

MINDBO♡DYSPIRIT  
FESTIVAL

# MEDIA KIT

ADVERTISING & PROMOTIONAL  
INCLUSIONS

Contact: [mbsfestival@eea.net.au](mailto:mbsfestival@eea.net.au)



# 01 DIGITAL 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 also provides easy accessibility to your contact details for our visitors post-Festival for future sales and bookings, and ensures you stand out from the crowd.

## The Stats:

- Electronic distribution to all registrants, and the entire MindBodySpirit Club database (between 79k - 133k depending on state)
- 81.3% of visitors are aged 25 - 65
- 91.8% of visitors make a purchase at the Festivals
- 71.1% of visitors will make a purchase after the Festivals
- 69.3% of visitors lead an alternate lifestyle and practice natural therapies

## Want to know more?

Contact [mbsfestival@eea.net.au](mailto:mbsfestival@eea.net.au)  
for more information!



*Festival Guide cover, November 2022*



# 01 DIGITAL FESTIVAL GUIDE

ITEM	SPECS	PRICE (INC. GST)		
		Sydney	Melbourne	Brisbane
Full Page Ad*	240mm x 170mm	\$1,080	\$900	\$600
Half page Ad*	120mm x 170mm	\$650	\$540	\$360
Inside Front Cover <b>EXCLUSIVE</b>	240mm x 170mm	\$1,375	\$1,250	\$1,000
Inside Back Cover <b>EXCLUSIVE</b>	240mm x 170mm	\$1,100	\$1,000	\$800
Double Page Spread <b>EXCLUSIVE</b>	480mm x 340mm	\$1,800	\$1,500	\$1,000
Advertorial Full Page <b>EXCLUSIVE</b>	240mm x 170mm	\$1,200	\$1,020	\$720
Advertorial DPS <b>EXCLUSIVE</b>	480mm x 340mm	\$2,000	\$1,700	\$1,200
Festival Favourites Promotion*	- - -	\$700	\$600	\$400
Festival Special Promotion*	- - -	\$700	\$600	\$400
Front Cover Image + Credit <b>EXCLUSIVE</b>	- - -	\$1,800	\$1,500	\$1,000
Timetable/Speaker Bio/Blurb*	- - -	\$700	\$600	\$400
Design Fee**	- - -	\$100/hour	\$100/hour	\$100/hour

\*Limited inventory. Bookings are first come first served basis.

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

Only available to exhibitors at the Festival.

Send all advertising material to  
**mbsfestival@eea.net.au**



# 02 WEBSITE

Advertise on our official Festival website with your brand and content and generate pre and post Festival sales. Average 91,000+ website visits in the 3 months leading up to the Festival.

ITEM	PRICE (INC. GST)		
	Sydney	Melbourne	Brisbane
Tile - Exhibitor Directory*	\$700	\$700	\$700
Website Blog Post (inc. Facebook post)	\$500	\$500	\$500

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# 03 EMAIL

In the lead up to the Festival, advertise in one of our eNewsletters to reach:

- 133,000+ Sydney Club members
- 111,000+ Melbourne Club members
- 83,000+ Brisbane Club members

*Figures correct as at December 2022.*

ITEM	PRICE (INC. GST)		
	Sydney	Melbourne	Brisbane
Solus eDM (dedicated to Sponsor) <b>EXCLUSIVE</b>	\$2,500	\$2,100	\$1,500
eDM Takeover (Top and Bottom ad) <b>EXCLUSIVE</b>	\$1,000	\$850	\$600
Club Newsletter – 4 x Advert (600 x 200px)* <b>EXCLUSIVE</b>	\$1,500	\$1,350	\$900
Club Newsletter – 1 x Advert (600 x 200px)*	\$500	\$450	\$300
Club Newsletter – Featured Editorial	\$800	\$650	\$500
Design Fee**	\$100/hour	\$100/hour	\$100/hour

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# 04 SOCIAL MEDIA

Drive visitors to your website with a guaranteed social media post (Facebook, Instagram and TikTok), with information about your products or services you'd like to promote with a link to a landing page of your choice.

ITEM	PRICE (INC. GST)		
	Sydney	Melbourne	Brisbane
Facebook Image/Video Post produced by content creator	\$300	\$300	\$300
Facebook Image Carousel (up to 10x images)	\$350	\$350	\$350
Instagram Image Post	\$300	\$300	\$300
Instagram Image Carousel (up to 10x images)	\$350	\$350	\$350
Instagram Story Video/Image	\$100	\$100	\$100
TikTok Video/Instagram Reel	\$250	\$250	\$250
Design Fee**	\$100/hour	\$100/hour	\$100/hour
Content Creation Fee**	\$150/hour	\$150/hour	\$150/hour

\*\*Design/Content Creation Fee is not a stand alone item, it is only applicable in addition to bookings requiring the ad artwork to be produced by the Festival designer.

Includes one round of edits only.

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# 05 SHOW PRIZE

Providing a Show Prize places your brand in front of all our visitors as they enter the event. They'll see your logo and prize promotion when they are registering their tickets.

Show Prize sponsors also receive a complimentary lead scanner for their stand where they can collect interested visitor contact details.

ITEM	PRICE (INC. GST)	
Contribute a Show Prize of minimum \$1,500 value and the relevant fee to receive: <ul style="list-style-type: none"><li>• Facebook &amp; Instagram Post promoting prize</li><li>• Placement on the Festival website</li><li>• Inclusion in the eNewsletter reaching up to 133,000+ subscribers</li><li>• Placement in the Festival Guide (prize listing and floor plan)</li><li>• Lead Scanner</li><li>• On Stand Signage ('Scan here to Win')</li><li>• Online ticket branding</li></ul>	<b>Sydney</b>	\$1,200
	<b>Melbourne</b>	\$1,300
	<b>Brisbane</b>	\$1,000

Provide a Show Prize (minimum \$1,500 value) to receive additional coverage and promotion over the Festival period.  
Maximum of 4 Show Prize sponsors per event.  
Only available to exhibitors at the Festival.

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**[mbsfestival@eea.net.au](mailto:mbsfestival@eea.net.au)**



FOR ADDITIONAL INFORMATION  
OR SPONSORSHIP CONTRACTS,  
CONTACT OUR TEAM:

## CONTACT

**Email:** [mbsfestival@eea.net.au](mailto:mbsfestival@eea.net.au)

**Phone:** 03 9276 5555

# 2023

[www.mbsfestival.com.au](http://www.mbsfestival.com.au)

