \$2,100

**Half Page Vertical\***  
105 x 208 mm + 5 mm bleed \$1,600

**Half Page Horizontal\***  
210 x 135 mm + 5 mm bleed \$1,600

**Quarter Page\***  
105 x 113.5 mm + 5 mm bleed \$990

**Centrefold\***  
200 x 227 + 204 x 227 mm + 5 mm bleed \$5,500

## URL Back Link

Incl.  
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 \$4,400

**Outside Back Cover\***  
210 x 227 mm + 5 mm bleed \$4,080

**Double Page Spread**  
420 x 227 mm + 5 mm bleed \$3,040

**Full Page**  
210 x 227 mm + 5 mm bleed \$1,680

**Half Page Vertical\***  
105 x 208 mm + 5 mm bleed \$1,280

**Half Page Horizontal\***  
210 x 135 mm + 5 mm bleed \$1,280

**Quarter Page Vertical\***  
105 x 113.5 mm + 5 mm bleed \$792

### URL Back Link

Incl.

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

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**To advertise in the  
Midsumma Festival  
Official Guide 2023**

Please contact us at:

03 9296 6600

[media@midsumma.org.au](mailto:media@midsumma.org.au)

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



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