

MINDBOVDYSPIRIT FESTIVAL

ADVERTISING KIT
take your brand to new heights



advertise in the official festival guide

Advertising in the official MindBodySpirit Festival Guide can reinforce and strengthen your presence at the event and give you an edge over competitors.

With only limited space available, advertising will ensure you stand out from the crowd.

THE FESTIVAL GUIDE MAGAZINE:

- ◆ 16+ page, full colour matte finish
- ◆ 240mm h x 170mm w
- ◆ Distribution of 8,000 - 15,000 copies per Festival

READER PROFILE:

- ◆ 89.5% of visitors are aged 25-34
- ◆ 91.8% of visitors made a purchase at the Festival
- ◆ 71.1% of visitors will make a purchase after the Festival
- ◆ 53% of visitors keep the guide for up to 12 months
- ◆ 69.3% of visitors lead an alternate lifestyle and practice natural therapies



advertising opportunities, specs & deadlines



dates & deadlines

BRISBANE FEB/MARCH

BOOKING DEADLINE: 31/01/20

MATERIAL DEADLINE: 07/02/20

SYDNEY APRIL

BOOKING DEADLINE: 03/02/20

MATERIAL DEADLINE: 10/02/20

SYDNEY OCTOBER

BOOKING DEADLINE: 10/09/20

MATERIAL DEADLINE: 17/09/20

MELBOURNE JUNE

BOOKING DEADLINE: 21/04/20

MATERIAL DEADLINE: 28/04/20

MELBOURNE NOVEMBER

BOOKING DEADLINE: 28/09/20

MATERIAL DEADLINE: 05/10/20

specifications

SIZE	SPECS	PRICE*
FULL PAGE	240mm h x 170mm w + 3mm bleed	\$1,415
HALF PAGE	120mm h x 170mm w + 3mm bleed	\$785
QUARTER PAGE STRIP	60mm h x 170mm w + 3mm bleed	\$450
DESIGN FEE**	Supply logo, branding & brief	\$250

*All prices quoted include GST. Non-exhibitors attract a 30% loading.

**Design Fee is not a stand alone item and is only applicable in addition to bookings requiring the ad artwork to be produced by the Festival designer. Includes one round of edits only.

requirements

- ◆ Finished artwork to be supplied as a .PDF or .EPS only
- ◆ All images must be 300dpi at 100%
- ◆ Email artwork to mbsfestival@zea.net.au

digital advertising: website + eDM newsletters

website advertisement

Banner advertisements on our website garner a qualified audience and link directly to your website. The Festival website receives more than 50,000 visits in the lead up to each Festival.

INCLUSIONS + SPECS

764px x 271px Festival website banner ad, including hyperlink
Options available for placement location and duration.

price: from \$525* per advertisement

*depending on placement and duration

eDM newsletter advertisement

Advertising in our Club eNewsletter places your brand in front of a targeted geographical database (VIC, NSW, QLD).

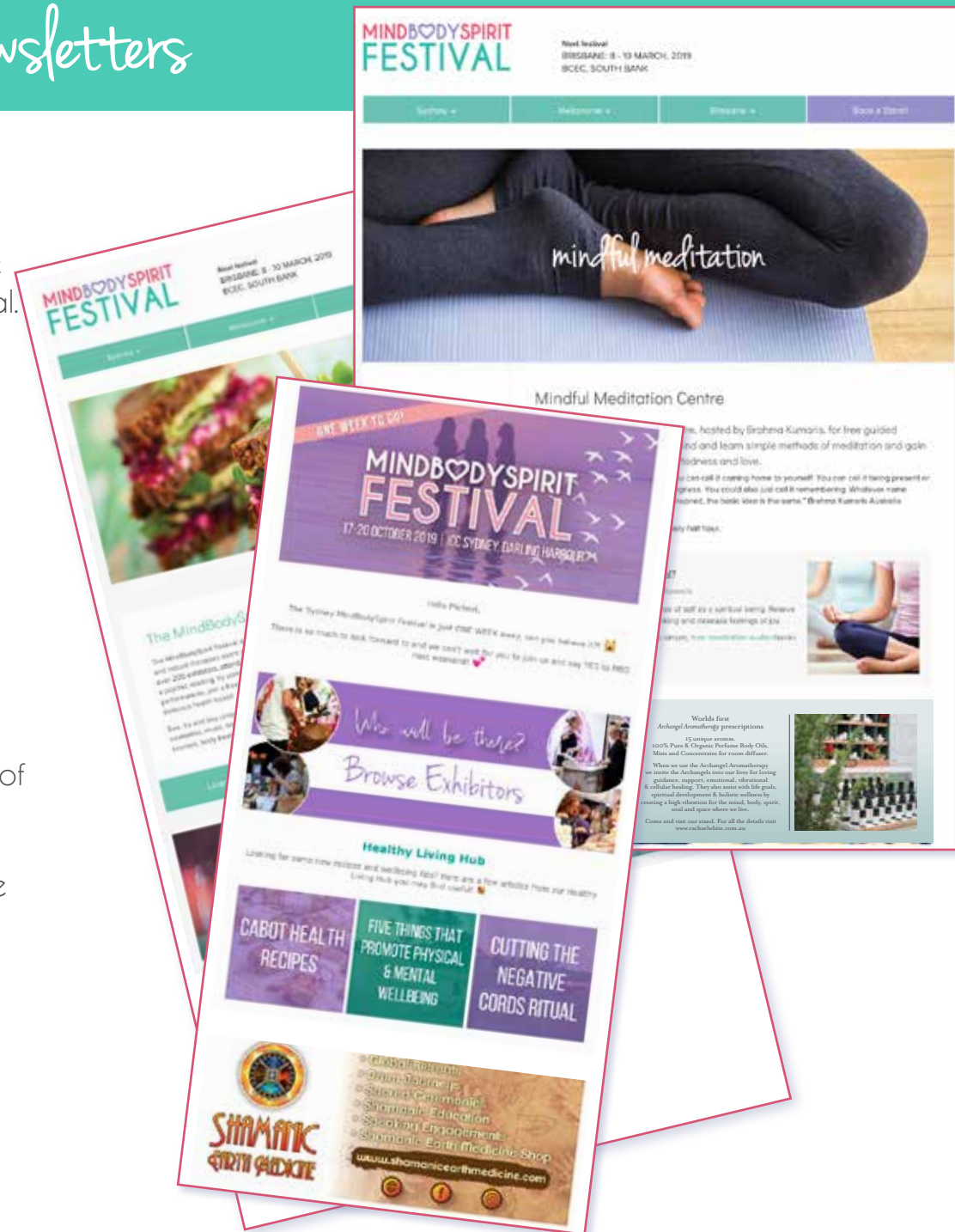
The Festival database ranges from 26,000 - 74,000+ per state and is constantly growing. **Enquire for current stats.**

INCLUSION + SPECS

600px x 250px banner advertisement included in one of four issues, in the lead up to the Festival. **Enquire for schedule.**

price: \$650 per advertisement / per issue

*All prices quoted include GST. Non-exhibitors attract a 30% loading.



festival advertising booking form

COMPANY:

CONTACT PERSON:

EMAIL:

PHONE:

SIGNATURE: DATE:

STAND NO.:

PAYMENT: (please tick) VISA MASTERCARD

NAME ON CARD:

CARD NUMBER:

CSV: EXPIRY:

TOTAL AMOUNT:

SIGNATURE: DATE:

Please tick which festival guide advertising space/s you would like to secure below:

SIZE:	PRICE	BRISBANE FEB/MARCH	SYDNEY APRIL	MELBOURNE JUNE	SYDNEY OCTOBER	MELBOURNE NOVEMBER
FULL PAGE	\$1,415	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HALF PAGE	\$785	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QTR PAGE STRIP	\$450	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DESIGN FEE	\$250	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I'D LIKE MORE INFORMATION ABOUT WEBSITE BANNER ADVERTISING: AND / OR eDM NEWSLETTER BANNER ADVERTISING:

Return completed form to mbsfestival@eea.net.au to secure your booking

All rates are quoted including GST. Non exhibitors will incur a loading of 30%. Cancellations will attract a 30% cancellation fee.
 An additional design fee is applicable to bookings requiring the ad artwork to be created on their behalf. The design fee must be added at time of booking.
 By signing this form, you confirm you are an authorised representative of the company listed above and you have the authority to sign.
 100% payment must be made in order to secure your advertisement booking.