



Midsumma Festival 2025

Official Program Guide Media Kit



19 January - 9 February 2025

midsumma.org.au

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About Midsumma

Midsumma Festival is Australia's premier LGBTQIA+ arts and cultural festival, held annually in Naarm/ Melbourne, Victoria. Celebrating and supporting communities with diverse gender and sexuality (DGS), Midsumma champions queer arts, culture, conversations, and events.

While the main festival occurs from January to February, Midsumma works year-round to empower artists, social changers, and culture-makers by providing them with the tools and support they need to create, present, and promote their work.

The 2024 festival was a remarkable success, both artistically and culturally, with record increases in social media followers and total engagement. With over 200 events each year, Midsumma Festival includes a wide range of productions spanning theatre, music, comedy, dance, visual arts, digital arts, films, forums, and additional cultural, sporting, family, and social experiences.

Our program not only features independently registered events but also curates standout performances, visual arts, and talks under 'Midsumma Presents,' ensuring diverse creative voices are at the forefront.

In 2025, Midsumma Festival will run from Sunday 19 January to Sunday 9 February, featuring our three signature events: Midsumma Carnival, Midsumma Pride March, and Victoria's Pride Street Party.

These events, along with the entire festival, play a vital role in the lives of the many varied communities we engage with regularly. Join us in celebrating and supporting this vibrant and essential festival!

In 2025, Elevate Your Brand with Midsumma Festival

Position your organisation, event, brand, business, or product in the heart of Australia’s premier queer arts festival by advertising in the official Midsumma Festival 2025 printed program guide !

Publish Date

26 Nov 2024

Launched at the official Midsumma Festival Program Launch Night in Fed Square, a most anticipated event attended by 350+ guests, artists, journalists, socialites and VIPs.

Distribution

30,000+ copies

Distributed across Naarm/Melbourne, wider Victoria, and interstate outlets in Sydney, Brisbane, and Canberra. Additional 900 venues will receive and distribute copies.

Shelf-life

Nov 24 – Feb 25

Print & Web Readers

110,000+

Online Format

Available as a downloadable digital eBook at midsumma.org.au from 26 Nov 2024, throughout and post-festival.

Promoted through PR campaigns, social media and EDMs before and throughout the festival, reaching a total of up to **30+ million** views.



210 x 227 mm / 80+ pages

Booking Deadline 9 Sept 2024

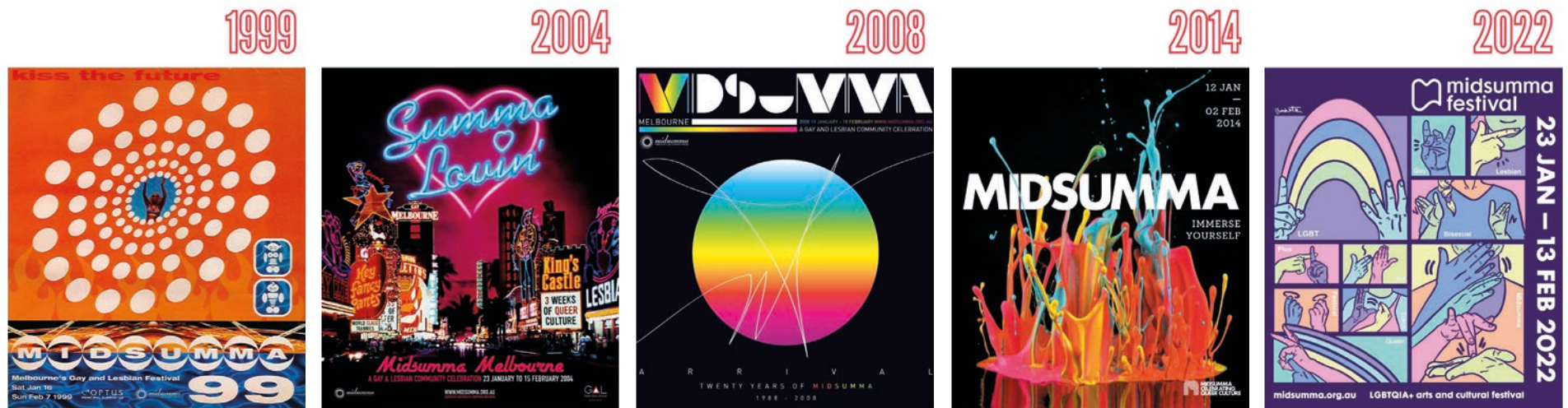
Artwork Deadline 30 Sept 2024

The Guide: a Cornerstone of Midsumma Festival

Midsumma’s printed guide is the cornerstone of our festival, consolidating all information about our three major and most anticipated signature events – Carnival, Pride March, and Victoria’s Pride – along with details of 200+ events across Naarm/Melbourne and Victoria, which attracted 368,284 attendees in 2024.



Since 1989, the Midsumma program guide has become a collectible item and, along the festival, a part of Australia’s Queer history.



Why Advertise in Our Program?

Your support is vital in creating unique LGBTQIA+ community experiences and empowering bold and talented queer culture-makers.

Our once-marginalized communities now represent a major market worth \$40 billion annually and growing, with LGBTQIA+ people more likely to support businesses that champion their community.

Join us in celebrating diversity and inclusion by advertising in Midsumma Festival 2025 program guide! Connect with a vibrant audience while supporting a meaningful cause.

Reach an Engaged Audience

Connect with discerning and brand-loyal LGBTQIA+ festival-goers in Naarm/Melbourne and Victoria.

Forge Emotional Connections

Stay relevant to this valuable market in a space where they are highly engaged with arts and culture.

Build Awareness and Preference

Align your brand with Australia's premier LGBTQIA+ arts and culture festival.

Showcase your work and values, build relationships with clients, customers, and LGBTQIA+ culture makers and influencers, attract new customers and generate sales.

Grow community engagement and CSR, be seen as a contemporary, diverse, forward-thinking, and inclusive organization.

Improve your Australian Workplace Equality Index Ranking.



Highlights from Midsumma Festival 2024

243 Separate Events

The festival delivered 243 separate events (the largest number of events recorded for Midsumma – bettering the 2023 record of 240 events) with 13 Midsumma-commissioned Events in Regional Areas highlighting our commitment to reaching a broader audience and fostering inclusivity beyond metropolitan boundaries.

3 Signature Events

Midsumma Carnival: 118,000 estimated participants.

Pride March: 14,096 participants Second highest ever recorded.

Victoria's Pride: 52,430 participants, a 7% increase from previous year.

Despite weather challenges, major events maintained strong participation, indicating robust community support and enthusiasm.

15% of total events sold out or were at capacity, with many more achieving near capacity attendances.

368,284 Total Attendance

The total attendance was 368,284, comprising ticketed attendances of 28,835 and non-ticketed attendances of 252,650. This includes Carnival, Pride March and Victoria's Pride.

The high level of non-ticketed attendance emphasizes the festival's accessibility and appeal to a wide audience, reinforcing its community-centric nature.

73% Returning Audience

27% First-Time Attendees

Compared to 25% in 2022 and 32% in 2023. This steady influx of first-time attendees suggests growing interest and effective outreach efforts.

3.3 Events per person

The average attendance per person showcases the festival's ability to engage attendees across multiple events, enhancing their overall experience.

39% Attended 3-5 shows

4% Attended 10+ shows

A significant portion of the audience attending multiple shows reflects the festival's diverse and appealing program.

87% Overall Positive Experience

A vast majority of attendees surveyed reported having a positive experience overall.

Our Audiences

Gender Diversity and Identities

45% male
37% female
4% transgender
2% other genders

36% gay
16% queer
14% heterosexual
12% lesbian
12% bisexual

23%
Live with a mental health issue

20%
Are POC or culturally diverse

19%
Are autistic/neurodiverse

Age

26% between **25–34**
24% between **35–44**
15% between **45–54**
11% between **55–64**

Location

86%
From Naarm/Melbourne
Metropolitan Area
8%
From Elsewhere in Victoria
4%
From Interstate
2%
From Overseas

Our diverse demographics underline Midsumma's role as an inclusive platform, reflecting and celebrating the multifaceted identities of our communities.



PR, Media, Digital & Financial Impacts

Total Reach
39,758,589

\$28,128,455
Total PR & AD Value
69.6% increase from 2023

1,504
Media Hits
32.9% increase from 2023

400,010
Total social media reach

68,448
Total followers
Across all platforms
10.69% increase from 2023

91,414
Total engagement
28.94% increase from 2023

12,939
E-News Subscribers

249,000
Website Users
Over the festival period

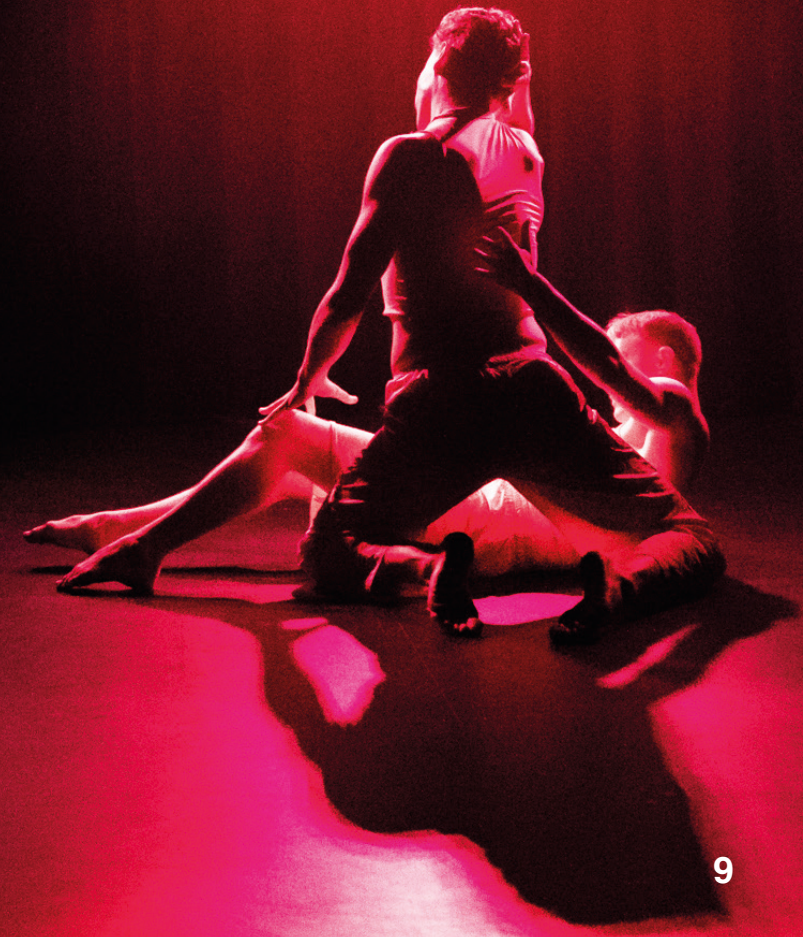
Economic Impact
\$20.16 Million

The 2024 festival generated a direct economic impact of \$20.16 million. With the application of recognized gross value-add multipliers, the broader impact on local economies would be \$59.14 million.

The surge in media and social media engagement showcases Midsumma's successful PR and digital strategies, broadening its influence and connecting with a more diverse audience.

Evaluation of Midsumma Festival 2024
Midsumma worked with Culture Counts to survey 1,672 attendees of the 2024 festival, including 177 from Victoria's Pride. Volunteers distributed surveys at events and online. The surveys, designed with industry experts, assessed attendees' experiences and the impact of the festival, focusing on Midsumma's strategic goals.

in 2024



Advertising Specifications & Rates (Ex. Gst)

**Subject to availability,
Spaces are limited!**

Inside Front Cover Double Page Spread

\$5,500 (420 x 227 mm + 3 mm bleed)

Outside Back Cover

\$5,100 (210 x 227 mm + 3 mm bleed)

Double Page Spread

\$3,800 (420 x 227 mm + 3 mm bleed)

Full Page

\$2,100 (210 x 227 mm + 3 mm bleed)

Half Page Vertical

\$1,600 (105 x 227 mm + 3 mm bleed)

Half Page Horizontal

\$1,600 (210 x 113.5mm + 3 mm bleed)

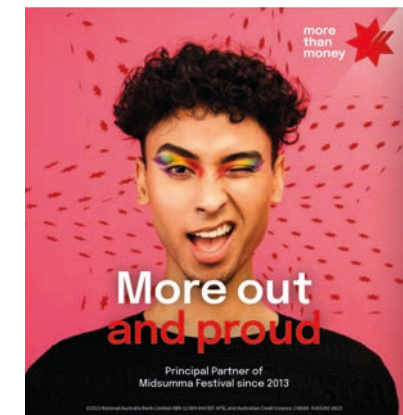
Quarter Page

\$990 (105 x 113.5 mm + 3 mm bleed)

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



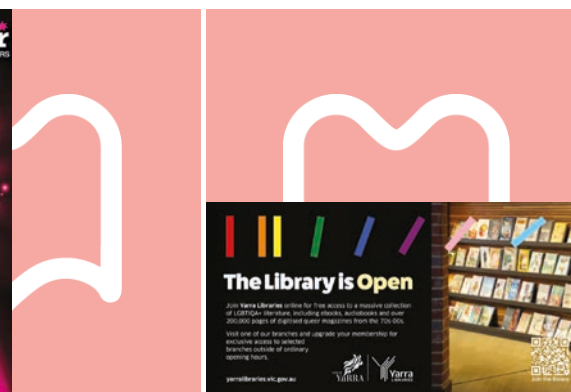
Inside front cover Double Page / Double Page spread



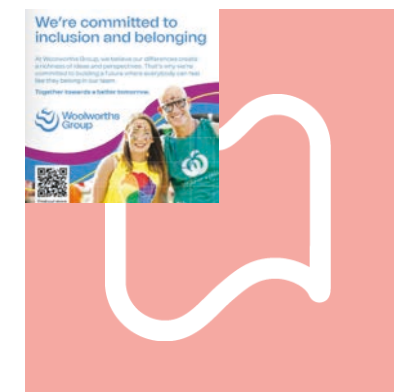
Full page / Back Cover



Half page vertical



Half page horizontal



Quarter page

Due to paper price increases in 2023, Midsumma needs to cover these costs. The prices offered here have remained stable in 2024 and won't increase in 2025. Midsumma is a non-profit organisation.

Rates for Producers and Stall Holders

Inside Front Cover Double Page Spread

\$4,400 (420 x 227 mm + 3 mm bleed)

Outside Back Cover

\$4,080 (210 x 227 mm + 3 mm bleed)

Double Page Spread

\$3,040 (420 x 227 mm + 3 mm bleed)

Full Page

\$1,680 (210 x 227 mm + 3 mm bleed)

Half Page Vertical

\$1,280 (105 x 227 mm + 3 mm bleed)

Half Page Horizontal

\$1,280 (210 x 113.5mm + 3 mm bleed)

Quarter Page

\$792 (105 x 113.5 mm + 3 mm bleed)

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

Specifications and Requirements

File Format: **PDF (version 1.3)**

Colour Model: **CMYK only**

Image Format: **EPS, TIFF, and JPEG**

Resolution: **Minimum 300dpi**

Total Ink Weight: **230%**

Font Embedding: **Required**

Minimum Point Size:

- **Single Colour: 6pt**
- **Coloured Type: 8pt**
- **Reversed Type: 12pt**

Bleed:

Ensure there is a +3mm bleed on all sides of the page artwork

Type Area:

Ensure the type of area is within 10mm of the trim

Colour Objects and Images:

Must be CMYK

Prohibited Colours:

No RGB or Spot colours will be accepted

Pantone (PMS) Colours:

Must be converted to CMYK

Rich Black Recommendation:

C-50%, K-100%

Contacts & Bookings

To advertise in the Midsumma Festival 2025 official program guide, please contact us at:

03 9296 6600

media@midsumma.org.au

midsumma.org.au/about/media-area

Booking Deadline

9 Sept 2024

Artwork Deadline

30 Sept 2024

For additional information on partnership opportunities

Thomas Hunt (he/him) Partnerships Manager

0437 514 796 | thomas@midsumma.org.au

For additional information on marketing opportunities

Timothée Nicot (he/him) Marketing & Communications Manager

0404 771 833 | timothee@midsumma.org.au

Image captions and copyrights

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