



Australian Government



NATIONAL TRUST



AUSTRALIAN  
HERITAGE  
FESTIVAL

# Advertisers Media Kit



## Festival Vision

Australian Heritage Festival program in Victoria is coordinated by the National Trust of Australia (Victoria) (NTAV) and supports the National Trust's mission "to inspire the community to appreciate, conserve and celebrate its natural, cultural and Indigenous heritage."

The objectives of the festival are:

- To communicate how heritage values and Victoria's culture can enrich our lives
- To provide opportunities for communities, local government and organisations to celebrate Victoria's heritage
- To enable active engagement in the conservation and management of heritage places and values

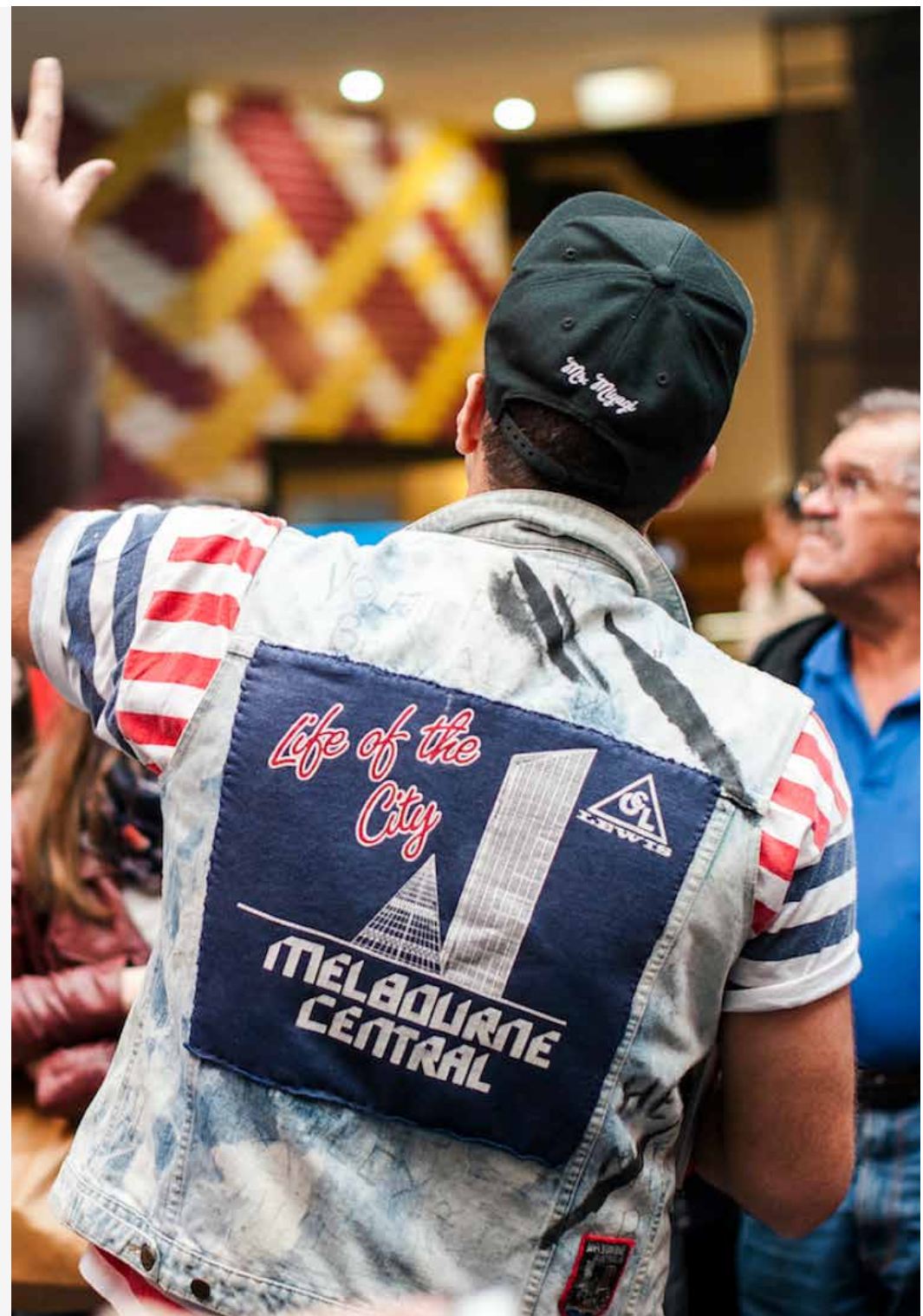
The Australian Heritage Festival is Australia's biggest annual community-driven heritage festival. In Victoria the Festival is comprised of events from across the state organised by NTAV properties and Branches, community groups, local councils, individuals and other organisations. The NTAV coordinates the registration of Festival events, promoting the program to a wide audience with interest in cultural heritage. The Festival begins annually on the 18th of April, the International Day for Monuments and Sites, and in 2018 will draw to a close on the 20th of May.

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Cover image by Suzie Potter

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Unlocked Tours with Dale  
Campisi, Melbourne Central





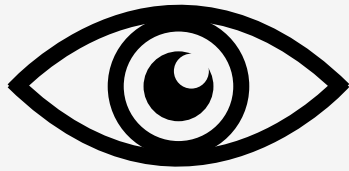
## Australian Heritage Festival 2018 Theme: **My Culture, My Story**

Australia's biggest and most diverse heritage festival is expanding again in 2018, focusing on what makes a place special, encouraging us all to embrace the future by sharing the strengths of our cultural identities. The 2018 Australian Heritage Festival theme is *My Culture, My Story*, celebrating the diversity of cultures that have shaped our shared heritage. The Festival is an opportunity to reflect on the places where we live, work, and travel, and why they are special, celebrating our many diverse and distinctive cultures. In 2018 we call on communities to treasure their local cultural heritage by telling their stories and celebrating their traditions, including storytelling, music, food, dance, traditional games, and crafts.

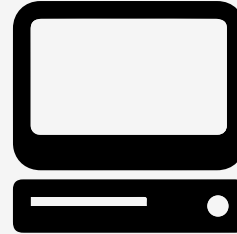
What are the cultures of your region, and how are they celebrated? What are the stories of your community? Do you know an untold story that should be shared? What is the role of new generations in celebrating and protecting our heritage?

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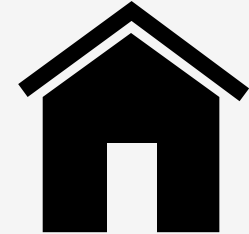
Victoria Carpets woollen mill employees  
c1975. The Mill Castlemaine



**3600**  
**UNIQUE PAGE VIEWS**



**4433**  
**UNIQUE SESSIONS**



**10,000**  
**HOUSEHOLDS**

## **Festival Audience and Reach**

We received 3600 unique page views and 4433 unique sessions during the 2017 Festival.

The printed program is distributed to 24,000 NTAV members via over 10,000 households, to Visitor Information Centres in metro and regional areas across Victoria, to the Melbourne Airport Visitor Information Centre, to event holders, as well as to NTAV properties and Branches.

Why Advertise with the Australian Heritage Festival?

- Participate in a landmark event on the National Trust calendar
- Connect with an audience of National Trust members and Regional Visitor Centres
- Reach a state-wide audience
- Contribute to the celebration and preservation of Victoria's heritage

Our audience are:

- NTAV members, a cross generational membership base with an increasing youth and family demographic. Our members are actively committed to conserving and enjoying Victoria's cultural heritage
- Tourists (local, interstate and international)
- Local communities in metropolitan and regional Victoria from a diverse range of cultural and linguistic backgrounds
- Aboriginal and Torres Strait Islander Peoples
- Local governments
- Private sector heritage and cultural tourism businesses





## 2017 Festival Facts

250+ events across Victoria

120,000+ event attendees across metro and regional Victoria

18,000 printed programs distributed across Victoria

28,000+ e-news subscribers

Social media presence across a number of platforms:

- 10,000+ Facebook followers
- 3,000+ Twitter followers
- 4,200+ Instagram followers

Our e-news lists that are used for promotion of the Festival are highly successful with an average open rate in excess of the industry average (21.2%) for not-for-profit organisations: 33.2% average open rate for the Australian Heritage Festival list (973 subscribers); 37.7% average open rate for NTAV Members list (7,345 subscribers); and 24% average open rate for Non-Members List (20,050 subscribers).

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Tamil Feasts presented at CERES Community Environment, Park Brunswick East

# 2018 Festival Themes

This year the Australian Heritage Festival printed program will be organised by the following themes:

- Aboriginal cultural heritage
- Advocacy, activism, and conservation movements
- Cultural expressions (art, public art, studios, music, dance, food, wine etc)
- Gardens, landscapes, and the environment
- Gaols, hospitals, and asylums
- Queer history
- Living museums, galleries, archives, and collections
- Local walking tours
- Industrial and maritime heritage
- Modernism
- Motoring, transportation, and machinery
- Residential and local heritage
- Oral and social history
- War heritage
- Women's history
- Workshops and seminars

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Victorian Colonial Express presented  
by Victorian Goldfields Railway



## Advertising prices

The printed program is distributed to 24,000 NTAV members via over 10,000 households, to Visitor Information Centres in metro and regional areas across Victoria, to the Melbourne Airport Visitor Information Centre, to event holders, as well as distributed to NTAV properties and Branches.

The printed program is 240x170mm portrait brochure, printed in full CMYK colour on matte paper. There are a range of advertising opportunities for the printed program.

Size	Location	Dimensions (H xW mm)	Standard rate for single issue
Covers	Back	240X170	\$4,000
	Inside front	240X170	\$3,000
	Inside back	240X170	\$2,200
Full page	Portrait	220X150	\$1,950
Double page spread	Horizontal	220X320	\$3,200
2/3 page	Horizontal	135X150	\$950
1/3 page	Horizontal	70x150	\$500

To find out more regarding advertising with the 2018 Australian Heritage Festival contact:

**Lee Tierney**

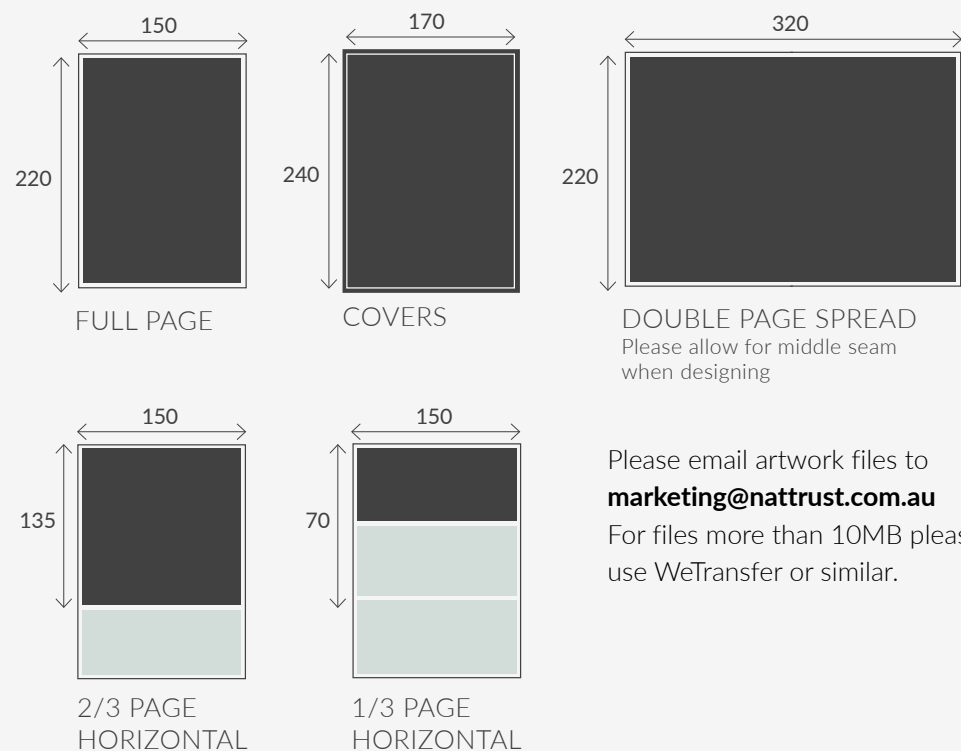
(03) 5956 6585

zoerethers@bigpond.com

australianheritagefestival.org.au

## Artwork Specifications

- Size is correct with 5mm bleed and crop marks
- All images are CMYK with a resolution of 300dpi or more
- All fonts are embedded
- Please supply artwork as an Adobe Press Optimized PDF



Please email artwork files to **[marketing@nattrust.com.au](mailto:marketing@nattrust.com.au)**  
For files more than 10MB please use WeTransfer or similar.





## CONTACT INFORMATION:

**Who do I contact if I have further questions?**

### **Jessica Hood**

Australian Heritage Festival Coordinator Victoria

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Email: [festival@nattrust.com.au](mailto:festival@nattrust.com.au)

[australianheritagefestival.org.au](http://australianheritagefestival.org.au)



**Australian Government**



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The Australian Heritage Festival is supported through funding from the Australian Government's National Trusts Partnership Program

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Cape Schanck Lighthouse Reserve.  
Photograph by Jack Cain on Unsplash.