



MELBOURNE
FRINGE

13-30 Sep 2018
Advertising Kit
Artists and Venues

Principal Partner



Major Government Partners





Opening Gala, Melbourne Fringe 2016
Photo by Theresa Harrison

MELBOURNE FRINGE FESTIVAL AT A GLANCE

KEY STATS



330,000+

patrons

56,000+

tickets sold

3,000+

artists

440+

events

179+

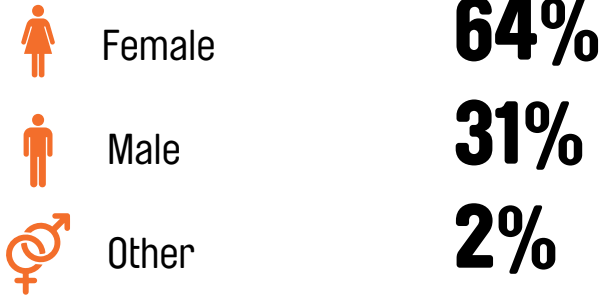
venues

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.

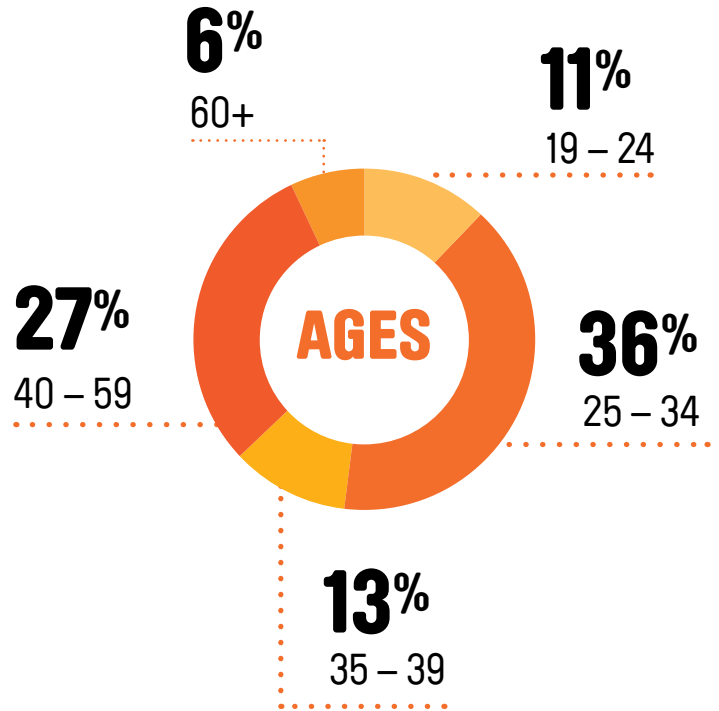
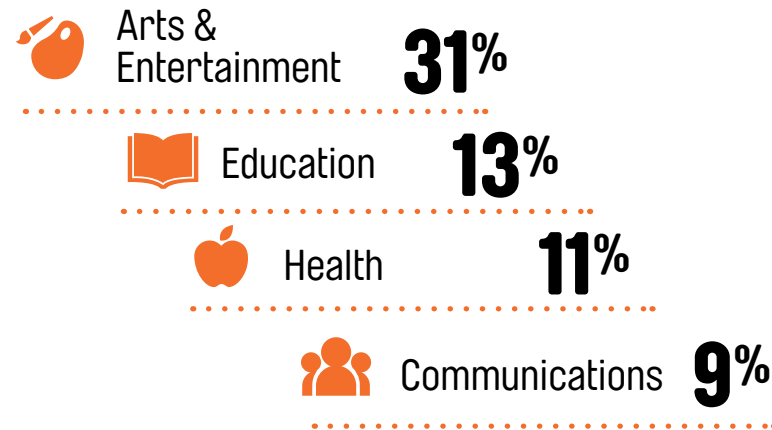
OUR AUDIENCE

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

GENDER



TOP OCCUPATIONS



LOCATION

7% travel from interstate

90% live in Melbourne

Top suburbs include:

Brunswick	:	North Melbourne
Brunswick East	:	Richmond
Fitzroy	:	Footscray
Fitzroy North	:	Preston
Northcote	:	Kensington
Melbourne CBD	:	Carlton

SPENDING HABITS

\$23.44 average ticket price 







\$148 /person spent on dining 

\$87 /person spent on drinks

MEDIA REACH



Salty, Melbourne Fringe 2016
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 2017	\$14,974,129

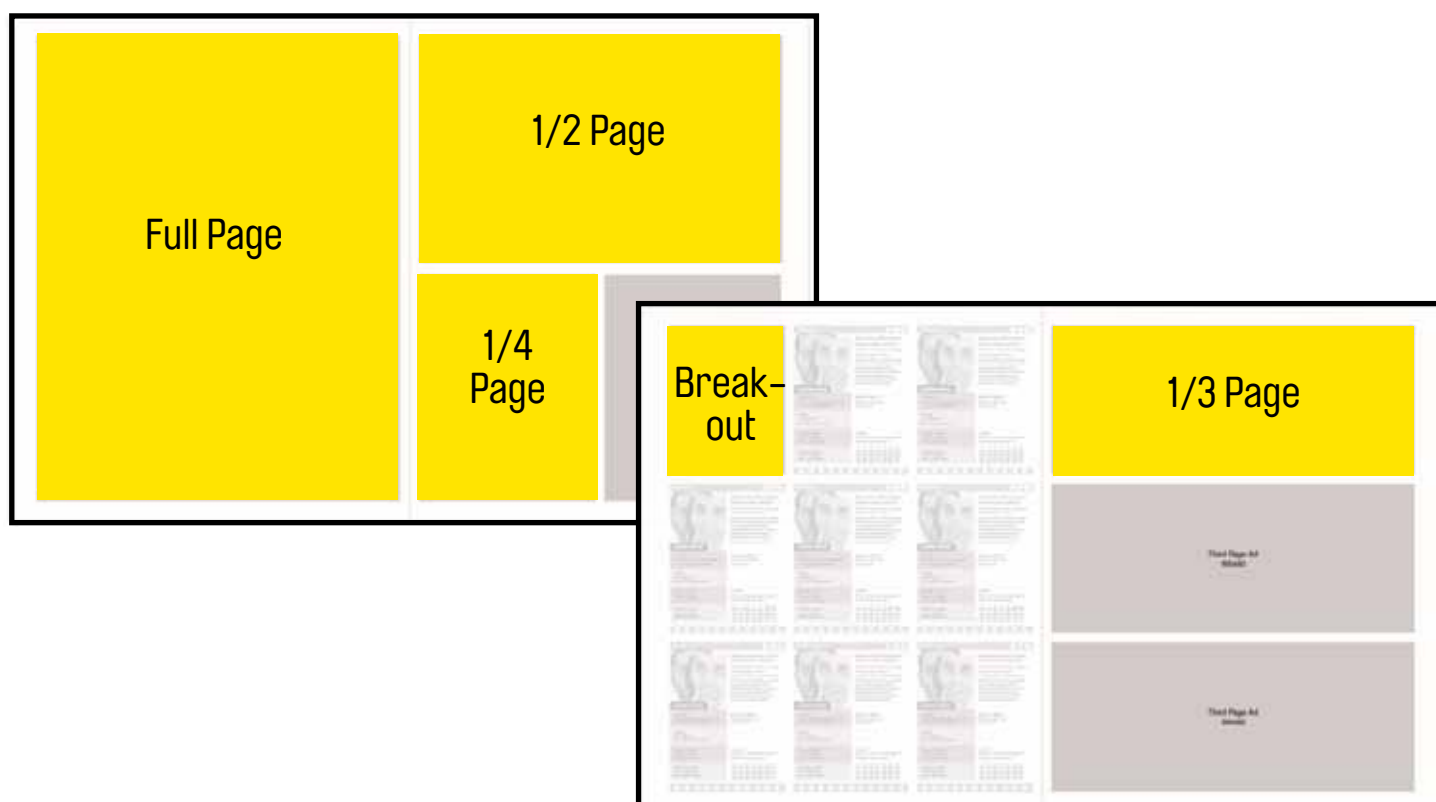
FESTIVAL GUIDE

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 15 August 2018 and is used by our audience as a constant reference for 7 weeks.

SIZE	DIMENSIONS	COST	DISCOUNTED RATE (BY 28 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	\$1,000 + GST	\$850 + GST
1/4 Page (vertical)	95mm (w) x 122mm (h) CMYK PDF @ 300 dpi	\$750 + GST	\$638+ GST
Breakout block	62mm (w) x 80mm (h) CMYK PDF @ 300 dpi	\$300 + GST	\$255 + GST



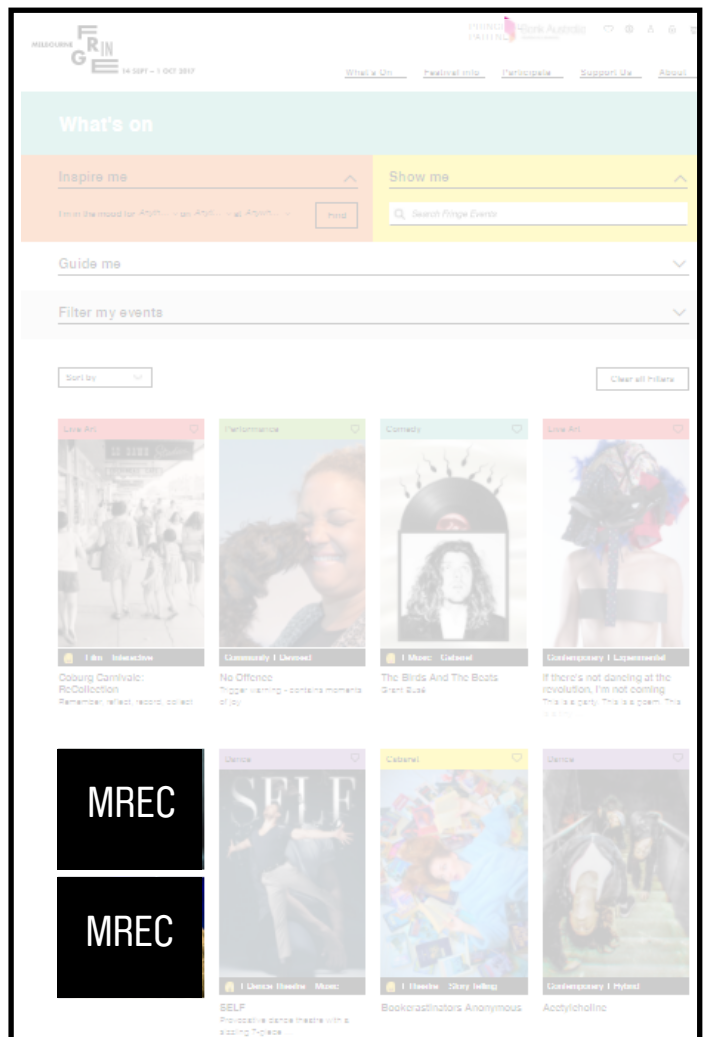
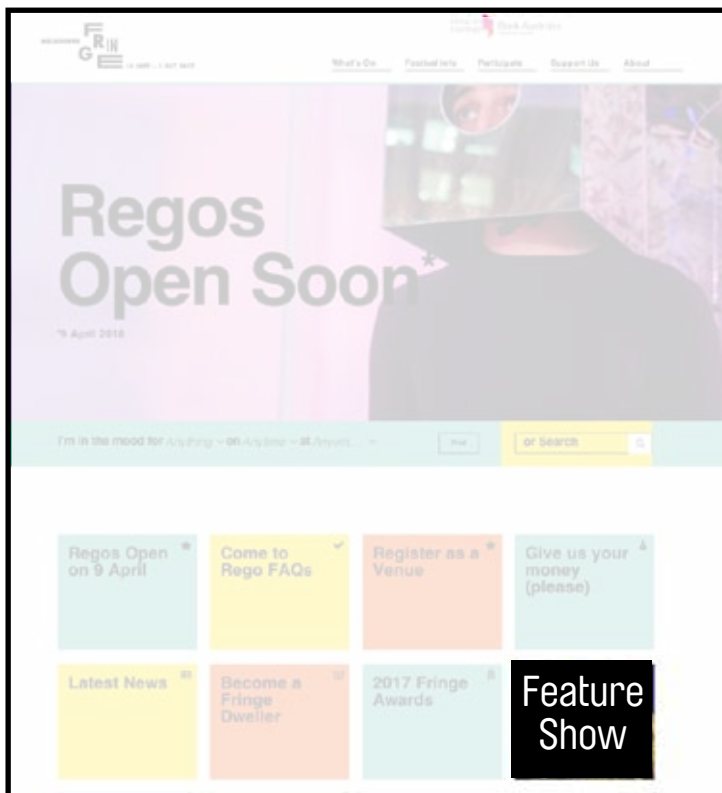
ONLINE ADVERTISING

Get your show front and centre, check out our Homepage and Eventlisting ads. The Melbourne Fringe website received over 947,000 visits during the 2017 Festival. In 2017, 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.

5 DAYS PER ADVERT	DIMENSIONS	COST	DISCOUNTED RATE (BY 28 MAY)
Featured Shows Homepage	300 (w) x 250 (h) pixel	\$325 + GST	\$276 + GST
MREC Eventlisting	300 (w) x 250 (h) pixel	\$225 + GST	\$191 + GST

Melbourne Fringe Homepage

Melbourne Fringe Eventlisting



ENEWS ADVERTISING

eNews Ads are priced for placement in one bulletin (27,000+ subscribers). Want to join the funnies? 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 28 MAY)	DIMENSIONS
\$300 + GST	\$255 + GST	MREC: 300 (w) x 250 (h) pixel Footer: 728 (w) x 90 (h) pixel



Alice Looking Through the Glass, Melbourne Fringe 2017
Photo by Theresa Harrison

Calling All Film Makers



Exciting news! [The Other Film Festival](#) will be held at The Toff in 2016, 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 race 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://http://www.melbournecabaret.com/rogue-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



CYLINDER ADVERTISING AT FED SQUARE

An ad in Fed Square? WHAAT!? Yep, get your ad up on the cylinder right next to Melbourne Fringe's Bank Australia ticket booth at Fed Square. Last year more than 530,000 people passed through Fed Square during the Festival. Just imagine, your ad on the cylinder can be seen by that many people in three weeks - not to mention that every ticket buyer at the ticket booth.

Fed Square Cylinder 10 Sept - 1 Oct		
TIER 1: \$500+ GST	TIER 2: \$425 + GST	DIMENSIONS Size A2: 420 mm (w) x 594 mm (h) CMYK PDF @ 300dpi
DISCOUNTED RATE (BY 28 MAY) \$425+ GST	DISCOUNTED RATE (BY 28 MAY) \$360 + GST	

20 spots
- ensures the ads
are nice and big.
So get in quick!



ARTWORK DEADLINES & REQUIREMENTS

Festival Guide and
Fed Square Cylinder

Deadlines:

Booking and payment: **Monday 4 June, 2018**

Artwork deadline: **Monday 11 June, 2018**

Artwork:

All Festival Guide ads must be high resolution (300 dpi) press-ready PDF files, 300 dpi, CMYK colour mode only

Website

Deadlines:

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

eNews

Deadlines:

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 michelle@melbournefringe.com.au

If you have any questions, please contact our Marketing and Development Coordinator Michelle on 03 9660 9600 or via michelle@melbournefringe.com.au