

GLAM

ADELAIDE

FRINGE ARTIST PACKAGES 2024



SOUTH AUSTRALIAN NEWS

GLAMADELAIDE.COM.AU

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OUR AUDIENCE

KEY PLATFORMS

300,000 weekly impressions
560,000 monthly unique users
20,000+ daily website hits

143,000 facebook followers
16,000 facebook community group
followers
121,000 instagram followers
8,800 LinkedIn followers
8,000 Threads followers



Glam Adelaide is South Australia's leading lifestyle news website. With millions of hits each month, our audience are cashed up professionals who want to know where to go and what to do in South Australia.

Our audience rely on our suggestions to help them manage their social lives, and to stay on top of the latest news.

Our statistics aren't impacted by competitions driving traffic and community numbers, as our audience don't visit us to win freebies. Instead, they come to us, happy to spend money on SA's best businesses, events and experiences.

As our audience is so large, we also have strong readership across the 18-64 age group, with many different areas of interest.

Key areas of interest include:

- Fringe news & reviews
- Food & Beverages
- Travel & Accommodation
- Arts News & Reviews
- Regional News

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FRINGE ARTIST PACKAGE

CORE PACKAGE \$600+GST (DISCOUNT APPLIED)

This heavily discounted package, valued at over \$6k, allows us to prioritise Fringe artists who take up the promo package with us, whilst funding our Fringe team who dedicate countless hours to promoting this Festival each year.

Package Inclusions:

- **Feature article package - Pre-event (\$2,000 value)**
 - 1 article hosted on our website & free iPhone app
 - 1 E-Newsletter feature
 - 1 Instagram story linking people back to the articles
 - 1 Facebook share of the featured article
- **1 Event review (where possible)**
 - 1 article hosted on our website & free iPhone app
 - 1 E-Newsletter feature
 - 1 Instagram story linking people back to the article
 - 1 Facebook share of the featured article
- **Calendar listings (launch dates only)**
- **Rotating website ads, up to 70k impressions (\$2,000 value)**
- **Feature in Glam Adelaide's Fringe Guide: published on Glam Adelaide website, and shared via Glam's social media channels**

**Conditions Apply - check page 5

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MORE OPTIONS

CORE PACKAGE \$600+GST ADD ON OPTIONS

** For greater flexibility each of these options can be added on, or we can custom build a package to suit your needs.

- Website advertising boost 35,000 impressions- \$1000 (greater reach available upon quote)
- eNewsletter advertising - 2 weeks - \$1000
- Pinned calendar event \$500
- Dedicated eNewsletter to Glam Adelaide database \$1500
- Glam Adelaide Instagram reel \$1000
- Competition run via app and shared on website and Facebook \$1000

GOLD PACKAGE \$3000+GST (Valued at \$9,000)

- Core package inclusions as per previous page
- Website advertising boost 35,000 impressions- \$1000 value (in total 105k impressions)
- eNewsletter advertising - 2 weeks - \$1000 value
- Glam Adelaide Instagram reel \$1000 value **OR** Competition run via app and shared on website and Facebook \$1000 value

PLATINUM PACKAGE \$6000+GST (Valued at \$12,500)

- Gold package inclusions as per above
- Website advertising boost 35,000 impressions- \$1000 value (in total 140k impressions)
- Dedicated eNewsletter to Glam Adelaide database \$1500 value
- Glam Adelaide Instagram reel \$1000 value
- Competition, \$1000 value

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CONDITIONS

Payments

Payments must be received before package benefits can commence

Instagram Stories

Instagram stories will be created and linked to the article that Glam Adelaide publishes about your show. The link can be swapped for a direct ticketing link instead if preferred.

Artwork

All artwork is to be supplied by the artist in MREC format (300x250px)
When Glam Adelaide receives advertising artwork, it will be uploaded to the website to run during a period nominated by the client, during the advertising period (Jan 25 - March 27 or until the end of the performance dates). The earlier you provide the artwork, the earlier we can upload onto our site depending on dates you wish the ads to run. Advertising is impression capped as per the package details (speak to us about an upgrade for your advertising if you are interested in more impressions)

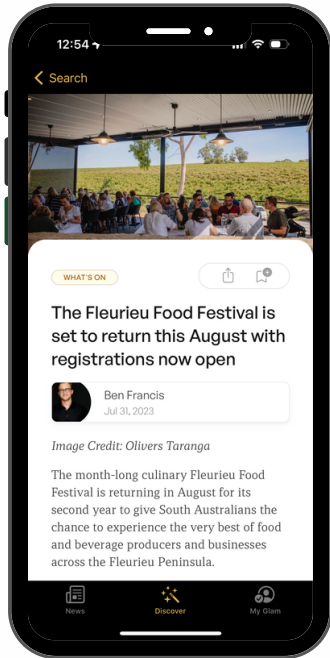
Reviews

Where possible our team will review your show, but this will be based on reviewer's interest in attending, and availability. Reviews are the opinion of the reviewer, and are not influenced by the purchase of a package. Star ratings will not be changed once published.

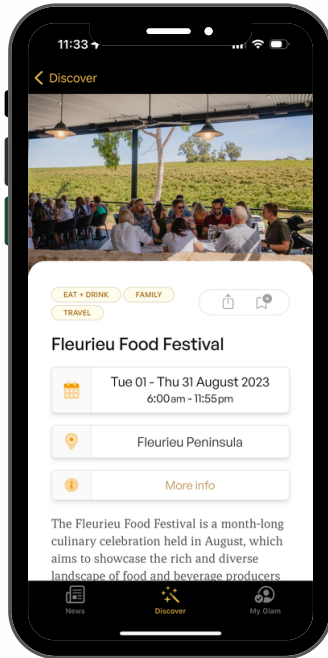
Refunds

Refunds will not be given for unused benefits.

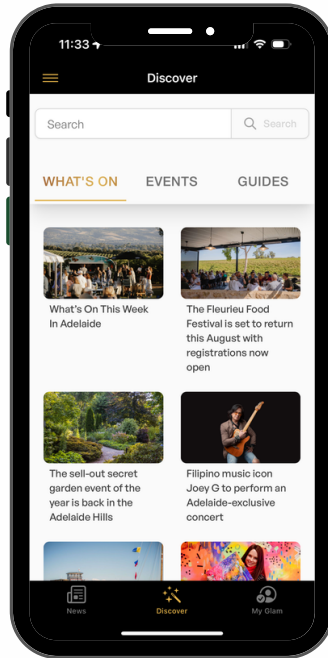
PACKAGE BENEFITS



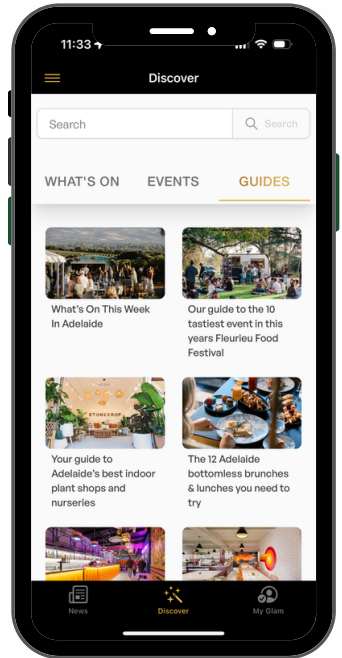
YOUR NEWS FEATURED ON OUR WEBSITE AND APP



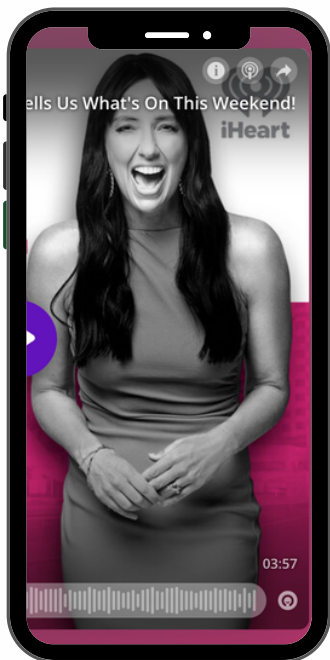
YOUR EVENT LISTINGS VISIBLE FOR GOOGLE SEARCHES & IN OUR CALENDAR



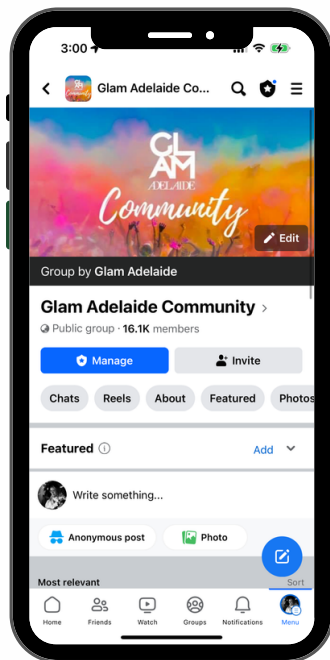
YOUR EVENT NEWS IN OUR POPULAR WHAT'S ON CATEGORY



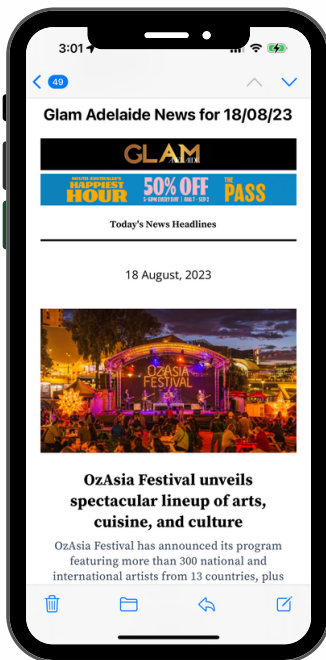
YOUR EVENT FEATURED IN OUR FRINGE GUIDE



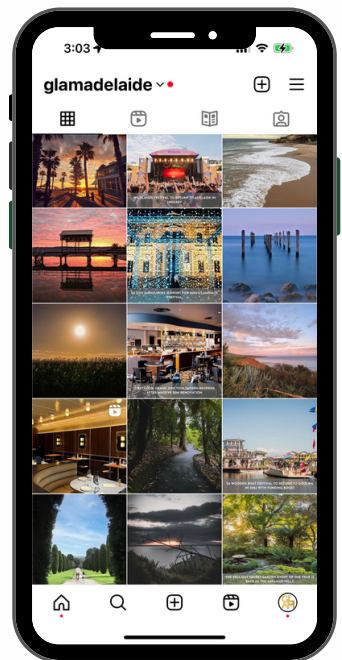
MIX102.3 EVENT PROMOTION ON WEEKLY GLAM ADELAIDE SEGMENT - CUSTOM PACKAGES ONLY



YOUR NEWS AMPLIFIED TO OUR GLAM ADELAIDE COMMUNITY FACEBOOK GROUP - CUSTOM PACKAGES ONLY



YOUR NEWS FEATURED IN OUR DAILY ENEWSLETTER TO 15,000 SUBSCRIBERS



YOUR NEWS AMPLIFIED VIA THE GLAM ADELAIDE SOCIAL MEDIA CHANNELS

CONTACT US

Please get in touch with us, so our team can work with you on a custom solution, to help showcase your business to our online community.



Questions?

felicity@glamadelaide.com.au

www.glamadelaide.com.au

[@glamadelaide](#)