

**South  
Australia's**

# **History Festival**

**1 - 31 May 2023**

**2023 Advertising Kit**



Government  
of South Australia



# Overview

Held in May each year, South Australia's History Festival connects people across time and space, and explores places and stories that make us who we are today.

We invite you to advertise with this much-loved and valued community celebration of our history and in doing so we will promote your business.

In 2023, South Australia's History Festival explores the theme of WONDER. We are inviting event presenters and audiences to consider the word and its many meanings.



## About the History Festival

South Australia's History Festival creates connections between people and places - revealing stories that explore the past.

The Festival creates opportunities for:

- stronger community identity
- a sense of belonging
- meeting new people
- learning new things
- sharing with friends
- fostering pride in place.

## Advertising Opportunities

South Australia's History Festival 2023 offers advertising opportunities including:

- Printed program guide (see page 4)
- Digital advertising (see page 5)

A special discount will be applied when purchasing two or more advertisements (see page 4).

## SOUTH AUSTRALIA'S HISTORY FESTIVAL 2022 SNAPSHOT

**512**

Events

**258**

Event organisers

**100,000+**

Estimated visits

**37,122**

Website visits

**122,292**

Website page views

**23,349**

Online community members

**\$937,677**

Media value generated

**with more to come in 2023...**

# Insights

## A truly South Australian event

South Australia's History Festival is statewide: equally one-third regional, metropolitan and Adelaide city.

**100,000+**  
Estimated visits

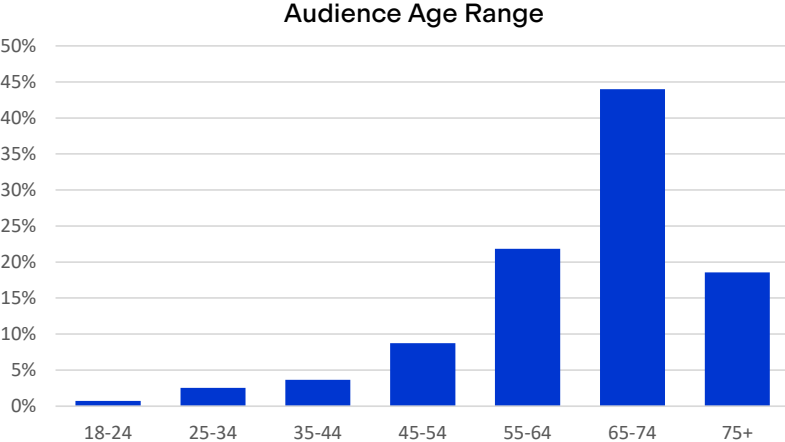
**33,000+**  
Estimated visits to regional events

**27%**  
Events held outside Adelaide Metro

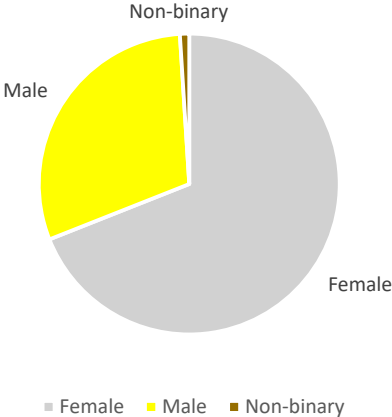
**21%**  
Attended more than five events

## A bit more about our audience

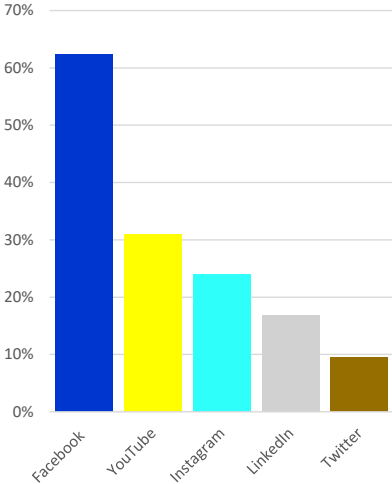
Source: 2022 History Festival visitor survey



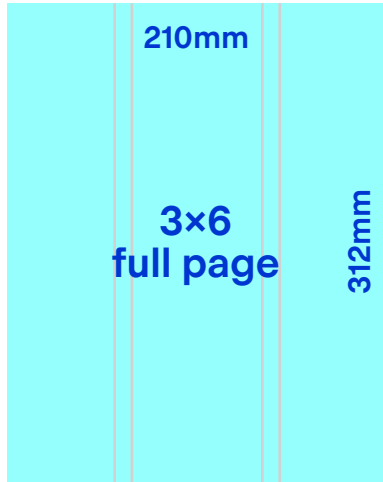
### Audience by gender



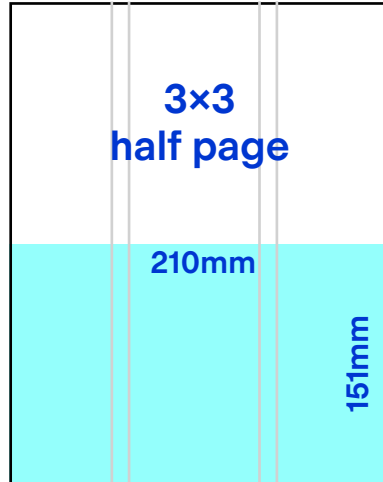
### Social media use



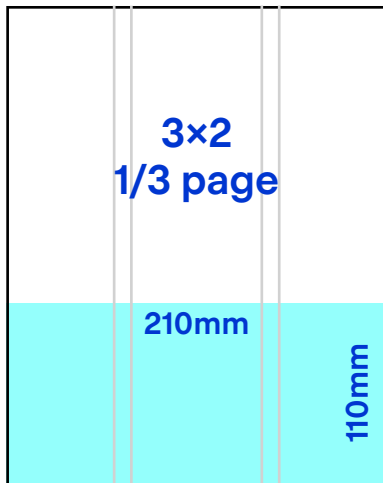
# Print Advertising



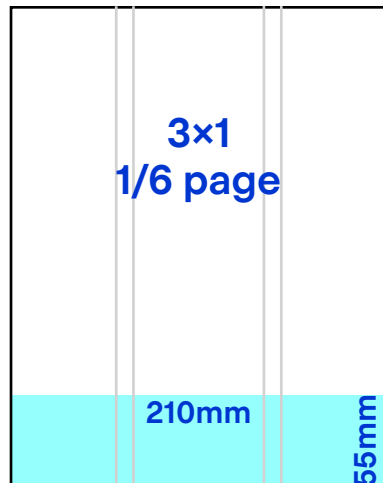
**\$3,200**  
(excluding back cover)



**\$1,700**



**\$1,250**

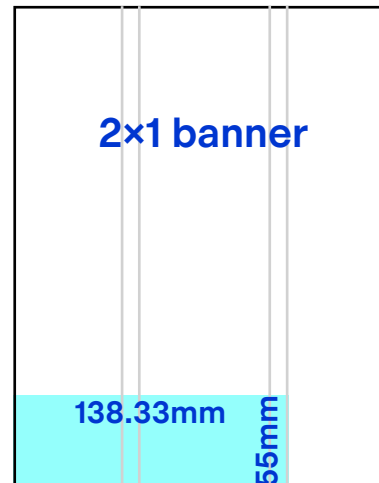


**\$950**

**GET 10% OFF WHEN YOU PURCHASE TWO OR MORE ADS BY 14 FEBRUARY 2023!**

This can be print, digital or a mix of both.

Digital ads will still be available for purchase until 31 March 2023.



**\$700**

**40,000**  
copies of printed program  
distributed state-wide

**Booking Deadline: 14 February 2023**  
**Material Deadline: 17 February 2023**  
**Publication Date: 12 April 2023**

- DESIGN SPECIFICATIONS**
- Supplied material must be print-ready PDF.
  - All PDFs must be CMYK, supplied to the correct dimension.
  - No bleed, crop-marks or any printers marks.
  - All fonts must be embedded or outlined.
  - Alterations will not be made to supplied PDFs. Replacement material must be supplied.
- \* All rates are exclusive of GST and are for the 2023 program only.*  
*\*\* Print ad illustration are not to scale.*

# Digital Advertising

## EDM CAMPAIGNS

Banner ad in one of the weekly South Australia's History Festival e-newsletters

*Please supply a hi-res JPEG image  
728px wide by 90px high*

Price: \$200 per ad (GST excluded)

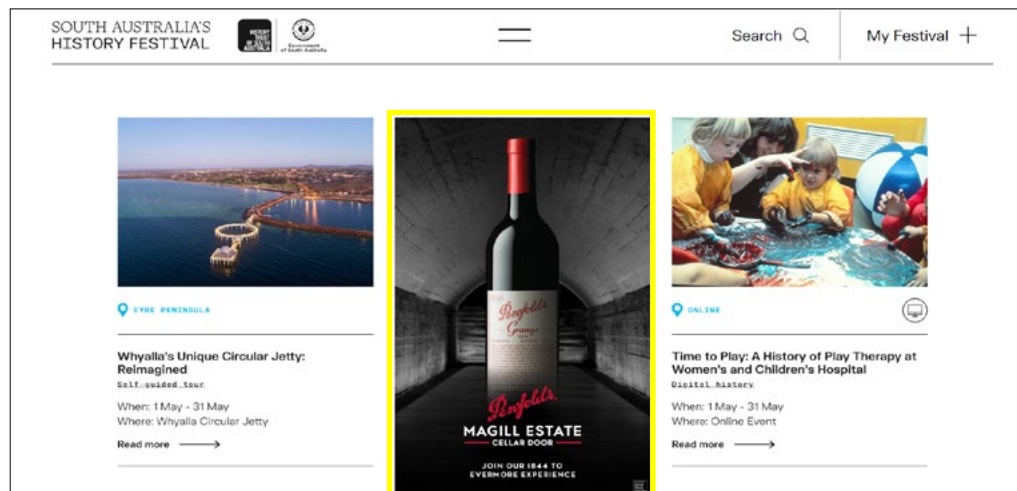
## WEBSITE AD

Ad tile on South Australia's History Festival website program page

*Please supply a hi-res JPEG or PNG image  
600px wide by 400px high*

Price: \$500 per ad (GST excluded)

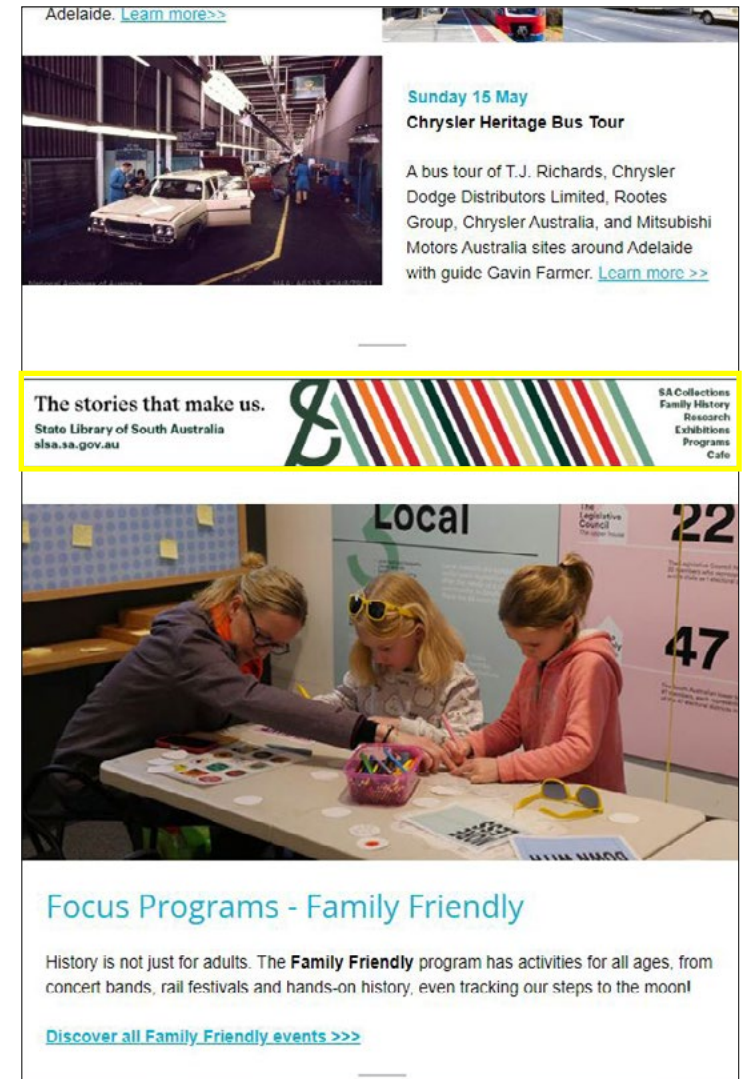
## Website ad example (2022)



3,573  
E-news  
subscribers

122,292  
website page  
views

## EDM example (2022)



# Past Present Wonder

## Contact

Paul Rees  
Head of Museums, Marketing and Major  
Events

History Trust of South Australia  
0417 803 795  
[prees@history.sa.gov.au](mailto:prees@history.sa.gov.au)

