

# CinemaAustralia

[www.cinemaaustralia.com.au](http://www.cinemaaustralia.com.au)

## MARKETING KIT

ONLINE | SOCIAL | VIDEO | PODCAST | RADIO

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

**Damien Power** Director *The Killing Ground*

"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*

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

**Ewen Leslie** Actor *The Daughter*

*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.

Our strength is 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 and is broadcast across 15 CRN radio networks around Australia, and 2OceansFM in the Great Southern region of Western Australia.

## IN THE COMMUNITY

*Cinema Australia* is actively involved in the film community working alongside established brands like Revelation Perth International Film Festival, CinéfestOZ, Melbourne Documentary Film Festival 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.

*Cinema Australia* editor and founder, Matthew Eeles is also the Festival Director and Feature Film Programmer of the **WA Made Film Festival**.

## 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 *Cinema Australia*.

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

# Cinema Australia promotions are more than just an ad!

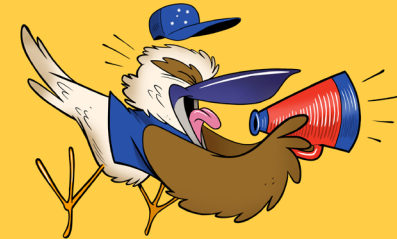
Be sure to include *Cinema Australia* as part of your marketing strategy. Our unique advertising packages are a great way to maximise your reach across the *Cinema Australia* network.

## Diamond Package - \$249 <sup>15 days</sup>

- Limited editorial coverage of your Australian film, festival or event 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 or event including promotional videos, images and a link to ticketing information and sales
- Facebook, Twitter and Instagram blasts
- 1 x Facebook sponsored advert

## Platinum Package - \$399 <sup>30 days</sup>

- Editorial coverage of your Australian film, festival or event across the Cinema Australia network
- 1 x Cinema Australia Podcast episode (Filmmaking guests only)
- 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](http://www.cinemaaustralia.com.au)
- Exclusive space within the homepage banner of [www.cinemaaustralia.com.au](http://www.cinemaaustralia.com.au)
- A dedicated page with general information about your Australian film, festival or event including promotional videos, images and a link to ticketing information and sales
- 2 x Facebook sponsored adverts
- Regular social media updates and blasts across the Cinema Australia Social Media Network
- Exclusive Cinema Australia Facebook Banner
- URL link inserted into the Cinema Australia email signature.



**CinemaAustralia**  
[www.cinemaaustralia.com.au](http://www.cinemaaustralia.com.au)

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**UNIQUES** 40,000+ per month

**FACEBOOK** 13,000 | 50,000 Average Reach Per Week

**INSTAGRAM** 4400 | **TIKTOK** 8600

+ **TWITTER, BLUESKY, THREADS & YOUTUBE** 5500 comb.