



MELBOURNE

FRINGE

12-29 SEPT 2019
ADVERTISING KIT
ARTISTS AND VENUES

Major Government Partners





Spotlight Stage, Melbourne Fringe 2018
Photo by Duncan Jacob

MELBOURNE FRINGE FESTIVAL AT A GLANCE

KEY STATS



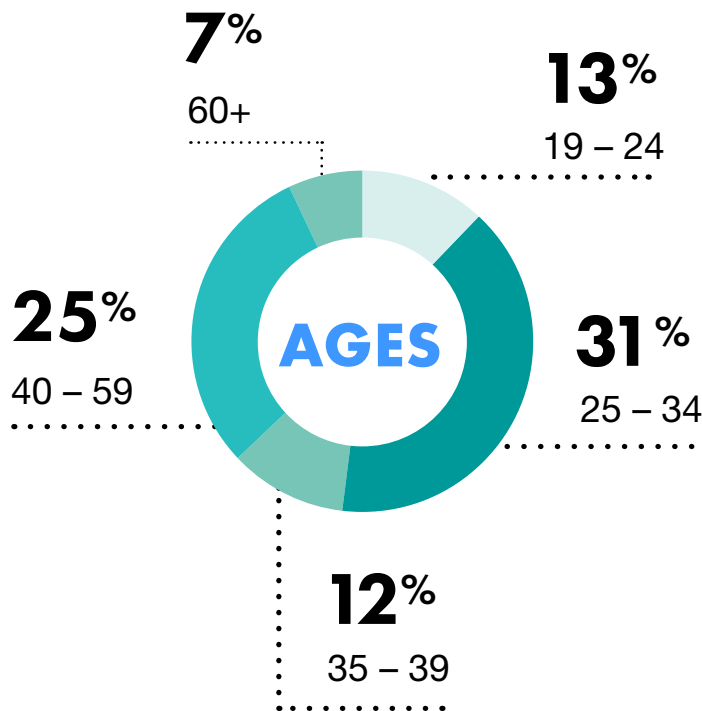
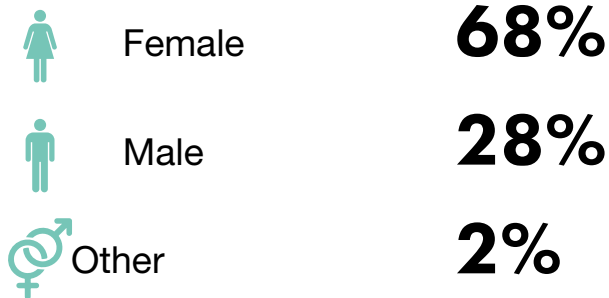
- 372,000+** attendees
- 56,000+** ticket buyers
- 3,700+** artists
- 440+** events
- 159+** venues

Melbourne Fringe is a celebration of cultural democracy and art for everyone. By embracing diversity and a spirit of independence, we create a unique space for artistic self-expression linked to the life of our great city. We're here to challenge perceptions and shake up the hierarchy, to be brave and unafraid, to explore the boundaries of what art is and can be. And what's more, everyone's invited.

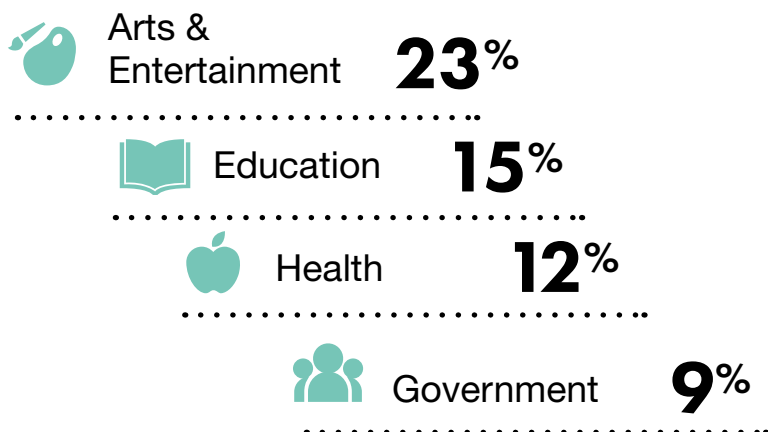
OUR AUDIENCE

We've got the Holy Grail of demographics that everyone lusts after right here.

GENDER



TOP OCCUPATIONS



LOCATION

7% travel from interstate

88% live in Melbourne







Top suburbs include:

Brunswick	⋮	Fitzroy
Melbourne	⋮	Preston
CBD	⋮	Footscray
Northcote	⋮	St Kilda
Coburg	⋮	Kensington

MEDIA REACH



Femme Fresh, Melbourne Fringe 2017. Photo by Theresa Harrison

	Facebook followers	29,000+
	Twitter followers	27,000+
	Instagram followers	5,300+
	eNews subscribers	27,000+
	Website views annually	947,000+
	Media value in 2018	\$14,974,129

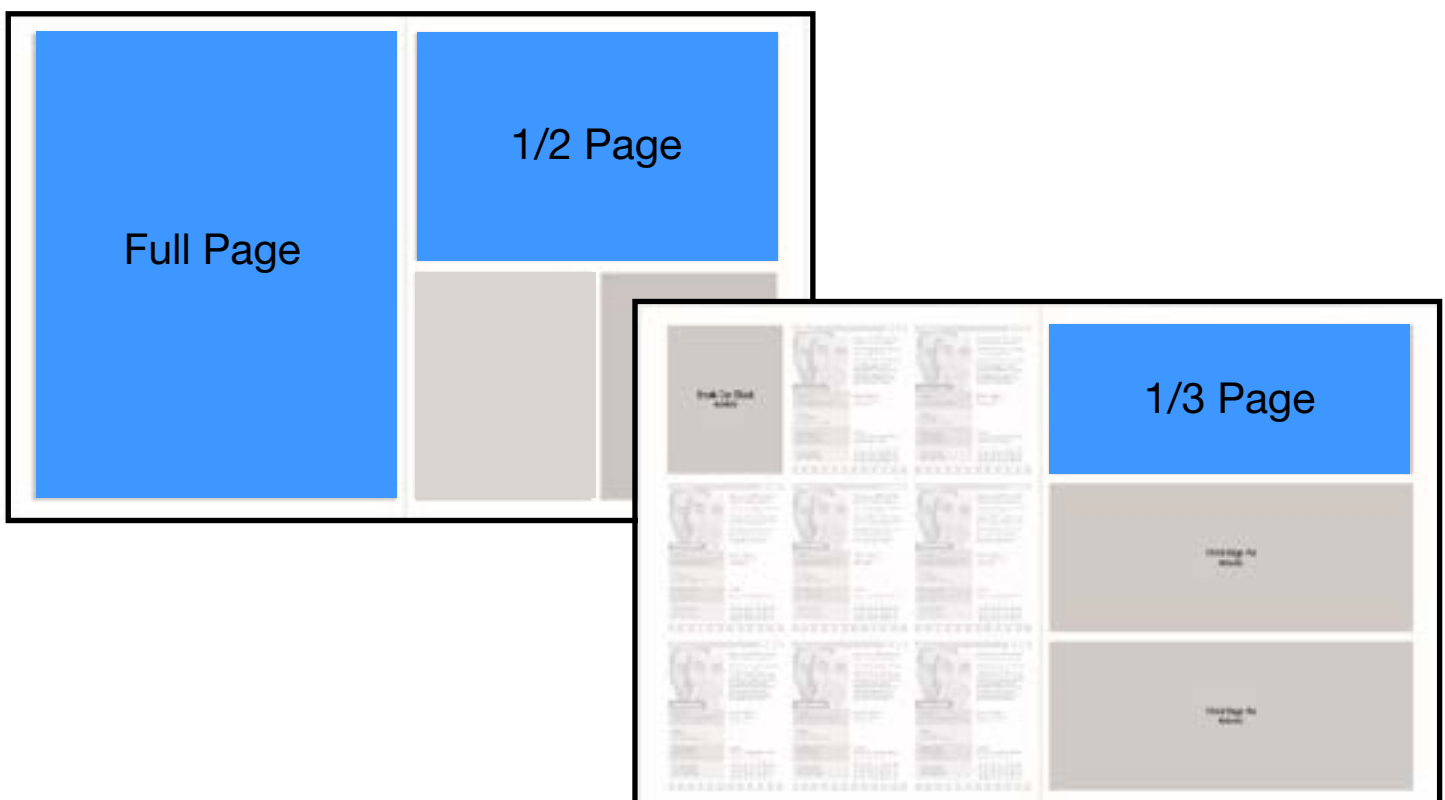
FESTIVAL GUIDE

The official Festival Guide is our key communication to the Melbourne Fringe audience. It is a high quality product, has a design unique among Melbourne arts festival programs and is professionally printed in full colour on matt stock.

We distribute 50,000 Festival Guides to bars, cafés, theatres, galleries, universities, cinemas, hotels, information centres and festival venues in central and outer Melbourne, as well as Sydney and Adelaide.

The Guide is launched on 09 August 2019 and is used by our audience as a constant reference for 7 weeks.

SIZE	DIMENSIONS	COST	DISCOUNTED RATE (BY 31 MAY)
Full Page	195mm (w) x 250mm (h) Crop marks + 5mm bleed CMYK PDF @ 300dpi	\$2,500 + GST	\$2,125+ GST
1/2 Page (horizontal)	195mm (w) x 125mm (h) CMYK PDF @ 300 dpi	\$1,500 + GST	\$1,275 + GST
1/3 Page (horizontal)	195mm (w) x 80mm (h) CMYK PDF @ 300 dpi	\$900 + GST	\$765 + GST
Breakout block	62mm (w) x 80mm (h) CMYK PDF @ 300 dpi	\$300 + GST	\$255 + GST



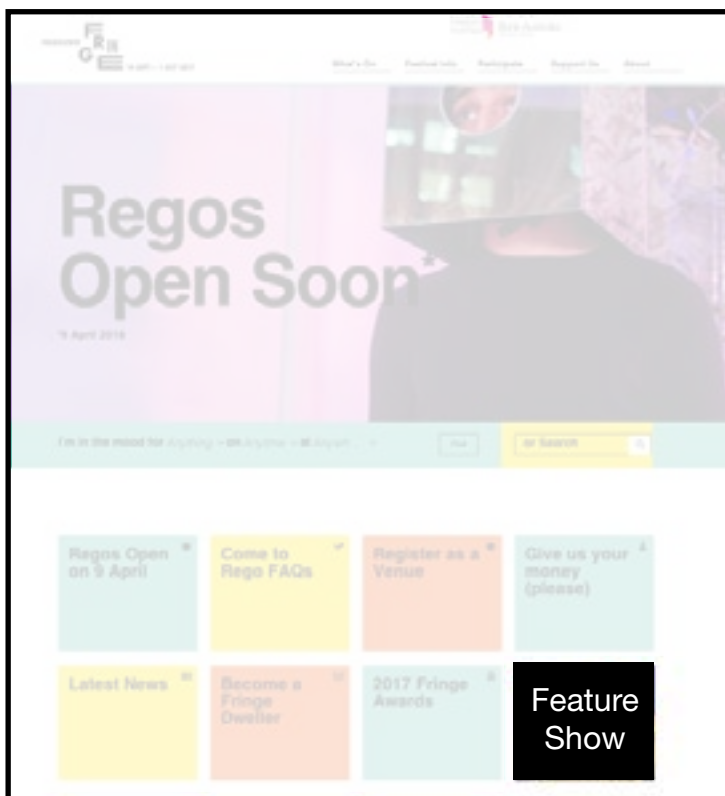
ONLINE ADVERTISING

Get your show front and centre, check out our Homepage and Eventlisting ads. The Melbourne Fringe website received over 947,000 visits during the 2018 Festival. In 2018, an advert on the Fringe website made over 27,000 impressions in 5 days, that's how many times your advert can be seen by audiences on our website.

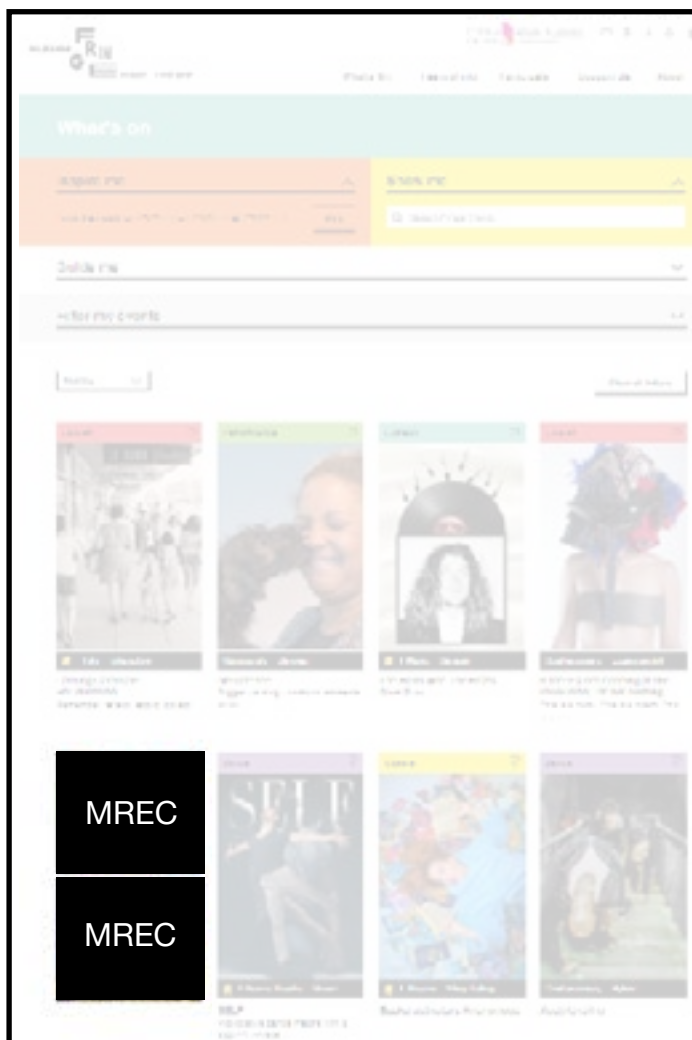
ONLINE ADS can be run for a minimum of 5 days.

Save when you run it for longer!

Melbourne Fringe Homepage



Melbourne Fringe Event Listing



See following page for pricing.

ONLINE AD PRICING

We suggest running your online ad for either 5 or 10 days to guarantee your event is being seen at the right time. You can select specific date ranges that will help bolster your event's exposure when it counts.

5 DAY ADVERTS

5 DAYS PER ADVERT	DIMENSIONS	COST	DISCOUNTED RATE (BY 31 MAY)
Featured Shows Homepage	300 (w) x 250 (h) pixel	\$325 + GST	\$276 + GST
MREC Event Listing	300 (w) x 250 (h) pixel	\$225 + GST	\$191 + GST

10 DAY ADVERTS

10 DAYS PER ADVERT	DIMENSIONS	COST	DISCOUNTED RATE (BY 31 MAY)
Featured Shows Homepage	300 (w) x 250 (h) pixel	\$585 + GST	\$525 + GST
MREC Event Listing	300 (w) x 250 (h) pixel	\$405 + GST	\$365 + GST

Our team are always happy to assist you with engaging your audience. For any advice on when to run your ads, please don't hesitate to contact us.

ENEWS ADVERTISING

eNews Ads are priced for placement in one bulletin (27,000+ subscribers). Want to join our ripper EDMs? Take out an ad in our eNews bulletins.

We send targeted eNews to previous ticket buyers based on which events they attended and which areas they live in. This means you're speaking directly to your audience. Spots are limited for these bad boys, so get in quick to reserve your place.

eNEWS COMBO: MREC + FOOTER

COST: MREC + FOOTER	DISCOUNTED RATE (BY 31 MAY)	DIMENSIONS
\$300 + GST	\$255 + GST	MREC: 300 (w) x 250 (h) pixel Footer: 728 (w) x 90 (h) pixel



Spotlight Stage, Melbourne Fringe 2018
Photo by Duncan Jacob

Calling All Film Makers



Exciting news! *The Other Film Festival* will be held at The Toff in 2018, taking place from Wednesday 28 – Friday 30 September as part of the Melbourne Fringe Festival. If you have a provocative and engaging film about the lived experience of disability or being deaf, they'd love to hear from you. Deadlines close July 1st. Find out more [here](#)

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MREC

On Our Shores

Melbourne Playback Theatre Company puts a spotlight on why we continue the plea for all people to be treated humanely, and invites you to experience the

ANYA ANASTASIA

Divine on stage, clumsy in love. What does a human statue hear in the streets? What happens when romance finds you everywhere but follows you nowhere? Don't miss the world premiere of <http://www.melbournecabaret.com/reggie-romantic/ROGUE ROMANTIC> at Melbourne Cabaret Festival. This stunning follow on from Anya Anastasia's award winning show 'Torte E Mort: Songs of Cake and Death' will win your heart with a hilarious series of serenades from a delinquent diva.

FOOTER



ADVERTISING BUNDLES

Now that you've seen all the different types of advertising we have to offer, why not combine a couple and save some money - it's a no-brainer, right?

Our advertising bundles allow you to mix print with digital advertising. Whether it be a Breakout Block in our guide plus space on our website, or an ad in our EDMs distributed to thousands of Festival-goers, we've got you covered.

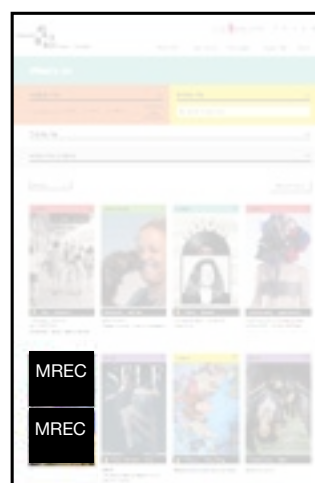
TYPE	COMBINATION	COST	DISCOUNTED RATE (BY 31 MAY)
Bundle 1	Breakout Block + Feature Show	\$560 + GST	\$505+ GST
Bundle 2	Breakout Block + MREC	\$470+ GST	\$425 + GST
Bundle 3	Breakout Block + eNews	\$540 + GST	\$485 + GST

Bundle 1



OR

Bundle 2



OR

Bundle 3



If you're interested in any other combinations, please let us know.

We're here to help.

ARTWORK DEADLINES & REQUIREMENTS

Festival Guide

Booking and payment: Monday 3 June, 2019
Artwork deadline: Monday 3 June, 2019
Artwork: All Festival Guide ads must be high resolution (300 dpi) press-ready PDF files, 300 dpi, CMYK colour mode only

Website

Booking and payment: Two weeks prior booking date
Artwork deadline: One week prior the booking date
Artwork: Must be RGB colour mode only, saved as a JPG and a minimum of 72dpi

eNews

Booking and payment: Two weeks prior the booking date
Artwork deadline: One week prior the booking date
Artwork: Must be RGB colour mode only, saved as a JPG and a minimum of 72dpi

Booking

For artists, please book your advert and upload all advertising artwork on Eventotron.

For venues, please book your advert [HERE](#) and send the artwork to marketing@melbournefringe.com.au

If you have any questions, please contact our Marketing and Communications Manager, Dan on 03 9660 9600 or dan@melbournefringe.com.au