

**South
Australia's**

History Festival

1 - 31 May 2024

2024 Advertising Kit

South Australia's History Festival
(08) 8151 3270
historyfestival@history.sa.gov.au
festival.history.sa.gov.au

History Trust of South Australia
(08) 8151 3200
GPO Box 1836
Adelaide SA 5001



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 support and advertise with this much-loved and valued community celebration of our history.

The theme for the 2024 History Festival is POWER.

In 2024, South Australia's History Festival will invite you to tap into your inner POWER and explore the many secret shades and shadows, songs and stories, which can illuminate the different ways that POWER has shaped South Australia.

In 2024, 50,000 copies of the much-loved and well-read printed program will be distributed through our networks far and wide. Engagement through web and digital platforms will continue to grow in 2024.

Welcome to South Australia's History Festival.

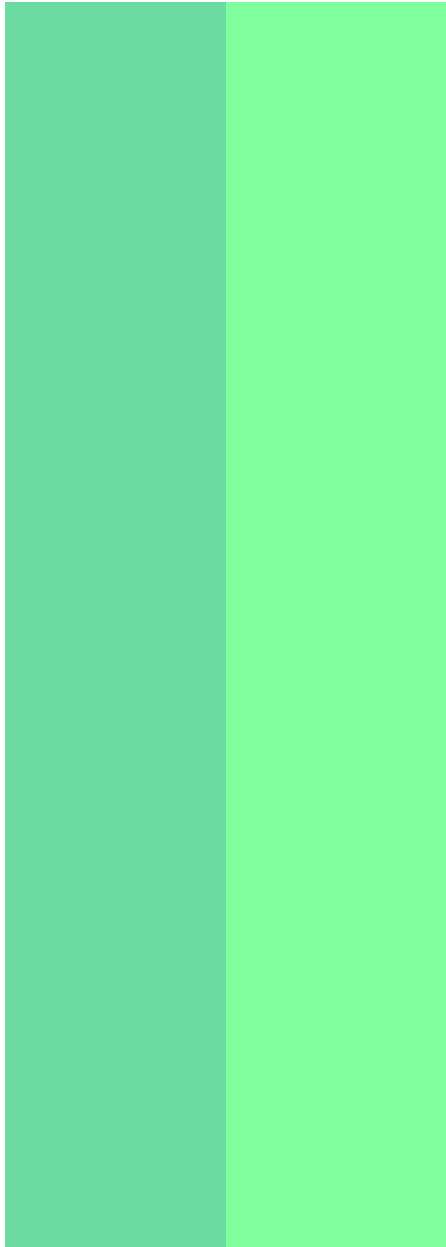
Advertising Opportunities

We invite you to be part of history and support South Australia's History Festival through the many advertising opportunities that are available in 2024.

Due to the huge success of the 2023 printed program, in 2024 the print run will be increased to 50,000 copies, giving even more opportunity to access our engaged audience.

A special discount will be applied when purchasing two or more print advertisements prior to the submission deadline.

2023 Snapshot



189,003*
Event visits

523
Events

528 ^{^1931%}
Press mentions

27.9m ^{^164%}
Reach

\$1.1M ^{^22%}
AVE

171,982 ^{^1500%}
Facebook reach

40,000
Website visitors

125,487 ^{^11,900%}
Instagram reach

[^]Data compared to South Australia's History Festival 2022

*Includes radio broadcasts and special events

Events and Event Organisers

284
Event organisers

285
Free events

47
By donation events

122
Events held outside
metro Adelaide



Visitor Survey Snapshot

Visitation

South Australia's History Festival 2023 welcomed 108,033 patrons across the entire length of the Festival. Compared to 2022 with a total attendance of 100,117, this is an estimated increase of 7.37% year-on-year.

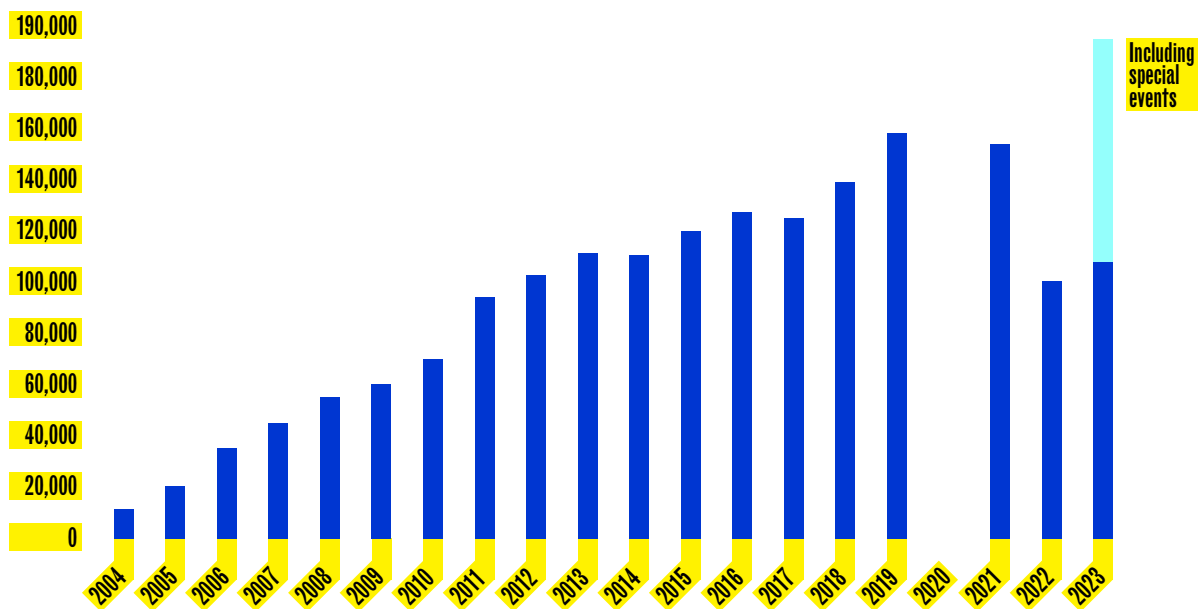
This is in addition to several special events that took place this year:

- Two ABC radio broadcasts — 24,000 listeners
- Kernewek Lowender Cornish Festival — 30,000 attendees
- The Wonders of Port Adelaide Exhibition — 15,000 attendees
- South Australian Wooden Boat Festival — 12,000 attendees

Including these – total attendance at the 2023 History Festival = 189,033

The 2023 History Festival had a true state-wide focus with over 100 unique event sites of which 77% were outside of the Adelaide CBD.

The 2023 History Festival welcomed patrons from across Australia with 26% of facilitator survey respondents reporting attendees from interstate.



Visitor Insight

“I eagerly await May each year because I will be enthralled, discover new stories and visit new places.”

“I love this Festival, the passion of all the presenters was infectious.”

“The History Festival is a great addition to South Australia’s calendar.”

Digital

eDM CAMPAIGNS

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

728px wide by 90px high

Price: \$200 per ad (GST excluded)

WEBSITE AD

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

600px wide by 400px high

Price: \$500 per ad (GST excluded)

1200px wide by 400px high

Price: \$990 per ad (GST excluded)

Please supply a hi-res JPEG or PNG image





Government of South Australia

South Australia's History Festival

1-31 May 2023



Explore the fascinating Santos Museum of Economic Botany. Adelaide Botanic Garden. Open daily, free entry.

Timeless trees and botanical wonders – a green thumb's guide to South Australia's History Festival

When wondering about history, often we tie stories to man-made places and things; the structures, buildings and artefacts that offer physical proof of our journey through time.

Yet, of equal importance are the natural spaces preserved and cultivated, the parks, gardens and conservation grounds, tended lovingly by green thumbs across our state.

Shinrin-yoku – a term coined by the Japanese Ministry of Agriculture, Forestry and Fisheries in 1982 – translates approximately to 'forest bathing' and refers to the therapeutic act of simply being in nature, and particularly in the presence of trees. Offering proven cardiac benefits, regulation of hormones and the immune system – a measurable boost to general wellbeing, what more reason could we possibly need to get out and amongst the natural wonders of our state?

2024 Digital Reach

3,716
eDM subscribers

40k visitors
Festival month

10k+ followers
Facebook & Instagram

297k+
Social reach
during campaign



**South
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Advertising opportunities

For all advertising enquiries for the South Australia's History Festival 2024, please contact Dane Wilden, Manager, Major Events or Tamrah Petruzzelli, Director, Super Studio.

Tamrah Petruzzelli
Director
0402 591 497
tamrah@superstudio.world

Dane Wilden
Manager, Major Events
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dwilden@history.sa.gov.au

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