

# MELBOURNE INTERNATIONAL FILM FESTIVAL

JULY 22 – AUGUST 8, 2010  
[melbournefilmfestival.com.au](http://melbournefilmfestival.com.au)

## **ADVERTISING & SAMPLING RATES**

Australia's pre-eminent film festival

*Everyone's a critic*  
★★★★★

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## Introducing the **Melbourne International Film Festival**

As the temperature drops and the winds of winter arrive, Melbournians thoughts turn to film and more specifically to the Melbourne International Film Festival – affectionately known to it's friends as (MIFF). Australia's oldest and largest screen event, MIFF invokes a sense of community and provokes public discourse that extends beyond the sum of its seventeen days.

An iconic Melbourne event, MIFF hosts a feast of **cinematic delicacies from over 50 countries** for 18 days each winter, heavily garnished with a range of exclusive parties and special events that envelop the CBD. The Festival enjoys **annual admissions in excess of 190,000**, making it one of Melbourne's most significant public events.

- MIFF has **Australia's largest film festival** program and audience
- MIFF is Australia's **most critically acclaimed film festival** & market
- MIFF has enjoyed rapid expansion, **growing its audience size by 230%** since 1996
- MIFF has a rich history celebrating **59 years in 2010** which makes one of the oldest film festivals in the world, second only to Venice

In addition to screening films from around 50 countries, MIFF is Australia's largest showcase of new Australian cinema and most vocal champion of emerging and established filmmaking talent.

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In 2009 MIFF delivered more than **\$8.6 million to the local economy**, via travel, accommodation, dining and shopping.

Not even bursts of unseasonably barmy weather during the 17-day event could draw people away from the five cinemas showing the Melbourne International Film Festival program. The Festival's presence could be sensed not only in and around the screening venues, but in the crowded bars and cafes that dot the city's CBD. Within a certain distance of the cinemas, you could hardly get through a plate of tapas or order a tipple of house white without overhearing someone else's festival plans and opinion...

- Lawrie Zion, *The Australian*



# Show Time! Festival Statistics

**WHO:** 190,000 admissions

**WHAT:** 350 films (features, shorts, documentaries, animation)  
400 sessions

**WHERE:** 4 Melbourne CBD Venues:

ACMI - Federation Square

Greater Union - Russell Street

Kino Cinemas - Collins Place

Forum Theatre – Flinders Street. Also home to the Festival Hub,  
including the Box Office and Festival Lounge.

**WHEN:** 18 days Friday July 22 – Sunday August 8, 2010

**HOW:** MIFF is organised by Filmfest Ltd, a not-for-profit organisation



## The MIFF Audience

MIFF advertising opportunities will increase your brand's profile amongst MIFF's army of attendees – a largely inner-urban dwelling, socially aware group who relish being the first in line for new experiences. They are opinion makers and early adopters.

GENDER	AGE	FAMILY STATUS
49% Male	29% 18-29	47% Single
51% Female	26% 30-39	27% De Facto
	45% 40+	21% Married
		3% Other

PERSONAL INCOME	HOME LIFE	RESIDENTIAL PROFILE
15% - Less than 16,000	44% Rent	66% Melb Inner City
15% - \$16,000- 30,000	43% Own Home	27% Melb outer suburbs
23% - \$30,001-54,000	12% Live with family	5% Regional Victoria
16%- \$54,001-\$74,000		2% Interstate
15% - \$74,001-\$100,000		1% Overseas
9% - Over \$100,000		

WORK & STUDY	MIFF LOYALTY	TRAVEL
48% Work full time	77% Repeat visitors	Attendees travel on average 1.6 times per year
23% Work part time	18-29 year olds most likely to be new to MIFF	23% have been overseas at least once over the past 12 months
13% Study full time	Average attendee sees 15 films per festival	Countries Frequented most include: UK, USA/Canada, China/Hong Kong, NZ, Thailand & France
11% Retired		
8% Study part time		
2% Home Carer		

Survey conducted by Sweeney Research 2009



# Virtual First-Glance

## Advertising Information & Rates

The Virtual First-Glance offers advertisers the first widely circulated access to festival members and a new MIFF audience. To advertise in MIFF's First Glance is to align your business with the first, eagerly awaited taste of Australia's preeminent film festival, and includes opening and closing night details, first look at the program and all other relevant information providing an early perspective on one of Melbourne's biggest cultural events

### **ADVERTISING BENEFITS:**

- Advertising in the Virtual First Glance Guide has reach to over 30,000 Australians
- Online over 8 weeks prior to the festival commencing, the First Glance Guide is the first chance to align your brand with Melbourne's prominent celebration of film and culture
- Wide circulation allows advertisers to reach MIFF's culturally aware, early adopting, brand loyal audience plus new audiences through a dedicated distribution & marketing campaign

### **DISTRIBUTION:**

- A dedicated E-marketing campaign will direct 30,000 internet users to the guide
- MIFF's eNews - Widescreen, will direct 24,000 film enthusiasts to the guide
- 15,000 postcards distributed via Avant Card, will direct Melbournians and Regional Victorians to the guide

### **DETAILS & DEADLINES:**

BOOKING DEADLINE: Friday 16 April

PUBLICATION DATE: Friday 28 May

### **COST STRUCTURE:**

Inside front cover: \$1,000\*

Back cover: \$1,000\*

Double Page: \$1,200\*

Full page: \$800.00\*

\*Rates exclude GST

**BOOKINGS:** Isobel Hutchinson

Sponsorship & Marketing – The Melbourne International Film Festival

Phone: (03) 8660 4811

Email: [sponsorshipassist@melbournefilmfestival.com.au](mailto:sponsorshipassist@melbournefilmfestival.com.au)



# Eat & Drink Booklet

## Advertising Information & Rates

Coming to the Melbourne International Film Festival isn't just about seeing films. It's the whole Festival experience, from dining at an elegant restaurant before your screening, to grabbing a quick bite to eat between MIFF sessions or debating the film with friends afterwards, over a glass of wine in a cozy bar. To help enhance the festival experience we've put together a guide to some of the best hospitality Melbourne has to offer

### **ADVERTISING BENEFITS:**

- Advertising in the Eat & Drink Booklet has reach to over 10,000+ Australians, International guests and visitors to Melbourne
- Advertising in the Eat & Drink Booklet offers advertisers the opportunity to align your brand with a stylish keepsake, offering continual advertising return
- Wide circulation offers advertisers reach to MIFF's culturally aware, early adopting, brand loyal patronage plus access to a new MIFF audience through a dedicated distribution campaign
- With a minimum amount of space, advertising in the Eat & Drink Booklet will be an exclusive opportunity for confirmed contributors

### **DISTRIBUTION:**

- 10,000 copies distributed via Avant Card in Melbourne & hosted at all MIFF venues

### **DETAILS & DEADLINES:**

BOOKING DEADLINE: Friday 9 April

PUBLICATION DATE: Friday 9 July

### **COST STRUCTURE:**

Inside front cover: \$1,000\*

Back cover: \$1,000\*

Double Page: \$1,200\*

Full page: \$800.00\*

Half Page: \$400.00\*

\*Rates exclude GST

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# Festival Guide

## Distributed via The Age Advertising Information & Rates

With a complete list of films, screening times, venues and ticketing information, the official Festival Guide is essential for the launch and duration of MIFF. Printed in spectacular colour reproduction, the Festival Guide offers a range of opportunities for your advertising needs with large-scale distribution via The Age

### **ADVERTISING BENEFITS:**

- Reach 699,000\* readers of The Age with the potential to reach a wider audience at cinemas, inner city cafes, bars, galleries and other festival venues.
- Get amazing longevity for your advertising, with the Film Festival Guide published two weeks out from the event and repeatedly used as a reference for the full 18-day festival
- Align your brand with Australia's most attended & prominent celebration of film and culture
- Reach your audience with sensational colour to enhance your message and capture the attention of readers.

\*Roy Morgan Research, Dec 09

### **DISTRIBUTION:**

300,000 copies in The Age

90,000 distributed in Melbourne, VIC, NSW, SA & TAS

### **DETAILS & DEADLINES:**

BOOKING DEADLINE: Friday 11 June

PUBLICATION DATE: Friday 9 July

FORMAT: 64 page full colour magazine

### **COST STRUCTURE:**

Inside Front Cover (full page): \$12,250

Inside Back Cover (full page): \$12,250

Back Cover (full page): \$13,350

Other positions (full page): \$9,500+

Half Page: \$6,000

Quarter Page: \$3,300

**BOOKINGS via THE AGE:** Alexa Bennett  
Account Manager – Entertainment, The Age  
Phone: (03) 8667 2000  
Email: [abennett@theage.com.au](mailto:abennett@theage.com.au)



# Cinema onscreen

## Advertising Information & Rates

With over 400 titles programmed into a number of streams from 'Back Beat' to 'Next Gen' and 'International Panorama', MIFF presents an exciting and diverse selection of cinema for audiences from all walks of life. With five sessions a day, across 8 screens, cinematic perspectives along with onscreen advertisers engulf the popular consciousness

### ADVERTISING BENEFITS:

- With admissions in excess of 190,000 per annually, the Melbourne International Film Festival offers advertisers access to a captive and savvy cinema audience
- With most patrons seeing an average of 17 sessions at the Festival, your brand can enjoy high advertising frequency at a reasonable investment

### DETAILS & DEADLINES:

BOOKING DEADLINE: .....? [2 weeks prior to supply deadline from DP]

FORMAT: 30 second digital slide or ad supplied according to MIFF specifications

**PLEASE NOTE: There is a small compilation and insertion fee to have your advertisement screened at MIFF, in addition to the costs outlined in the rate card. All costs associated with production of the advertisement to be covered by advertiser.**

VENUE	CAPACITY
Forum Theatre Flinders St (MIFF Hub)	589
Greater Union Russell Street	1,752 (4 screens)
ACMI at Federation Square	595 (2 screens)
Kino Cinemas	220

### COST STRUCTURE:

Up to 100 spots = \$93\* per spot

Up to 200 spots = \$83\* per spot

Up to 300 spots = \$75\* per spot

Up to 400 spots = \$65\* per spot

\*Rates exclude GST, and any agency commission

Maximum of 400 spots

Minimum spend of \$5,000 plus GST

### BOOKINGS:

Isobel Hutchinson

Sponsorship & Marketing – The Melbourne International Film Festival

Phone: (03) 8660 4811

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# Online (web banner)

## Advertising Information & Rates

No more than ten horizontal banner advertisements run at any one time on the home page, and all are served on a rotating basis. Horizontal banner ads can be run on other pages in addition to the home page and webtiles can also be incorporated across all pages of the MIFF site (shopping cart pages are webtiles only)

### **ADVERTISING BENEFITS:**

(MIFF website Traffic results from 2009):

- 8,232 unique visitors per day over a seven week period up 55% on 2008
- Average visitor spent 6 min 12 sec on the site
- 1,291,032 page views for this period
- Online ticket sales account for 67% of all box office sales
- Surveys conducted by Sweeney Research showed, of those who purchased online, 90% found it an easy process

### **DETAILS & DEADLINES:**

BOOKING DEADLINE: Monday June 7

FORMAT: Horizontal Banners

### **COST STRUCTURE:**

\$4,400 (Price does not include GST)

### **BOOKINGS:**

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# Product Sampling

Create some drama around your product this winter and take advantage of a large and captive audience who enjoy new experiences and appreciate entertainment in its many forms. As past experience has shown, often on Friday and Saturday nights, as one session ends and people arrive for the next, queues stretch across several city blocks. These are possibly the best times to reach a large audience over a short period of time.

All sampling opportunities booked will be exclusive- with only one product/brand to be sampled at each session

VENUE	SESSIONS	CAPACITY
Forum Theatre	5-8 sessions per day	577
Greater Union	3-5 sessions per day	1410
ACMI	4-6 sessions per day	379
Kino Cinemas	3-4 sessions Thurs-Sun only	440

## DISPLAYS & EXECUTION:

Any sampling needs to be mobile and directed at queues due to very tight foyer space. Sampling companies will be responsible for providing promotional staff to hand out samples, and will be directed by MIFF front of house staff.

## COST STRUCTURE:

Sampling opportunities can be purchased as:

- 1 day only at \$1,500\*
- Package of 3 consecutive days at \$3,500\*
- Package of 4 consecutive days at \$5,000\*

\*Prices exclude GST

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