

MEDIA KIT

OFFICIAL MIDSUMMA FESTIVAL GUIDE
17 JAN - 07 FEB 2016 | MELBOURNE



**MIDSUMMA
FESTIVAL**

ABOUT MIDSUMMA

MELBOURNE'S PREMIER LGBTI FESTIVAL
17 JAN - 07 FEB 2016



Operating since 1988, Midsumma is Victoria's pre-eminent festival for the diverse gender and sexuality (DGS) communities and their friends, families and colleagues. Midsumma has grown into one of Australia's largest arts and cultural festivals spanning performing arts, visual art and social activities.

The festival opens with a large opening day Carnival in central Melbourne for over 100,000 people and continues with over 140 events at over 100 venues across Melbourne and regional Victoria.

2015 Highlights:

- Festival continued to grow in all areas
- 148 events,
- 151 stallholders at Carnival
- 4,500 participants in the 20th Pride March
- 200,000 Festival attendees

The Victorian Premier, Daniel Andrews, became the first Premier to lead Pride March with his family and his cabinet.

The second Midwinta Festival delivered with the Midwinta Gala selling out in less than 10 hours.

Festival Champions John Caldwell and Professor Kerry Phelps attended several festival events including an intimate Conversations forum.

Celebrated the 20th Pride March with record crowds attending to both march and cheer on from the sidelines.

2015 was a record breaking festival and 2016 is shaping up to continue that trend.

Don't miss out!

Tennille Moisel
Festival Director
Midsumma 2016



ABOUT THE OFFICIAL MIDSUMMA FESTIVAL GUIDE

DESIGNED TO CELEBRATE LGBTI MELBOURNE IN SUMMER



Star Observer is proud to partner with Midsumma to once again produce the Official Midsumma Festival Guide 2016, announcing the vibrant calendar of events that will make up this incredible three week festival on Melbourne's event calendar.

With its easily identifiable size and clean magazine design, the Official Midsumma Festival Guide 2016 contains everything a festival-goer needs to get the most of Midsumma in Melbourne, including:

- An Event Planner Calendar
- Comprehensive listings and highlights for all Midsumma Premier and Registered Events from Carnival and T Dance when Midsumma opens on Jan 17 to Pride March on Jan 31 through to the finale on Feb 07.
- Supporting advertising from sponsors, stall holders, community organisations and corporate advertisers

Available from late November 2015, a total of 35,000 copies will hit the streets in key locations throughout Australia, reaching more than 95 per cent of Australia's LGBTIQ community. Free copies can be collected at popular mainstream and LGBTIQ-centric outlets, and 25,000 copies will be distributed throughout Victoria alone.

The Official Midsumma Festival Guide 2016 gives advertisers the opportunity to reach a large, discerning and influential audience in print and online during one of the most festive periods of the year. The guide is also an opportunity to show support for Midsumma Festival 2016 and celebrating the diversity of the LGBTI community in Melbourne and around Australia.

We look forward to welcoming you into the Official Midsumma Festival Guide 2016 and supporting this wonderful event together.

Daniel Bone
CEO Publisher
Star Observer

Proud media partner of Midsumma 2016



REACH MELBOURNE'S INFLUENTIAL & SAVVY LGBTI AUDIENCE



- Open-minded
- Socially aware
- Highly educated
- High disposable income & discretionary spend
- Time rich
- Stylish
- Technologically engaged
- Always adventurous and looking for the next thing to enjoy and share with their friends
- Early adopters & influencers of their peers



**MIDSUMMA
FESTIVAL**

ADVERTISING OPPORTUNITIES

PUT YOUR BRAND AT THE HEART OF THE LGBTI COMMUNITY

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The Marriage Act

Official Midsumma Festival Guide 2016

Publish Date: 19 Nov 2015

Distribution: 35,000

Shelf Life: Nov 2015 - Feb 2016

Readers: 200,000+ print & web

Coverage (Print): Eastern Seaboard (90% Victoria)

Coverage (Online): International

Print Format: 280 x 310 mm

Size: 48 pages+

Print Stock: 80gsm Snowflake

Online Format: Downloadable digital magazine for any device. www.starobserver.com.au/latest-issues

Booking Deadline: 9 Nov 2015 (Unless sold out)

Artwork Deadline: 10 Nov 2015

MORE OUT AND PROUD

WE'RE COMING OUT (FOR MIDSUMMA FESTIVAL)

nab

MAKE A SPLASH WITH THE E CLASS

MIDSUMMA CELEBRATING QUEER CULTURE

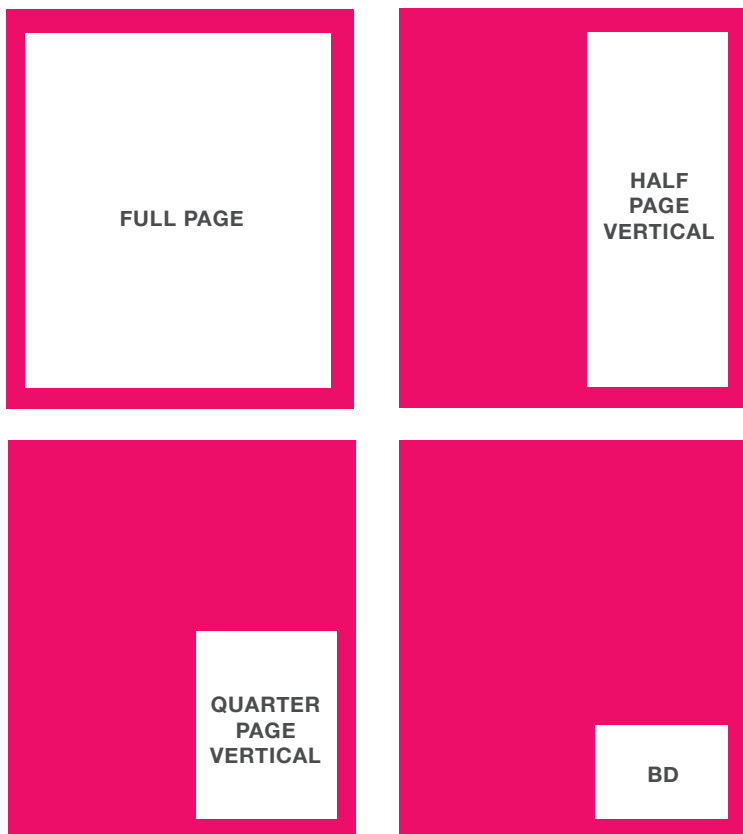
Friday Nights at Jean Paul Gaultier

NGV



ADVERTISING RATES

(EX. GST)



Inside Front Cover Double Page Spread*	\$6,000
560 Wide x 310 High with 5mm bleed	

Outside Back Cover *	\$4,000
280 Wide x 310 High with 5mm bleed	

Double Page Spread	\$5,500
560 Wide x 310 High with 5mm bleed	

Full Page	\$3,500
280 Wide x 310 High with 5mm bleed	

Half Page Vertical	\$2,500
140mm Wide x 260mm High	

Quarter Page Vertical	\$1,500
128mm Wide x 140mm High	

Business Directory/ Community Listing	\$800
128mm Wide x 68mm High	

*subject to availability. Spaces are limited.

PRINT 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 DPS and Full 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%.

SALES

RESERVE YOUR SPACE TODAY



Ben Fingleton

P: +61 2 8030 5534

E: ben.fingleton@starobserver.com.au

Pauline Doyle

P: +61 2 8030 5532 or +61 404 492 788

E: pauline.doyle@starobserver.com.au

Kate Radcliffe

P: +61 2 8030 5536 M: +61 418 513 865

E: kate.radcliffe@starobserver.com.au



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