

mardi gras film & festival

PROJECTING
THE FUTURE

Presented by queerscreen

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 **pinkmediagroup**
Australia's Gay & Lesbian Media Network

QUEER SCREEN-Mardi Gras Film Festival

17 Feb- 3 Mar

20,000 Attendees

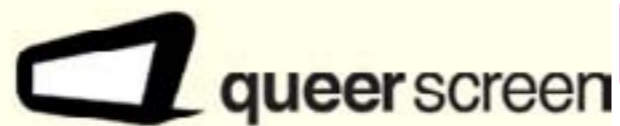
ABOUT

Queer Screen is a not for profit arts organisation whose main aim is to celebrate and promote Australian and international queer screen culture in all its diversity and richness.

To achieve this aim, Queer Screen produces an annual program of events including:

- Mardi Gras Film Festival – one of the largest LGBT film festivals and the most significant contributor to queer screen culture in Australia.
- My Queer Career - the competition for Australian made queer short films, culminating in a national tour and DVD release.
- QueerDOC - the world's premier LGBT documentary festival.

Queer Screen is run for the benefit of it's members and the wider queer community, with an objective to challenge, inspire and lead the local and international film industry in a philosophy of inclusiveness, representation and respect for diversity.



ADVERTISING OPTIONS



Our audience is discerning and quick to support businesses that make them feel welcome and support our community.

Queer Screen offers you the ability to target the Gay and Lesbian community with a tightly integrated marketing campaign, tailored to best deliver your message and engage with our savvy and socially conscious audience.

Campaigns can be as flexible as required for your marketing goals.

Cinema based advertising – either traditional TV commercials, or static screen slides.

Website banner advertising – 680,000 annual page views

Email newsletter banners – 5,400 email subscribers, sent fortnightly

Print advertising – our festival programs (published by SSO Media) have a typical print run of 40,000 with widespread distribution

Sponsor a film; Includes logo on listing guides, Verbal acknowledgement before the screening, logo on a group session sponsor screen slide before each film and stand alone session sponsor screen slide at the screening.

Additional opportunities such as product sampling, cinema and merchandise branding, session or program partnership are exclusively available to our corporate sponsors.



MEDIA PARTNERS & SPONSORS



ATTENDEE NUMBERS

Throughout the 3 weeks of the Mardi Gras Film Festival attendance numbers reach 20,000.

Our audience is amongst the most affluent of the Gay and Lesbian community. They are both loyal and discerning, often attending more than five screenings each festival. Queer Screen has over 500 fully paid members, and an email subscriber base of over 5,500.

The facts about our audience;

- 80% Said they feel more welcome at a store or business that has sponsored or advertised with Queer Screen, and 75% said they would be more likely to buy their products
- 30% Earn between \$70K - \$90K and 25% between \$90 - \$150K
- 60% Own their own home and own their own car
- 28% Are in a longterm (5 or more years) relationship
- 80% Are university educated and 60% work full time
- 42% Eat out more than twice a week and 40% work out at a gym
- 53% Attend theatre/opera/ballet & galleries regularly