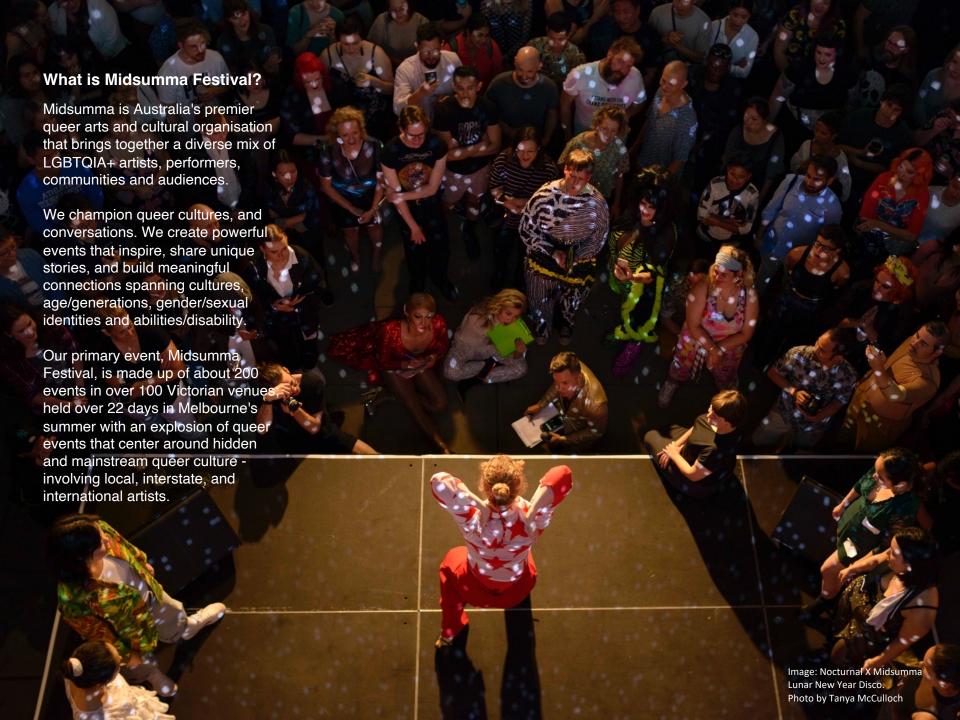


MEDIA KIT

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



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%

\$191

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.

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 an excelle having a disability. 35% at Midsumm. of total attendees in 2023 rating the 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 **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.

Midsumma Carnival 2022.

WHO ARE OUR AUDIENCES?

Sexuality Diversity		Gender Diversity	
Gay	33%	Female (up 19% on 2022 results)	44%
Heterosexual	17%	Male	41%
Queer	13%	Gender non-binary	9%
Lesbian (up 8% on 2022 results)		Transgender (up 50% on 2022 results)	3%
Bisexual (up 8% on 2022 results)	11%	Prefer not to say	1%
Pansexual	5%	Agender/No gender	<1%
Asexual	3%	Other 40	1%
Other/prefer not to say	6%		

Diversity (other than sexuality or gender)

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

23% 15% Person living with Autistic/ a mental health neurodiverse 10%

Person living with chronic

illness and/or chronic pain 35% identifying as disabled, deaf, hearing paired or neurodiver

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

55-64 year olds 65 and over

12-17 year olds

0-11 years old

Income (per annum)

55%

19%

\$80,000+

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

LANGRIDGE ST

*14% prefer not to say

Residence

Melbourne

Elsewhere in Victoria

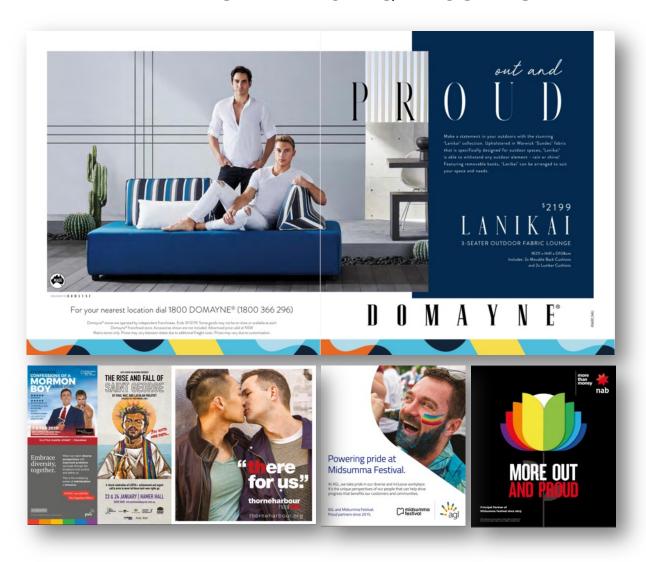
Interstate

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





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)









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

URL Back Link

Incl.

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

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%.

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

ADVERTISING SPECIFICATIONS & RATES

- EVENT PRODUCERS & STALL HOLDERS (EX. GST)



Inside Front Cover Double Page 420 x 227 mm + 3 mm bleed	• Spread * \$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.

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%.

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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