



# Advertising *Kit* 2023

 **MELBOURNE  
ROYAL  
SHOW**

**21 Sept –  
1 Oct 2023**

# The *countdown* is on for the **2023 Show** – set to be *bigger and bolder* than ever!

**After a record breaking year in 2022, the Show is gearing up for another massive year in 2023 with capacity crowds and even more to do, see and explore.**

With an extraordinary and vibrant array of animals and agriculture, award-winning food and beverage offerings, arts and crafts, spectacular live entertainment, thrilling carnivals, and the unmissable showbags, there's nothing like promoting your brand at the Melbourne Royal Show.

**Get ready, 'cos it's Show time!**

Thursday 21 September – Sunday 1 October.

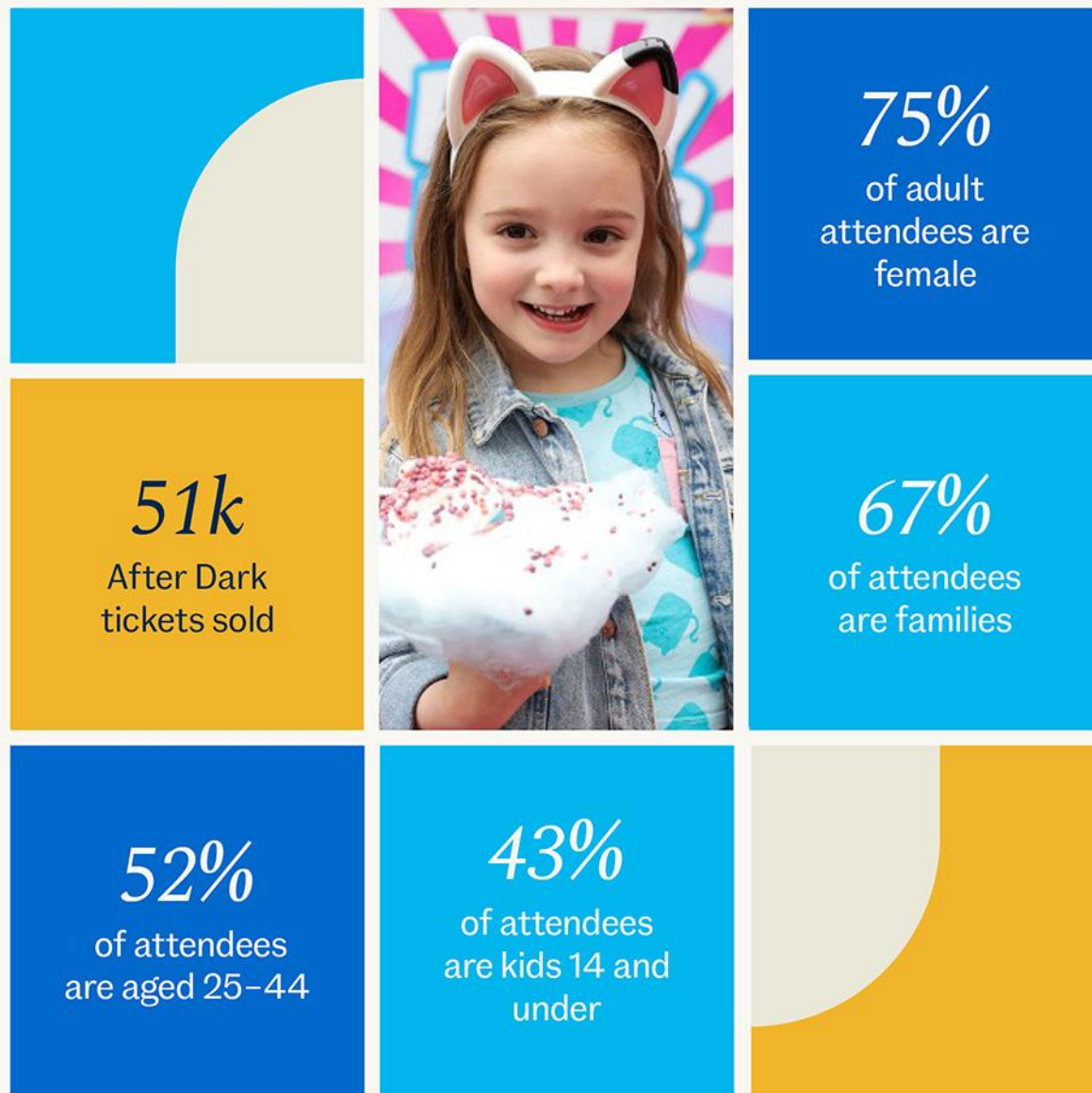




# A unique opportunity to engage with your audience

**The Melbourne Royal Show offers brands** a unique opportunity to engage with a diverse, excited and open-minded audience at Victoria's largest and most iconic annual community event.

Over 500k people attended the Melbourne Royal Show across 11 days in 2022, the highest attendance for 15 years.



**Position *your* brand  
with *Victoria's* most  
loved community  
event**





# All audiences *love* the show

Visitors to the Show love it for the hands-on activities, variety of food and drink options, ease of accessibility and the high level of safety provided at the event.

## Victorian Attendees 2022

● Inner	11%	● East	15%
● West	13%	● North	25%
● South	25%	Regional	11%

85%

of visitors enjoyed their Show experience

\$140\*

is the average retail spend per person at the Show

\*2016-2022



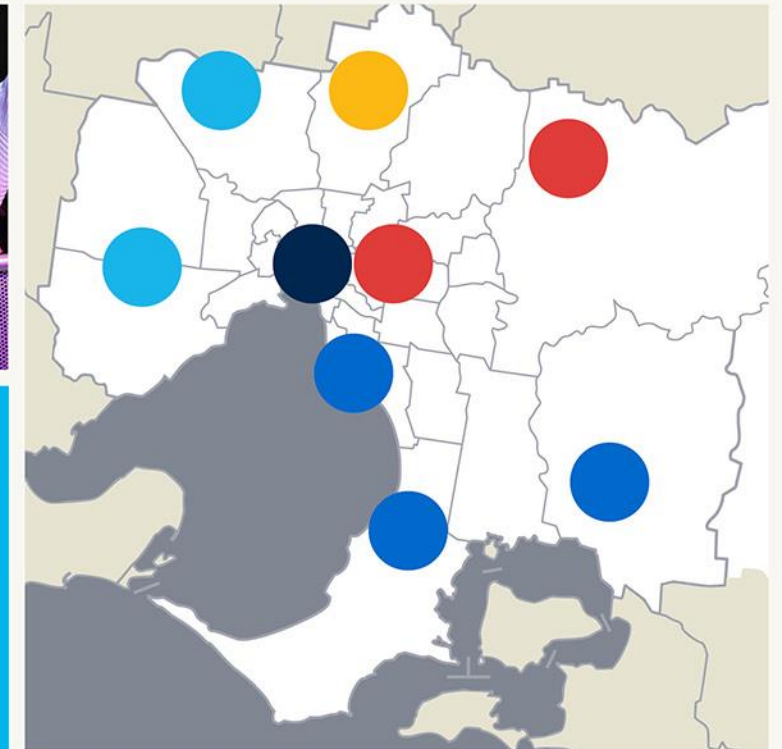
6 Hours

Average amount of time spent by patrons at the Melbourne Royal Show



27%

of patrons have a multicultural background



Figures based on 2022 data

# An audiences that *connects* online

The Show's comprehensive marketing strategy attracts a high level of engagement in the lead up to, during and after the event. These metrics include:

23%

email  
open rate

220k+

subscribers to the  
Melbourne Royal  
Show newsletter  
database sending  
over **2.2 million**  
emails



113k+

engaged  
Facebook users

21k+

Instagram  
followers

15m+

website  
page views

1.7k+

TikTok  
followers

Figures based on 2022 data



# Reach your *audience*

**Make lasting impressions on your audience through an integrated advertising and promotional program that engages with visitors throughout the customer journey.**

Combine multiple opportunities to amplify your message and achieve optimal results, including:

- Direct email marketing
- Website advertising
- Social media posts
- Official Showguide advertising
- Super Screen & digital onsite advertising
- On-site signage such as
  - Directional signpost covers
  - Internal pillars within pavilions
  - Bathroom mirror stickers
- Activations
- Product sampling
- Sponsorships



# E-Newsletters

**With a current subscriber base of 218,000, our database grows significantly during Showtime due to a heavy schedule of promotions and competitions.**

**Our partners have direct access to this list of loyal and committed Show goers, with exclusive opportunities to advertise in each e-newsletter, including those detailing launch events and special announcements.**

Exclusive advertising space is available for each e-newsletter send including launch events and special announcements.

## RATES

EDM	<b>\$4,800</b>
PREMIUM EDM (eg: Launch)	<b>\$6,000</b>
2 x EDMs	<b>\$7,800</b>
2 x EDMs	<b>\$10,800</b>

Prices are exclusive of GST.

## DESKTOP EDM



## MOBILE EDM



# Website Advertising Opportunities

**Visitors to royalshow.com.au enjoy a fully-responsive website that provides a dynamic and user-friendly experience.**

The site attracted over 1 million unique visitors in 2022, generating over 15 million page views, from August through September\*.

In 2022, there was a significant increase (144%) in younger people aged 18-24 visiting the Melbourne Royal Show website, compared to 2019.

The site's features are designed to deliver extra value to users, encouraging repeat visitation after ticket purchase.

The Melbourne Royal Show website offers advertisers unprecedented access to engaged and active target audiences, with a range of options available

Opportunities include:

- Home Page
- Showbag Pages
- Ride Pages
- What's On Page
- General Information Pages
- Activities & Entertainment Pages

\*All figures based on 2022 levels. It is expected that these levels will be matched or exceeded in 2023, however Melbourne Royal makes no guarantees to this effect.

**We offer a variety of package options to provide flexibility to suit any budget and to fit any business goal**

## **25% SHARE PACKAGES**

25% share packages are available for most sections of the RoyalShow.com.au website.

Advertisers who select one of these packages will have their advertisement displayed once out of every four impressions within the corresponding section of the website.

Package percentages are suggestions only and can be adjusted to suit your budget.

## **CUSTOMISE YOUR ADVERTISING PACKAGE**

A customised package that best fits your audience and desired spend can be designed to maximise your exposure and ROI.\*

# Home Page

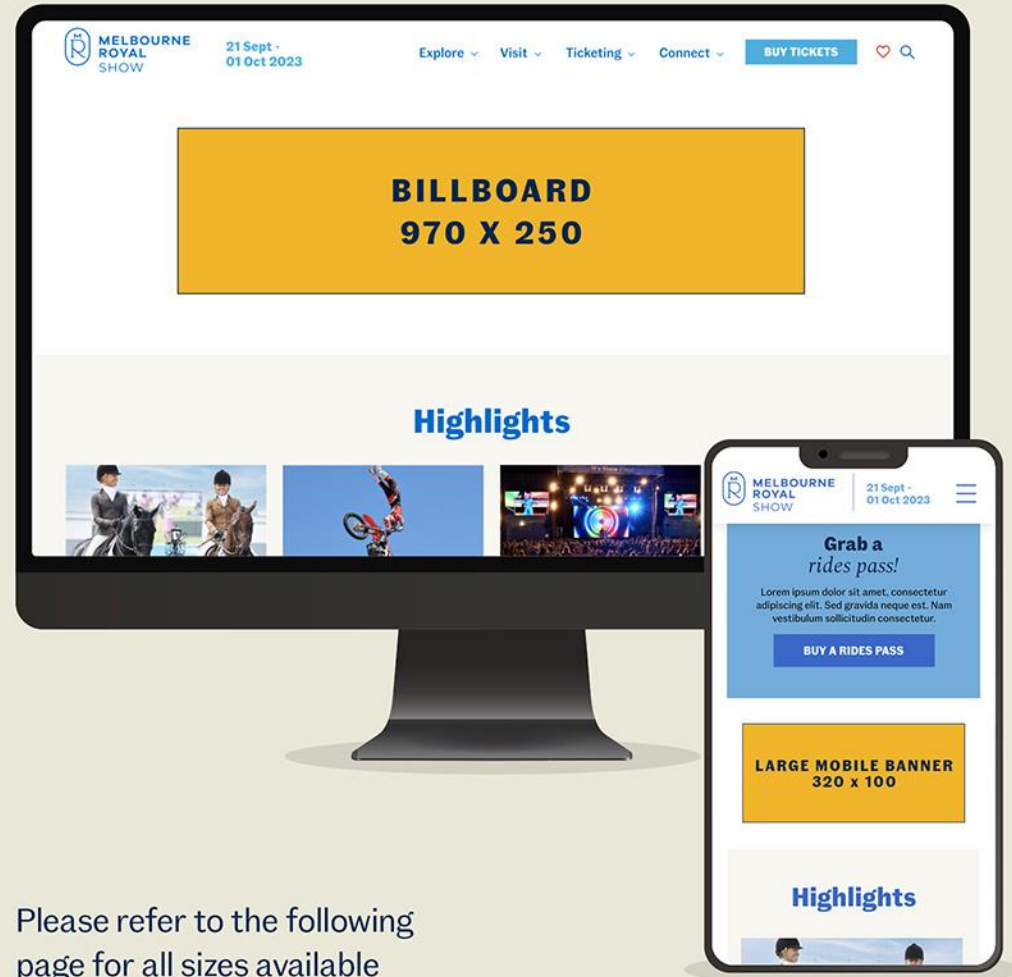
The most visited single page on the site across all devices and the only page within the site to feature three (3) separate ad units – the homepage is a premium position for advertisers, capturing a broad section of paid and organic traffic coming from search, direct, social and referred sources.

AUDIENCE	56% females; 21% aged 18-24; 52% 25-44
DATES AVAILABLE	1 AUGUST – 1 OCTOBER
PAGE VIEWS	989,000

## WEEKLY TAKEOVER

Designed for advertisers seeking maximum exposure with 100% ownership of home page traffic for a seven day period.

IMPRESSIONS	115,000
RATE	\$5,500



Please refer to the following page for all sizes available

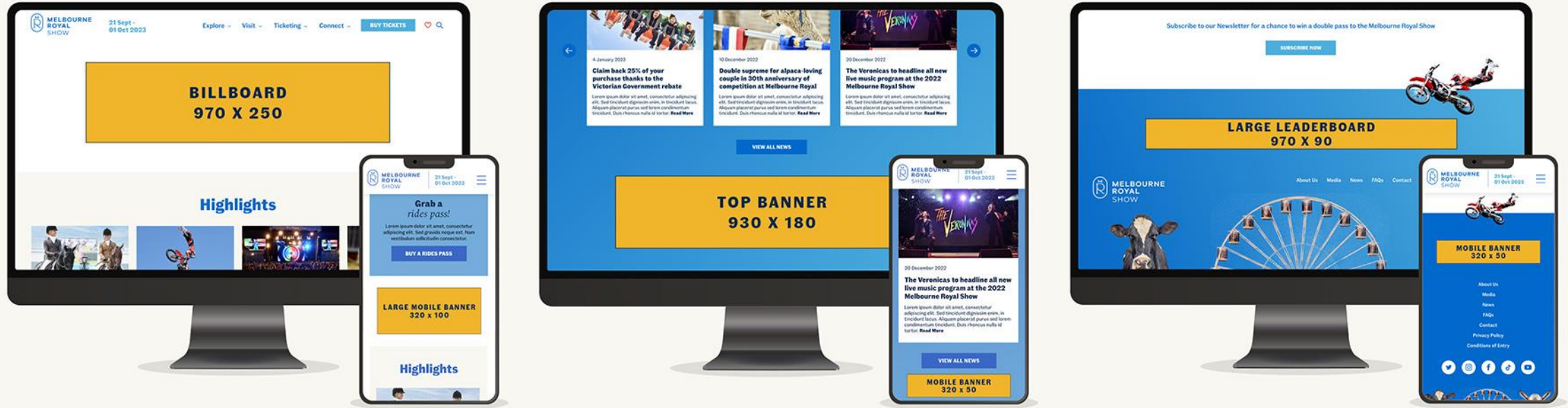
\* Please refer to Design Specifications for particulars

\* All figures based on 2022 levels. It is expected that these levels will be matched or exceeded in 2023, however Melbourne Royal makes no guarantees to this effect.

\* All prices quoted are excluding GST



# Home Page – Ad Sizes



PACKAGE	DESKTOP	MOBILE AND TABLET		FILES				
HOME PAGE	BILLBOARD – TOP OF PAGE	970w	250h	LARGE MOBILE BANNER – TOP HALF OF PAGE	320w	100h	Max Size 75KB	Format JPG
	TOP BANNER – MIDDLE OF PAGE	930w	180h	MOBILE BANNER – MIDDLE OF PAGE	320w	50h	Max Size 75KB	Format JPG
	LARGE LEADERBOARD – BOTTOM OF PAGE	970w	90h	MOBILE BANNER – BOTTOM OF PAGE	320w	50h	Max Size 75KB	Format JPG

# General Pages

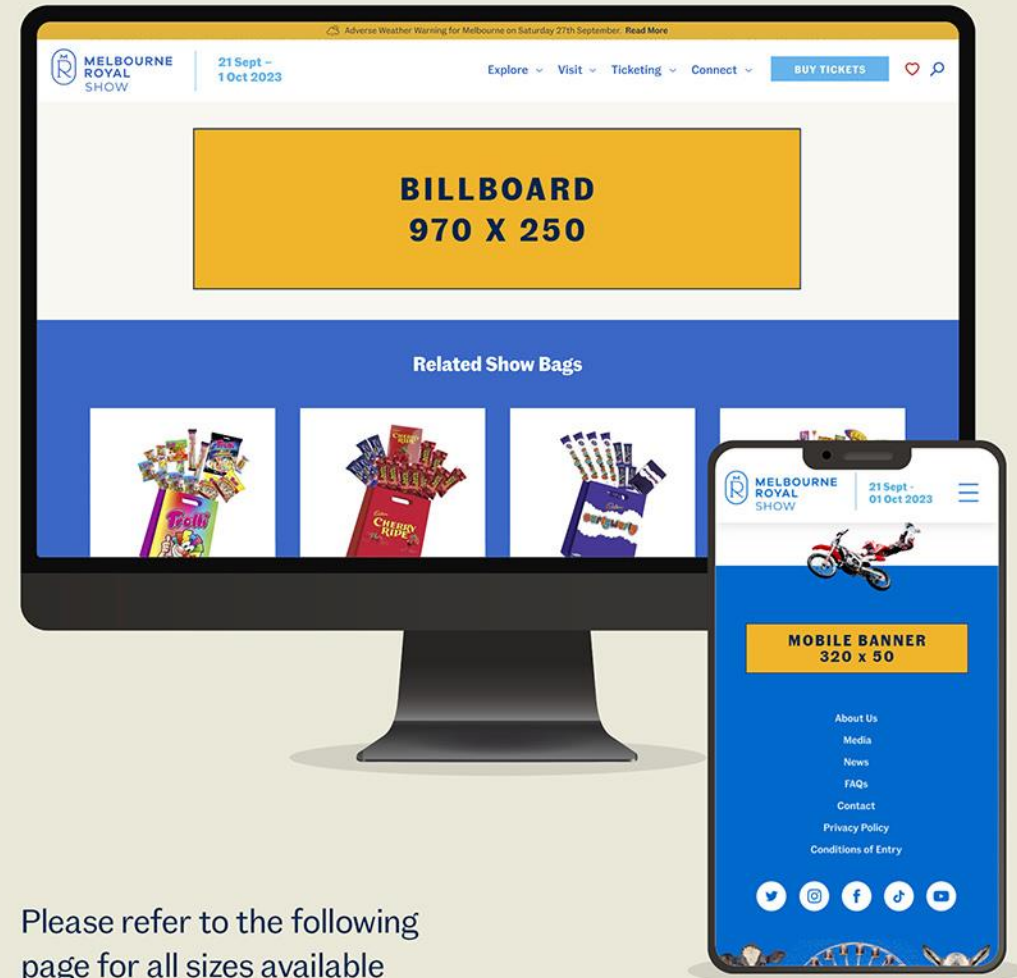
The Melbourne Royal Show website received over 1 million unique visitors and close to 16 million page views in 2022. Within the site, there are numerous opportunities for advertising your brand on highly trafficked pages including the Showbags, Rides, What's On, After Dark, Food and numerous other content pages.

DATES AVAILABLE	FROM EARLY SEPTEMBER
RATE	FROM \$2,500 TO \$5,500
IMPRESSIONS	UP TO 400,000

## 25% SHARE PACKAGE

This package has been designed for four advertisers to each receive a 25% share of traffic across the selected General Content Page/s. 25% share could either be on the Showbag, Ride, What's On, Activities & Entertainment or General Information pages.

Contact us to learn more about these advertising opportunities and availability.

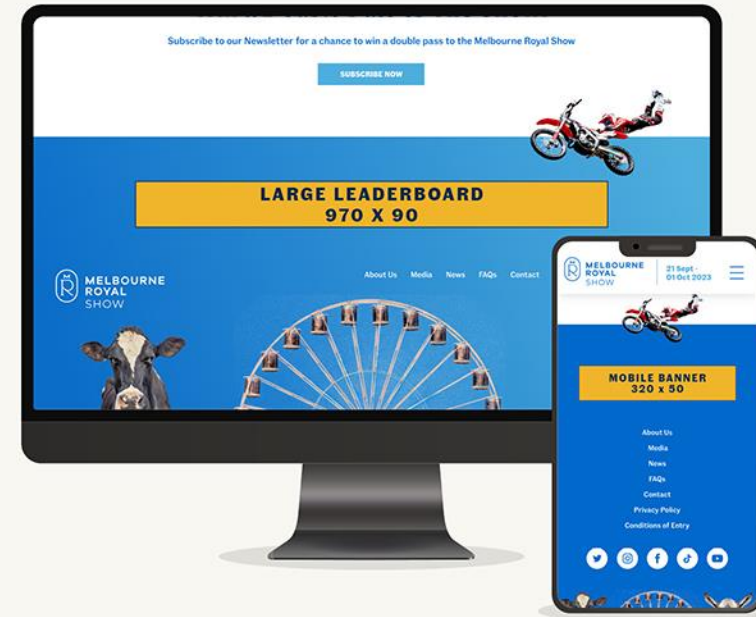
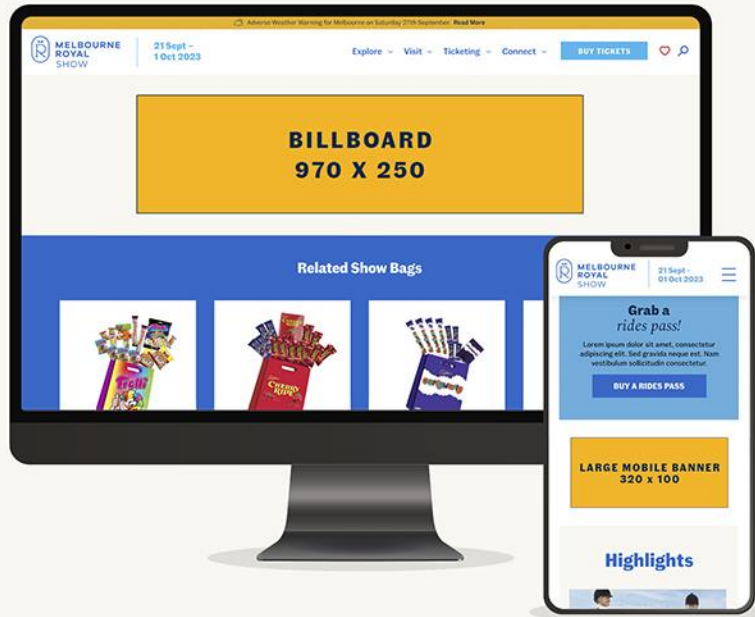


Please refer to the following page for all sizes available

- \* Please refer to Design Specifications for particulars
- \* All figures based on 2022 levels. It is expected that these levels will be matched or exceeded in 2023, however Melbourne Royal makes no guarantees to this effect.
- \* All prices quoted are excluding GST



# General Pages – Ad Sizes



PACKAGE	DESKTOP			MOBILE AND TABLET			FILES	
GENERAL PAGES	BILLBOARD – TOP HALF OF PAGE	970w	250h	LARGE MOBILE BANNER – TOP HALF OF PAGE	320w	100h	Max Size 75KB	Format JPG
	LARGE LEADERBOARD	970w	90h	MOBILE BANNER – BOTTOM HALF OF PAGE	320w	50h	Max Size 75KB	Format JPG

# Show Guide

The annual Official Showguide provides a highly effective advertising platform to reach loyal, and new Show audiences. A must-read for all attendees, the 44 page Showguide provides key information about the Show, including what's on, major attractions, free activities and the essential Show map.

Up to 500,000 copies will be distributed via the Saturday Herald Sun on Saturday 9 September and The Weekly Times on Wednesday 13 September, with 10,000 printed copies made available for distribution at the Show.

The printed guide will be supported with a digital flip book version that will be promoted to Victorians through a dedicated digital marketing campaign across the News Corporation network and Melbourne Royal's channels.

Both new and frequent Show visitors will be able to download the guide to help plan their time at the Show.

With only six pages in total available, advertising space is limited, this opportunity provides brands with significant exposure in a highly sought after publication.

## SHOWGUIDE ADVERTISING

INSIDE COVER	\$16,000	ONE AVAILABLE
BACK COVER	\$19,000	ONE AVAILABLE
FULL PAGE	\$12,000	TWO AVAILABLE
HALF PAGE	\$6,500	FOUR AVAILABLE

All prices are excluding GST.





# Show Guide – Ad Specs

## FULL PAGE

Type: 262mm w x 293mm h

Trim: 278mm w x 310mm h

## HALF PAGE HORIZONTAL

Type: 262mm w x 144mm h

Trim: N/A

## PDFs

Supplied material must be press ready, PDF version 1.4.

All PDFs must be CMYK, supplied to the correct dimensions, no printers marks.

All files must be supplied before deadline.

Alterations will not be made to supplied PDFs, replacement material must be supplied.

Artwork deadline is Wednesday 9 August.

## PHOTOSHOP SETUP – CMYK (NEWSPRINT)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Ink Limit - 80% (recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

## FONTs

All fonts must be embedded.  
10pt minimum reverse type, sans serif.  
Colour type 10pt minimum.

## SPECIFICATIONS ENQUIRIES

Contact Quality Control on 1300 557 418  
or email [qcsupport@news1td.com.au](mailto:qcsupport@news1td.com.au)



# Television Commercials

**TV screens (inc. Super Screens) are positioned in three premium locations during the Show to ensure your brand receives maximum exposure to over 500,000 people over 11 days.**

Situated in long dwelling areas such as the Entertainment Precinct, Main Arena & a Food & Beverage Precinct, this is a fantastic opportunity for any brand to promote key messaging, products and services to a highly engaged audience.

LOCATIONS	SCREEN TYPE
GRAZE	4 X TV SCREENS
MAIN STAGE	1 X SUPER SCREEN & 2 X SIDE SCREENS
MAIN ARENA	1 X SUPER SCREEN

To maximise exposure, these opportunities are included in digital advertising packages. Refer to following pages for more information.





# On-Site *Digital Advertising*

**Amplify onsite presence by advertising on the digital screens located in prime, high-traffic areas internally & externally at Melbourne Showgrounds.**

Located in prime locations across the Melbourne Showgrounds, these advertising opportunities are available for the Show and other events year-round!

This opportunity provides brands to promote to 500,000+ Show visitors as well as 22,000 vehicles and 250 trams that pass Melbourne Showgrounds daily.

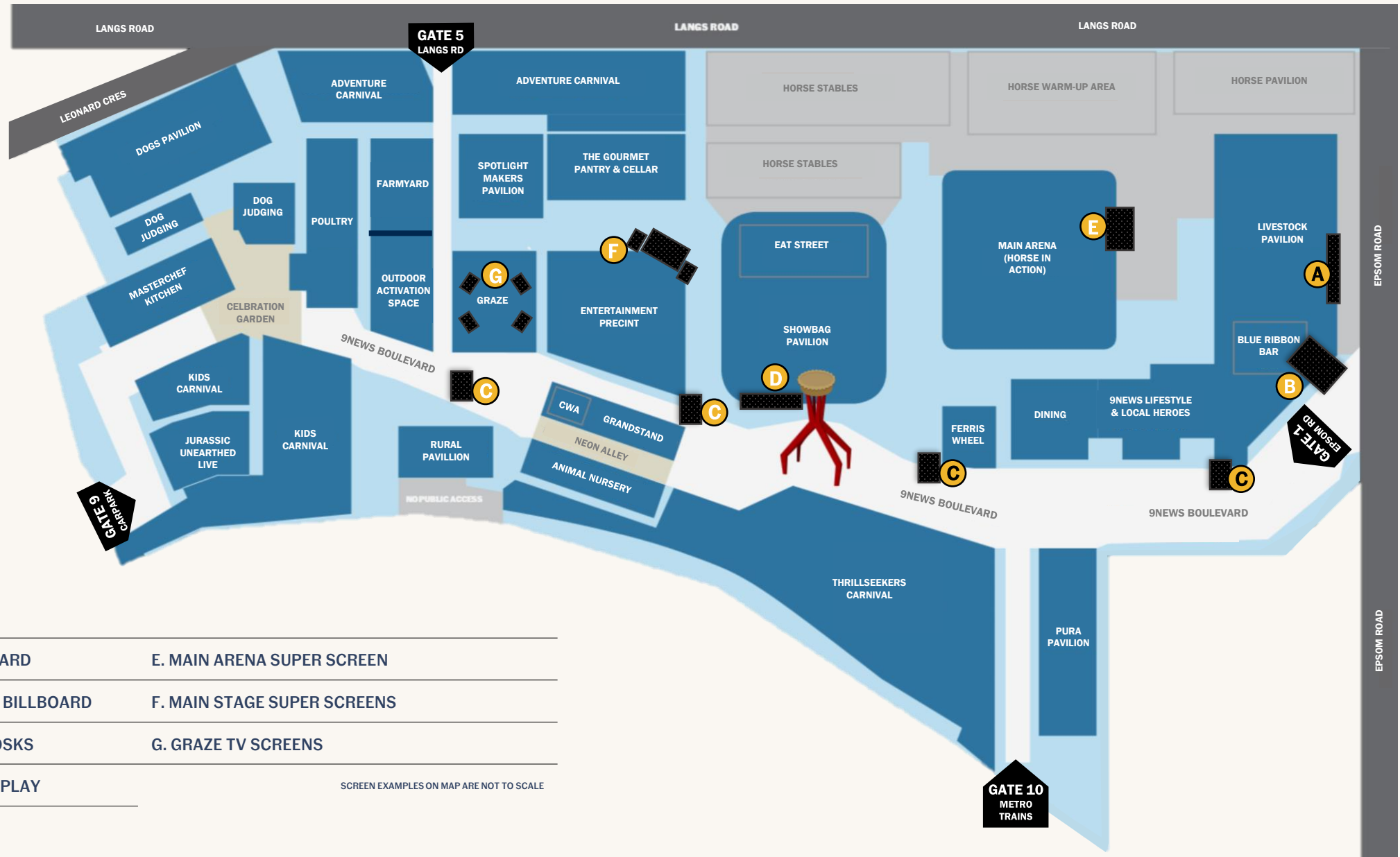
## SCREENS

A. EPSOM RD EAST FACING BILLBOARD	14.88m x 1.935m
B. EPSOM RD SOUTH-EAST FACING BILLBOARD	5.12 x 7.68m
C. GRAND BOULEVARD DIGITAL KIOSKS	.95m x 1.67m
D. SHOWBAG PAVILION GRAND DISPLAY	5.12m x 7.68
E. MAIN STAGE	



# Show Map

MAP IS INDICATIVE ONLY AND SUBJECT TO CHANGE



## DIGITAL SCREEN LOCATIONS

- |   |                             |
|---|-----------------------------|
| A. EPSOM RD EAST FACING BILLBOARD       | E. MAIN ARENA SUPER SCREEN  |
| B. EPSOM RD SOUTH-EAST FACING BILLBOARD | F. MAIN STAGE SUPER SCREENS |
| C. GRAND BOULEVARD DIGITAL KIOSKS       | G. GRAZE TV SCREENS         |
| D. SHOWBAG PAVILION GRAND DISPLAY       |                             |

SCREEN EXAMPLES ON MAP ARE NOT TO SCALE



# Digital Advertising Packages

ASSET	PACKAGE 1	PACKAGE 2	PACKAGE 3	SHARE/ PLAY TIME	START DATE	END DATE	CONTENT TYPE
<b>Website Advert Placement</b>							
General Content Page	1	1	1	25%	09-Aug	01-Oct	Static
Page Allocation Impressions	150k	250k	400k	-	-	-	-
<b>Television Commercial Plays</b>							
Graze - 4 x TV Screens*	33	66	99	30 sec	21-Sept	01-Oct	Static / Dynamic
Main Stage - 3 x Super Screens*	33	66	99	30 sec	21-Sept	01-Oct	Static / Dynamic
Main Arena - 1 x Super Screen	33	66	99	30 sec	21-Sept	01-Oct	Static / Dynamic
<b>Digital Screens Plays</b>							
Epsom Rd - East Facing Billboard	319	638	946	30 sec	21-Sept	01-Oct	Static
Epsom Rd - South-East Facing Billboard	319	638	946	30 sec	21-Sept	01-Oct	Static
Grand Boulevard - 4 x Digital Kiosks**	319	638	946	30 sec	21-Sept	01-Oct	Static / Dynamic
Showbag Pavilion Display	319	638	946	30 sec	21-Sept	01-Oct	Static / Dynamic
<b>INVESTMENT (exc. GST)</b>	<b>\$15,000</b>	<b>\$20,000</b>	<b>\$25,000</b>				

\*TVC's in the areas that have multiple screens will be mirrored and played at the same time | \*\*Number of plays listed is p/kiosk  
Plays are shared across the 11 days of Show | Detailed specifications can be provided upon request.

# Additional *Opportunities*

**In addition to advertising, Melbourne Royal Show offers brands an array of interactive opportunities on-site. These opportunities are a great way to put brand into hands, build positive brand memories and have direct interaction with hundreds of thousands of Victorians.**

## **OTHER ON-SITE OPPORTUNITIES**

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NAMING RIGHTS TO A POPULAR PRECINCT/PAVILION

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BRANDING RIGHTS TO A 'READY-TO-BRAND' ACTIVATION/ACTIVITY

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AROUND-THE-GROUNDS SIGNAGE (E.G. CUBICLE SIGNAGE & TABLE TALKERS)

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ONSITE STORE OR ACTIVATION SPACE

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## **Thank you,** *Get in touch*

**Let's chat about the partnership opportunities for your brand today!**

**For more information regarding Melbourne Royal Show partnership and commercial rights opportunities please contact:**

**T** 03 9281 7413

**E** [sales@melbourneroyal.com.au](mailto:sales@melbourneroyal.com.au)