



midsumma festival

MEDIA KIT

Official Guide
Midsumma Festival

21 Jan – 11 Feb
2024 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.

2023 MIDSUMMA FESTIVAL HIGHLIGHTS

Our Audiences

306,820

recorded attendance for Midsumma Festival (inclusive of Victoria's Pride) 2023. Rebounding from COVID stronger than ever with an overall growth of 66% since 2017 and 46% return to growth since lowest COVID-impacted numbers). Midsumma consistently records one of the highest attendances each year for festivals in Victoria, averaging more than 261,000 attendance per year for the last three years.

68%

returning audiences; 32% new audiences. On average in 2022, attendees went to 3 shows each during Midsumma Festival. 8% of attendees attended 6-9 shows on average, and 4% attended 10 or more shows, over the festival period.

\$191

average spend per person at the Festival and in the local area (14.4% increase on 2022 results).

12%

of 2023 audiences identify as transgender/Gender Diverse representation (increased of 50% since 2021) and 2% identify as intersex.

65%

growth over two years in audiences that identify as having a disability. 35% of total attendees in 2023 self-identified as having a disability, being neurodiverse, or deaf/hearing impaired. With a further 4% of audiences identifying as carers for people with disability.

74%

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

Our 2023 Program

240 Events

Total events held within Midsumma Festival 2023, a 24% increase over our previous largest-ever festival.

Box Office

Record ticket sales/box office income achieved in 2023 with an increase in box office sales of 96% since 2017.

\$29.30

Average ticket price

120%

Auslan/AD

Midsumma increased its direct Auslan interpretation and audio description services by 120% over the past six years.

31.7%

of events were free to attend or participate in. Over the past four festival's Midsumma has averaged 35.6% of events being free to participate in or attend.

Our Online Communities

3,134,530

total social media reach (168% increase on 2022 results). 61,835 total followers across Facebook, Instagram, Twitter, Tik Tok and LinkedIn (13.5% increase since 2022).

20.34%

Increase in social media engagement for 2023. 329% increase since 2019.

1,384,548

page views on the Midsumma Festival website; from 311,777 separate users, during Midsumma Festival 2023. This is a 76% increase over of page views since 2022.

40,589,813 media circulation

Across various platforms (recorded by external PR agency) - with 1,132 media hits (234.9% increase on 2022 results).

Our Communities' Commitment

460 volunteers

registered for Midsumma Festival 2023. 161% increase on 2022 volunteer numbers and 118% increase in volunteer numbers over five years. Our youngest volunteer was 17 and the oldest was 79 years of age

1,800 hours

on average, donated by volunteers over 23 days of the Festival.

WHO ARE OUR AUDIENCES?

Sexuality Diversity

Gay	33%
Heterosexual	17%
Queer	13%
Lesbian (up 8% on 2022 results)	12%
Bisexual (up 8% on 2022 results)	11%
Pansexual	5%
Asexual	3%
Other/prefer not to say	6%

Gender Diversity

Female (up 19% on 2022 results)	44%
Male	41%
Gender non-binary	9%
Transgender (up 50% on 2022 results)	3%
Prefer not to say	1%
Agender/No gender	<1%
Other	1%

Diversity (other than sexuality or gender)

35% of those surveyed also answered the following questions. Of them:

23%	15%	10%	17%	2%
Person living with a mental health issue	Autistic/neurodiverse	Person living with chronic illness and/or chronic pain <small>35% identifying as disabled, deaf, hearing impaired or neurodiverse.</small>	Culturally diverse or Person of Colour	of audiences identified as Aboriginal and/or Torres Strait Islanders, First Nations, Bla(c)k, Indigenous

Household Structure

35%	33%	14%	18%
Couple	Single	Share house	Family

Age

31%	22%	16%	12%
25-34 year olds	35-44 year olds	45-54 year olds	18-24 year olds

8%	2%	3%	3%
55-64 year olds	65 and over	12-17 year olds	0-11 years old

Income (per annum)*

55%	19%	11%
\$80,000+	\$40,000 - \$80,000	Under \$40,000
<small>*14% prefer not to say</small>		

Residence

85%	8%	4%	3%
Melbourne	Elsewhere in Victoria	Interstate	International

\$22.16 million

Economic impact for the state of Victoria. According to independent analysis the festival provided a direct economic impact of \$22.16 million with the broader gross economic impact of the 2022 festival to the State's economy estimated at \$62.71 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 'Sundae' 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

W211 x H41 x D108cm
Includes: 2x Movable Back Cushions and 2x Lumbar Cushions

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CONFESSIONS OF A MORMON BOY

THE RISE AND FALL OF SAINT GEORGE

there for us.

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.

more than money nab

MORE OUT AND PROUD

Principal Partner of Midsumma Festival since 2013

The Official Midsumma Festival Guide 2024

Publish date 28 Nov 2023

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

Shelf-life Nov 2023 - Feb 2024

Readers 110,000 print + web

Format 210 x 227 mm

Size 96+ pages

Booking deadline 25 Aug 2023

Artwork deadline 1 Sept 2023



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)

DOUBLE PAGE 420 x 227 mm

FULL PAGE 210 x 227 mm

QUARTER PAGE 105 x 113.5 mm

HALF PAGE VERTICAL 105 x 227 mm

HALF PAGE HORIZONTAL 210 x 113.5 mm

CENTREFOLD 200 X 227 + 204 X 227 MM

Inside Front Cover Double Page Spread*
420 x 227 mm + 3 mm bleed \$5,500

Outside Back Cover*
210 x 227 mm + 3 mm bleed \$5,100

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

Full Page
210 x 227 mm + 3 mm bleed \$2,100

Half Page Vertical*
105 x 208 mm + 3 mm bleed \$1,600

Half Page Horizontal*
210 x 113.5mm + 3 mm bleed \$1,600

Quarter Page*
105 x 113.5 mm + 3 mm bleed \$990

Centrefold*
200 x 227 + 204 x 227 mm + 3 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:

No crop marks. 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 +3mm 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)



Inside Front Cover Double Page Spread*
420 x 227 mm + 3 mm bleed \$4,400

Outside Back Cover*
210 x 227 mm + 3 mm bleed \$4,080

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

Full Page
210 x 227 mm + 3 mm bleed \$1,680

Half Page Vertical*
105 x 208 mm + 3 mm bleed \$1,280

Half Page Horizontal*
210 x 113.5mm + 3 mm bleed \$1,280

Quarter Page Vertical*
105 x 113.5 mm + 3 mm bleed \$792

URL Back Link Incl.

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

*subject to availability. Spaces are limited.

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

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