

# MEDIA KIT 2023



Australian  
**musician**  
.com.au

Jason Roseyarn  
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 9,000 followers

Average weekly Facebook reach: 55k

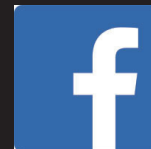
YouTube channel 11,400 subscribers.

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 on AM website :

\$350 (Australian) per month or \$100 per week

(1050 pixels x 150pixels)

### Side banner:

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

(255 pixels wide x 360 pixels deep)

### Weekly e-news banner to our email database:

(E-news delivered every Friday afternoon)

\$120

(1050 pixels x 150pixels)

### One Week promo package:

\$295

#### Includes:

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