



Eventfinda – Unmatched marketing reach

Take advantage of Eventfinda's massive marketing reach. The Eventfinda website and multiple newsletter options are the most cost-effective, engaging and quickest ways to reach Australia's huge entertainment audience.

Australia's #1

guide to events and live entertainment

4,500,000

newsletters sent monthly

350,000

unique monthly visitors

200,000

active newsletter subscribers

450,000

monthly website visits

1,300,000

monthly website & mobile page views

Source: Google Analytics

EVENT & LIVE ENTERTAINMENT MARKETING IN ALL CATEGORIES

月 Concerts & Gigs

置 Sports & Outdoors

Performing Arts

© Exhibitions

豆 Festivals & Lifestyle

리 Workshops & Conferences





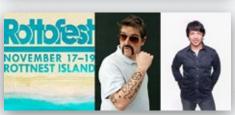








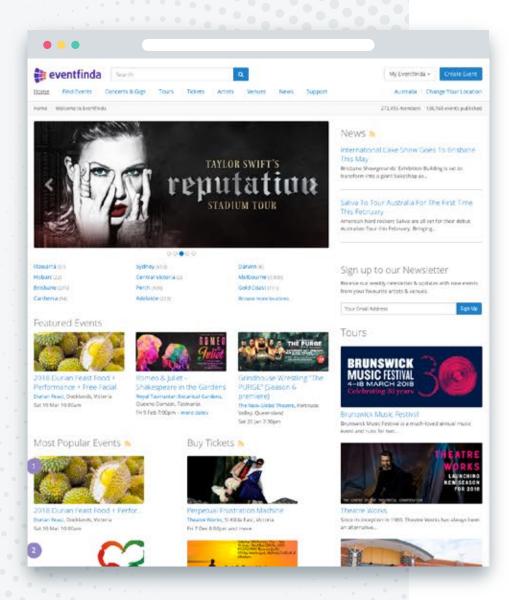












Cost-effective event advertising

With options available to promoters at a wide range of budgets, you can reach the Eventfinda audience on desktop, mobile, and through a range of newsletter options to get in front of the largest Australia entertainment audience... wherever they are.



Newsletter — Reach 200,000 entertainment fans with marketing solutions at a range of prices to suit every budget (sent weekly alternating between states - NSW and QLD then the following week SA, Vic and WA)

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Regional Website & Mobile Targeting — Capture the attention of every viewer in a specific state on the Eventfinda desktop and mobile platform



Category Targeting — Target your audience by their area of interest... capture every page view in a specific category on the Eventfinda desktop and mobile platform



Mobile Marketing — Fully integrated with corresponding desktop promotions... with 50% of the audience on mobile, don't miss grabbing their attention where they're spending their time



Multi-Platform Marketing — Integrate your website, mobile and newsletter placements for maximum promotional reach



Australia's biggest entertainment audience

The Eventfinda audience includes Australia's most socially engaged, active, entertainment-minded people. These entertainment fans rely on and trust Eventfinda for event discovery and ticket buying information.

High average household income

Heavy concentration in the 25 - 54 age range

Concentrated in key cities

and towns

Using the internet as the primary research tool for

Entertainment & lifestyle

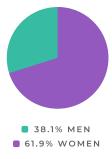
focused

purchases and entertainment discovery

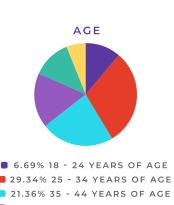
Higher than average time spent on the internet

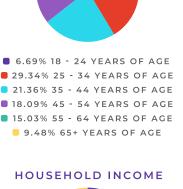
Higher than average engagement with social networks

Strong 50+ audience

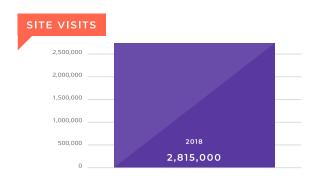


GENDER

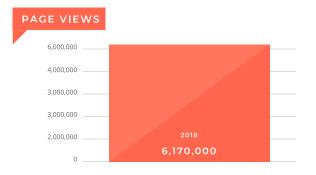














State-specific targeted Roadblock banners

Target a state-specific audience by capturing every Eventfinda desktop and mobile page view in a specific state for a full week. Focus your message to the local audience... and link directly to your event, festival or ticketing site.



Target your promotion and grab the attention of the local audience viewing events in their state



Targeted 300x600 banner placement on every Eventfinda desktop and mobile event and browse page in a specific state for a full week



Great for tours, seasons, festivals, or single events



Banner can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site







State-specific targeted Roadblock banners

Queensland	\$400
New South Wales	\$500
ACT	\$250
Victoria	\$500
South Australia	\$400
Western Australia	\$250
Northern Territory	\$250

All costs per week + GST

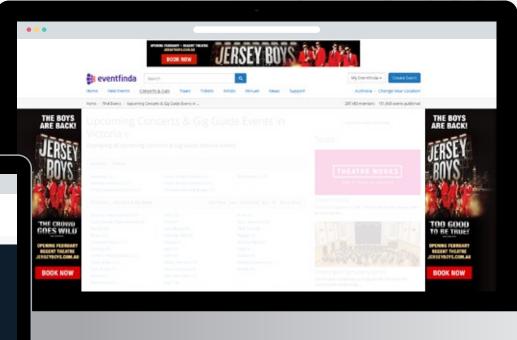


Category takeovers

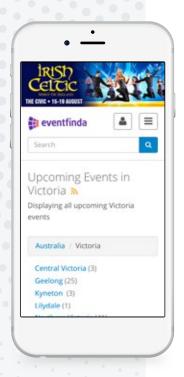
Target the specific audience you want to reach and take control of an entire section on Eventfinda for a full week. Grab the audience's attention with a big full graphic takeover for your event, festival, season or tour.

*Category takeovers are state specific, email us for across site category takeover











Category takeovers

Full graphic takeover of every desktop event page and browse page in one of our six categories

Also includes 320 x 100 leaderboard banner at the top of all mobile event and browse pages for the category Includes 728 x 90 leaderboard banner at top of every page plus full graphic wallpaper

Banner and wallpaper can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site

Festivals & Lifestyle	\$900
Concerts & Gigs	\$800
Performing Arts	\$650
Sports & Outdoors	\$300
Workshops & Conferences	\$250
Exhibitions	\$200

All costs per week + GST

*Category takeovers are state specific , email us for across site category takeover

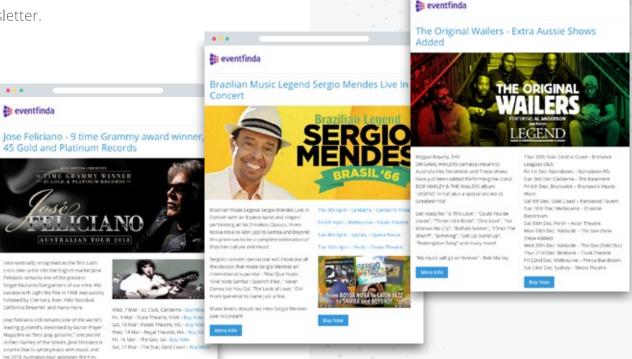


Spotlight newsletter

Get in front of Eventfinda's 200,000 entertainment fans with our most focused national newsletter. Spotlight Newsletters deliver a message entirely focused on your event, festival, season or tour.

the virtuosity and the sheer musical brilliance

that is sone Feliciano.







Peter Andre - Greatest Hits Tour



A Special Homecoming!

Over 20 million record sales!

Born in North London, but raised Down Under, Peter Andre (and his so-pack) will perform his first headline shows here in 20 years!

"The hardest working man in pop" recently sold 150,000 tickers on his sold out UK arena tour earning him rave reviews, "Non-stop, first-class entertainment".

To celebrate this special homecoming Peter Andre will be performing all his greatest hits - Mysterious GHI, Get Bown Chill, Flove, All Might All Right, Chily One plus many more.

We are very pleased to announce that special guests on the tour will be the 90's masters of R&B, CDB CDB toured the world, playing with the Bloss of Boyz II Men, K-CLB-Jo-Jo-Land

CDB will perform their classics Lets Groove, Mook Me Up as well as selections from their new album of 90's Super Jams.

Presale Tickets Tuesday 30 Ma

Brisbane, Eatons Hill Hotel Saturday 18 November Click here to buy tickets

Gold Coast, The Star Sunday 19 November Click here to buy tickets

Adelaide, Thebarton Theatre Thursday 23 November Click here to buy tickets

Sydney, Enmore Theatre Friday 24 November Click here to buy tickets

Melbourne, Forum Theatre Saturday 25 November Click here to buy tickets

Perth, Crown Theatre Sunday 26 November Click here to buy tickets.

Presale tickets available Sam Tuesday 30 May

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Elvis To The Max - Thank You Very Much - The Farewell Tour!



Abstract Entertainment proudly presents

ELVIS TO THE MAX Starring Max Pellicano Thank You Very Much THE PAREWELL TOUR

After a career spanning over thiny years, and with over thiny Australian tours, Max Pellicano (Ehris to the May is emborring on his flarewell tour in September 2017, it should be known that no artist can boast this remarksible record. Max Pellicano's first Australian tour was in 1988 where he sold out The Sycney Emerianment Centre and The Spons Centre in Molbourne. Max Pellicano is the first libre international Tribute Arrist to our Australia and still remains the most popular. There are very fee tribute arrists that have reached the profile status of celebrity and Max Pellicano is another libra in this exclusive club.

In his 30-year Australian career Max Pellicano (kilvs to the Miss) has performed and been interviewed by every major TV and Radio Network. Critics have described him as Elvis "resurrected" and "nincemaked". Abstract Ensertainment proudly presents his farewell tour in September 2017, which will be a fitting farewell to a truly groat international artist. The concert will feature multi-media footogo of his early performances and integes taken Plocustions files weers.

TOUR DATES

Thursday 14th September, 2017 CIVIC THEATRE, NEWCASTLE Box Non.

Friday 15th September, 2017 ROOTY HILL RSL CLUB Buy Now

Saturday 16th September, 2017 WREST POINT HOTEL CASINO, HOBART Bur, Non

Wednesday 20th September, 2017 SOUTHERN CROSS CLUB, CANBERRA Buy Non

Friday 22nd September, 2017 TWIN TOWNS SERVICES GLUB, TWEED HEADS

Seturday 23rd September, 2017 ADELAIDE ENTERTAINMENT CENTRE Buy.Now

Sunday 24th September, 2017 STATE THEATRE, SYDNEY Buy Now

Wednesday 27th September, 2017 CROWN PERTH Buy Now

Spotlight newsletter

A very special EDM dedicated to one event, tour, festival, or season

Sent to the entire 200,000 Eventfinda subscriber database

Includes direct links to each event's ticketing purchase page

Unlimited editorial opportunity to tell your story in depth

Multiple outbound links go directly to the promoter's site, the event site, Facebook, or the event's YouTube video Great for special offers, promotions & pre-sales

\$3,000 + GST



State-specific spotlight newsletter

A very special state-targeted EDM dedicated to one event, tour, festival, or season

Sent to the Eventfinda subscriber database for the selected state(s)

State-specific Spotlight eDMs available for NSW, QLD, VIC, SA, and WA

\$1,200 + GST

Multiple outbound links go directly to the specific ticketing page(s), promoter's site, the event site, Facebook, or the event's YouTube video

Huge editorial opportunity to tell your story in depth



Jason Bonham's Led Zeppelin Experience

ar Tickets Vet2

ing sold-out concerts across the US, DNHAM's LED ZEPPELIN NOE is heading to New Zeeland for se in February 2018.

tier 10th, 2007, Jason Bonham inte in the most anticipated concert of the Led Zeppelin reunion at London's with surviving members Jimmy Page, Jones and Robert Plant.

y after 7 years. Jason is bringing his id critically acclaimed concern-which the life and music of his facter, the Led Zeppelin drummer John to our abores.

The Shor

"Jasen plays these songs like nobody else. There are a lew people that think they can play them like him, but nobody can, and they know who they are. As long as Jason does this with a smile, he has my blessing."

"I was absolutely floored by this show... by far the best. they sound unbelievable... I cannot think of ever having heard anybody play Zeppelin better than these guys." Eddle Trunk, Legendary US Rock Journalist Radio and TV broadcaster

JASON BONHAM's LED ZEPPELIN EXPERIENCE is a spectacular rock concert with iconic Led Zeppelin songs, stunning atmospheric video and light effects, which highlight the unique history that Jason Bonham shares—in commemoration of his father John



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Mamma Mia! The Musical

Witness the global smash hit musical Mamma Mia! The Musical on stage as it takes its residency at the Lyric Theatre-QPAC in **Brisbane**. Playing from 6 January to 4 February, this brand new production is sure to pull your heartstrings. Featuring the story-telling magic of ABBA's classic songs like 'Voulez Vous', 'Dancing Queen', 'Take a Chance On Me' and 'S.O.S'. Grab your tickets now and experience a one of a kind stage spectacle that is Mamma Mia! The Musical!



Newsletter superfeature

Get your event, festival, season or tour at the top of Eventfinda's popular weekly newsletter. With a big image, big editorial, and Facebook feature, it's a great way to grab the attention of our 200,000 subscribers.

The Eventfinda Newsletter is sent to our 200,000 active subscribers every Thursday

NSW, VIC, SA, and WA

Hero image & headline at the top of the weekly Eventfinda newsletter

Includes placement at the top of Eventfinda's Facebook page for the week

Newsletters generated for QLD,

Includes 75 words of editorial

Includes full-motion "Video Hero" YouTube or Vimeo embedded video on all associated event pages

Text & image link to tour, season, festival collection or event detail page on Eventfinda

Great for tours, seasons, festivals, or single events

\$500 + GST

Applies per state edition. For nationwide reach total cost is \$2,000.



Homepage hero banner

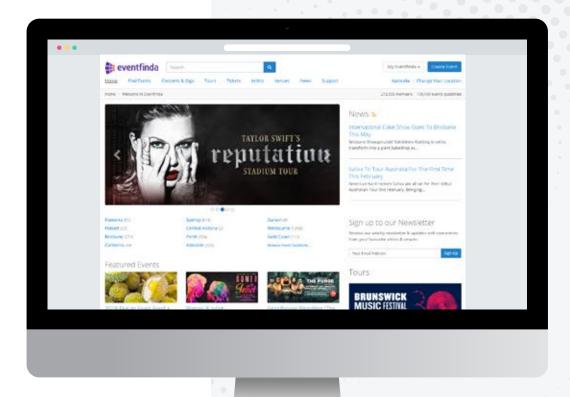
Command the top of the Eventfinda homepage

Three full weeks in the Homepage Hero image rotation across all state homepages

Great for tours, seasons, festivals, or single events

Links directly to tour, festival, season collection or single event page on Eventfinda

\$500 + GST FOR 3 WEEKS





Newsletter billboard

Multiple Billboard promotional options are available in our popular weekly newsletter. With a big banner and editorial in key positions, our audience won't miss seeing your message.

Great for tours, seasons, festivals, or single events

Sent every Thursday to Eventfinda's 200,000 newsletter subscribers

Big image & headline plus up to 35 words of editorial

Text & image link to tour, season, festival collection or single event detail page on Eventfinda

\$300 + GST

Applies per state edition. For nationwide reach total cost is \$1,200

Incubus Australian Tour

• • •

Incubus are hitting Aussie roads next year to tour their eighth studio album '8'. Released last April through Island Records, '8' spawned the electrifying new hits "Nimble Bastard" and "Glitterbomb". Debuting at number four on Billboard 200, the album marks the band's return to rock music after years of genrehopping and experimentation. The **Brisbane** show tickets are now officially on sale - book now!



Shawn Wayans Live

If you've watched 'Scary Movie', you know that it's a blend of horror and comedy. What if you take the horror part away? Now that's all you'll get when you catch Shawn Wayans' live stand up in the Gold Coast next year May. Grab your tickets now and prepare for a tidal wave of knee-clapping and ripsplitting punchlines this 2018!



Limp Bizkit Headline Show

Cheer up Lim Bizkit fans! It's a "lonely world" no more 'cause the American rap-rockers are heading their way to **Brisbane** in March next year. Sharing the Brisbane stage with Of Mice & Men and Ocean Grove, it's sure to be a night of mad vocals and incredible sonic maneuvres. Don't miss out!



Featured event tile

Promote your single event – either on the Eventfinda homepage as well as in our popular weekly newsletter, or only in the weekly newsletter. A great way to make sure your event is seen by a huge audience at a budget-friendly price.

One of three Featured Event tiles in the weekly newsletter and on the Eventfinda desktop and mobile homepage

Available for QLD, NSW, VIC, SA, and WA

Full week homepage visibility

Three additional Featured Event Tiles in the weekly newsletter only

200,000 newsletter subscribers

Includes key image, event title, location and date details

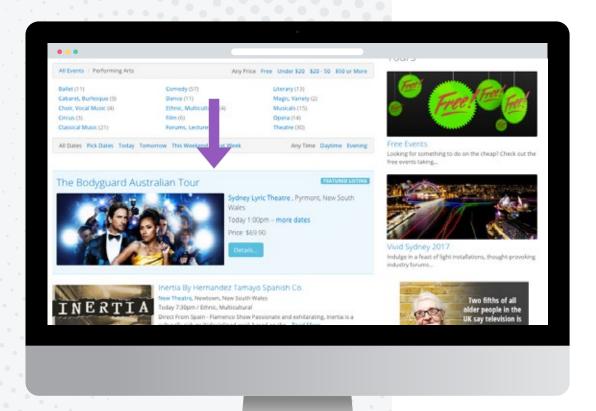
Single events only

Links to event detail page on Eventfinda

\$225 + GST







Featured category listings

Grab the attention of the audience you want to attract and target a specific category on Eventfinda.

Highlighted event at the top of an Eventfinda category browse page

Includes key image, event title, location and date details

Single events only

Links to event detail page on Eventfinda

Concerts & Gigs	\$150
Festivals & Lifestyle	\$150
Performing Arts	\$100
Sports & Outdoors	\$100
Exhibitions	\$80
Workshops & Conferences	\$80

All costs per week + GST



Advertising summary & specs

Placement	Cost	Image size	Max file size	Format(s)
Spotlight Newsletter	\$3,000	1170 x 504	300kb	jpg, gif, png
State-specific Spotlight Newsletter	\$1,200	1170 x 504	300kb	jpg, gif, png
Newsletter SuperFeature	\$500	1170 x 504	300kb	jpg, gif, png
Homepage Hero	\$500	1170 x 504	300kb	jpg, gif, png
Newsletter Billboard Feature	\$300	1170 x 504	300kb	jpg, gif, png
Featured Event Tiles - Homepage & Newsletter	\$750	1170 x 504	300kb	jpg, gif, png
Newsletter Featured Event Tiles	\$225	1170 x 504	300kb	jpg, gif, png
Featured Category Listings	Varies by category	1170 x 504	300kb	jpg, gif, png
Category Takeover	As noted	728 x 90, 320 x 100 + Wallpaper	150kb	jpg, gif, animated gif, html
State-specific Targeted Roadblock Banners	As noted	300 x 600	150kb	jpg, gif, animated gif, html
Wallpaper	Included in Takeovers	2560 x 900**	700kb	jpg, gif

^{*}Billboard Features and Featured Event images are cropped by the system to the display size for the promotion



^{**}Wallpaper images should leave the 1170 content panel blank with a solid colour at the bottom; key image/message should be within 160 pixels on each side of content panel to accommodate the greatest range of browsers



P 1800 710 499

E advertising@eventfinda.com.au

TEDMS & CONDITIONS

Rates are effective January 2018 until further notice

All materials are due no later than 3 working days before campaign start date

Rates are in Australia dollars and exclusive of GST

Eventfinda reserves the right to reject any advertising for reasons of suitability or relevance

Advertising is subject to availability

PAYMENT

Eventfinda will invoice for advertising served upon commencement of the campaign

Payment is due by 20th of month following invoice

Cancellations within one week of booked campaign date bear a 50% penalty fee

Banking information will be provided with campaign invoice