



CinemaAustralia

The world's only website
dedicated 100% to Australian film news,
reviews, features and interviews.

Online | Video | Podcast

2019MarketingKit

"I'm a regular reader of Cinema Australia
and I really appreciate everything they do."

Damien Power, Director *The Killing Ground*

"I've followed Cinema Australia
for the last four years. I'm a big fan."

Ewen Leslie, Actor *The Daughter*

"If not for Cinema Australia, I wouldn't know
about many Australian films at all.
Hats off to your true service to the industry."

Julian Karikalan, Director *Love & Only Love*

Cinema Australia has a strong voice.

Why not tap into our market?



Our Story

Cinema Australia is an online space dedicated to the support and promotion of Australian made films through independent news, reviews, features and interviews.

Cinema Australia stands alone in film media as the only website in the world solely dedicated to Australian films and the people who make them.

Along with our website - which is available across multiple platforms - Cinema Australia has a strong social media following made up of filmmakers and film enthusiasts alike.

We strive to continue to grow the Cinema Australia name to benefit Australian films, filmmakers and industry professionals.

Our Network

We run regular, well-received features including 'First Looks', 'Meet The Cast', 'Trailer of the Day' and 'The Crowdfunders' as well as many exclusive articles written by short form, long form and documentary filmmakers.

One of our strengths are our highly-regarded and much-read interviews which are published in Q&A and article formats as well as video recorded and shared across social media and YouTube.

We also have the Cinema Australia Podcast which is available via our website, SoundCloud and Apple Podcasts. Recent guests include Radha Mitchell (*Looking For Grace*), Matt Day (*Muriel's Wedding*), Simon Stone and Odessa Young (*The Daughter*), Max Cullen (*The Great Gatsby*) and many others.

In the community

Cinema Australia is actively involved in the film community working alongside established brands like Revelation Perth International Film Festival, CinéfestOZ, NextGen and the Capricorn Film Festival to bring local audiences Australian film content they may otherwise miss out on through traditional distribution methods.

We've formed strong relationships with many up-and-coming directors, actors and producers who trust us to share exclusive news about their films and reach appropriate target audiences.

Our Logo

The Kookaburra is native to our land and has one of Australia's most recognised calls which makes it the perfect icon to represent our brand.

The Cinema Australia logo was created by WA's Jason Chatfield, cartoonist for The Perth Voice, The New Yorker and the internationally syndicated Ginger Meggs cartoon strip.

Cinema Australia Advertising Rates 2019

More than just an ad.

Be sure to include Cinema Australia as part of your marketing strategy. Cinema Australia's unique advertising packages are a great way to maximise your reach across the Cinema Australia network.

Gold Package ^{20 days}

- Limited editorial coverage of your Australian film, festival, cinema, event or company across the Cinema Australia network
- 400 pixel H x 400 pixel W URL linked advert inserted into every Cinema Australia post for the duration of the package run.
- Social Media Blast across Facebook, Twitter and Instagram
- An Instagram shoutout video
- 1 x Cinema Australia Newsletter

Diamond Package ^{30 days}

- Limited editorial coverage of your Australian film, festival, cinema, event or company across the Cinema Australia network
- 400 pixel H x 400 pixel W URL linked advert inserted into every Cinema Australia post for the duration of the package run
- 400 pixel H x 400 pixel W URL linked homepage advert
- A dedicated page with general information about your Australian film, festival, cinema, event or company including promotional videos, images, a link to ticketing information and sales, live map and phone numbers for smartphone users
- Social Media Blast across Facebook, Twitter and Instagram
- 2 x custom Cinema Australia Newsletters
- 1 x Facebook sponsored adverts

Platinum Package ^{30 days}

- Editorial coverage of your Australian film, festival, cinema, event or company across the Cinema Australia network
- 1 x Cinema Australia Podcast episode
- 400 pixel H x 400 pixel W URL linked advert inserted into every Cinema Australia post for the duration of the package run
- 400 pixel H x 400 pixel W URL linked homepage advert
- Exclusive background wallpaper of www.cinemaaustralia.com.au
- Exclusive space within the homepage banner of www.cinemaaustralia.com.au
- A dedicated page with general information about your Australian film, festival, cinema, event or company including promotional videos, images, a link to ticketing information and sales, live map and phone numbers for smartphone users
- 2 x custom Cinema Australia Newsletters
- 2 x Facebook sponsored adverts
- Regular social media updates and blasts across the Cinema Australia Social Media Network
- Exclusive Australian film, festival, cinema or event themed banner image of the Cinema Australia Facebook Page
- Exclusive Australian film, festival, cinema or event themed banner image of the Cinema Australia Twitter Page
- URL link inserted into the Cinema Australia email signature.



CinemaAustralia
www.cinemaaustralia.com.au

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Web www.cinemaaustralia.com

Uniques 30,000+ per month

Facebook 8000 | 44,000 Average Reach Per Week

Twitter 2400 | **Instagram** 1700 | **Newsletter** 4000



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