

# ADELAIDE FRINGE



## media pack



## Advertising Options

Where else would you rather advertise your show than online with the number one Google ranked site for 'Adelaide Fringe for Kids'? We have a huge local audience who know that we live and breathe Adelaide Fringe every year and they use our website to find the best Fringe shows for their families.

**"the lot" = \$750 + GST**

- ▶ 1 x **feature listing** in our **website** "Fringe for Kids" guide
- ▶ Your show listed on our **event calendar**
- ▶ 1 x prime time **Facebook post** with **direct link to your ticket url**
- ▶ 1 x **Insta story** with **direct link** to **your ticket url**
- ▶ 1 X **e-newsletter inclusion** (sent to over 22,000) with **direct link to your ticket url**
- ▶ Plus (where possible) a member of the KiA team will see your show and add a review to AVR and also to your event listing. This will be shared on our IG stories with link.

**"the starter" - \$375 + GST**

- ▶ 1 x **listing** in our **website** "Fringe for Kids" guide
- ▶ 1 x prime time **Facebook post** with direct link to your ticket url
- ▶ extra social posts are available to add on request

**fringe venue package from \$500 + GST**

If you are a venue running a program of Fringe shows in 2024 we can put together a package to suit your size and budget. Please contact us for more info.

**Please note** - Our reviews and star ratings are based on our honest opinions of your show and not influenced by payment.

**If you would like to book your spot for the 2024 Adelaide Fringe, or would like to know more, please email [kheshan@kidsinadelaide.com.au](mailto:kheshan@kidsinadelaide.com.au)**

## Fringe Fast Facts

**KiA Facebook**  
96,000 +

**KiA Instagram**  
33,000 +

**KiA TikTok**  
11,000 +

**KiA Email Subs**  
23,000 +

Our Fringe pages were viewed over 25,000 times last fringe season

We run a month long paid Facebook ad campaign linking directly to our Fringe guide. This will reach 100,000's of people

Google "Adelaide Fringe for Kids" and you'll find our website Fringe guide is in the #1 spot

Our website has over 2 million page views each year.