

MEDIA KIT 2023



Australian
musician
.com.au

Jason Roseyane
PHOTOGRAPHY



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THE ONLINE MAGAZINE FOR MUSICIANS AND MUSIC FANS

Produced for all musicians and music enthusiasts

Providing a valuable promotional tool to the end-user

We promote musical instruments and the artists who use them

Australian Musician - promoting the music industry since 1985

OUR AUDIENCE

Male 63% Female 37%

15-35 years 39%

35-50 years 32%

50+ years 22%

- The music enthusiast, the serious and the recreational.
- Passionate people wanting to engage with the music industry. Sociable, with discretionary income to spend on music.
- Music makers who want to be informed, educated and entertained.



KEY POINTS

- Established in 1995
- Your music industry. Your media
- Focus on music products, musicians and music fans
- Ever-growing audience
- Affordable, realistic rates
- Industry respected website both here and internationally
- Passionate audience
- Over 90% of our audience are active music makers
- Demographic of 63% male 37% female
- Easy to navigate website features
- Extensive archive of content
- Aimed at music makers of all skill levels



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STRONG ONLINE AND SOCIAL MEDIA PRESENCE

Info (as of July 1, 2023) :

Website 30,000 unique viewers per month

Facebook 9,800 followers

Average weekly Facebook reach: 55k

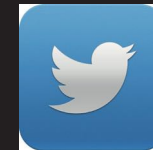
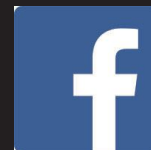
YouTube channel 11,600 subscribers.

Over 3.6 million views on our channel

All photos in media kit by Jason Rosewarne

Australian Musician published by
Greg Phillips trading as Mediaville

Check out our social media pages



ADVERTISING RATES

TOP BANNER (above the sliders) on AM website :

\$330 (Australian) per month or \$100 per week

(1560 pixels wide x 100pixels high)

SUB BANNERS (Below the sliders) on AM website :

\$300 (Australian) per month or \$90 per week

(770 pixels wide x 160pixels high)

SIDE BANNER:

\$250 (Australian) per month or \$70 per week

(280 pixels wide x 370 pixels high)

WEEKLY -E-NEWS BANNER to our email database:

(E-news delivered every Friday afternoon)

\$120 per week

(1560 pixels x 100 pixels)

ONE WEEK PROMO PACKAGE:

\$295

Includes:

- Top banner on AM website for a week
- x1 Article on AM website
- x1 Facebook post
- x1 Twitter/Threads post
- x1 Instagram post

ACCEPTED FILE FORMATS

PNG, JPG or GIF. Please note we only accept animated GIFS with a maximum of 4 frames. Intervals are to be a minimum of 2 seconds.

All banner positions rotate with other advertisers.

\$50 TIP JAR Promotional Options for indie artists/first timers:

You're an indie artist/band or first timer searching for someone to promote your music or gig. It's tough we know! It's also tough being an indie magazine publisher. We've come up with 3 editorial options for you, where you get your publicity and we get a little something for our trouble. It's a win/win situation.

Choose ONE of the following 3 options for just \$50

- SIX QUIX VIDEO : We ask six quick questions in our popular video series
- ARTIST PROFILE: Answer 12 questions in our written questionnaire
- VIDEO /AUDIO PROFILE We run your video or single audio with an intro



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