

EMERGING WRITERS' FESTIVAL

MEDIA KIT

WHAT IS EMERGING WRITERS' FESTIVAL

The Emerging Writers' Festival (EWF) is one of Australia's **most established and well-respected literary festivals**.

Since 2003, our national festival based in Naarm has been nurturing and promoting Australia's new writing talent, creating platforms for **connecting writing communities and their audiences**.

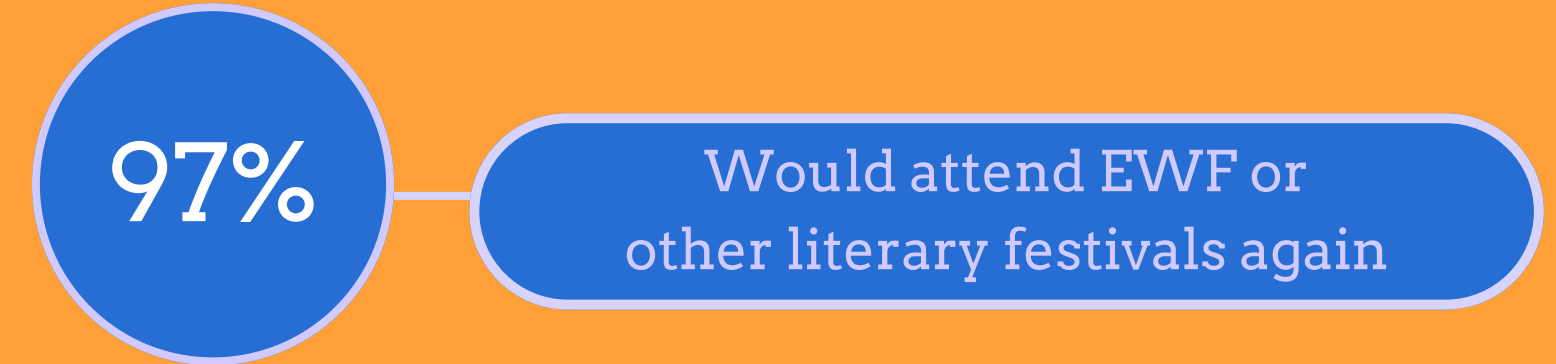
We are a place where creativity and innovation is elevated, where new talent is developed, and where **diverse voices from across Australia** are celebrated.



'There are precious few forums or places in the literary and publishing world where risk-taking, tentativeness and experiment are prioritised.'

Christos Tsiolkas, acclaimed author & EWF Artist Alumnus

WHO IS OUR COMMUNITY?



'EWF is really attuned to the needs of writers making their start in the industry. I felt seen, heard and supported in each room I was in and each of the speakers were very giving with their time, advice and personal feedback and guidance.'

EWF 2023 audience feedback

ADVERTISING OPTIONS

Digital
Newsletter

8,000+ engaged
monthly readers

Social
Media

65,000+ active
followers across
Instagram, Facebook,
and X(Twitter)

EWF
Blog

6,000+ monthly
readers

NEWSLETTER PACKAGES

Our dedicated newsletter subscriber-base are always on the look out for new arts opportunities across a wide-range of experience levels. They are excited to attend all kinds of literary and cultural events, and actively seek out new literature to read.

EWF's Newsletter Packages allow you to tailor the promotion of your next event, opportunity, or exciting news. Read on for details...

PURCHASE AVAILABILITY

FEB-AUG 2024

SLOT AVAILABILITY

FEB-AUG 2024

NEWSLETTER PACKAGES

PACKAGE #1

With this package, your organisation receives its own sponsored EDM. In addition to EWF's typical newsletter content, your organisation receives **sponsorship acknowledgement** at the beginning of the newsletter, and **URL click-through** at the end of the newsletter.

Your organisation also receives a **prominent promotional spot** (a segment of copy, 60 words max, provided by your organisation accompanied by a click-through button and an image) with which to promote your organisation/work/project.

PRICE

\$425 + GST

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NEWSLETTER PACKAGES

PACKAGE #1

EXAMPLE

EMERGING WRITERS' FESTIVAL


This Emerging Writers' Festival newsletter is sponsored by *Portside Review*.




Thank you to *Portside Review* for sponsoring this Emerging Writers' Festival newsletter.



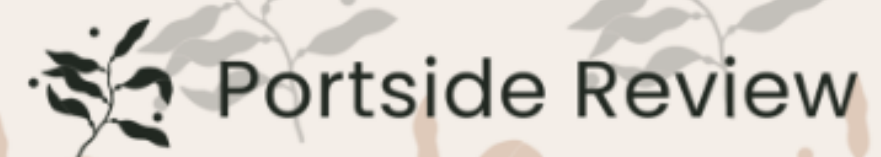
#EWF24
September 5-15

 Share

 Tweet

 Forward

Emerging Writers' Festival
The Wheeler Centre
176 Little Lonsdale St
Melbourne, 3000, VIC



DISCOUNT CODE

10% OFF

USE CODE



TENOFF

VALID UNTIL 31 MAY

Subscribe to Portside Review!

Our friends at Boorloo-based journal, Portside Review, are offering you a discount on your annual subscription!

Portside Review publishes quarterly issues filled with essays, poetry, fiction and histories from across the Indian Ocean. So what are you waiting for? Take the plunge today!

CHECK IT OUT

NEWSLETTER PACKAGES

PACKAGE #2

With this package, your organisation receives **an editorial spot** in EWF's newsletter with up to 50 words of copy provided by your organisation accompanied by a **click-through button** and **an image** with which to promote your organisation/work/project.

PRICE

\$375 + GST



Subscribe and donate rrr.org.au

Triple R April Amnesty is now on!

Local, community radio station, Triple R, is looking for support with subscriptions and donations this April. Each donation supports independent media, and helps to keep Triple R's passionate, diverse community of volunteer presenters on the air. If you do, you'll go into the draw to win a stack of amazing prizes.

Subscribe and donate at rrr.org.au.

CHECK IT OUT

NEWSLETTER PACKAGES

PACKAGE #3

With this package, your organisation has its promotional leaderboard (320x100 - 970x250px, PNG format) with URL click-through displayed in EWF's digital newsletter.

PRICE

\$275 + GST

**Inside the
Publishing House**

17 April 2024

 **hachette**
AUSTRALIA

EWF SOCIAL MEDIA

EWF's social media community is excited about attending new events across Victoria, discovering new arts opportunities across experience levels, and keeping a finger on the pulse of the literary world. Ensure your organisation will reach one the most engaged and active digital literary communities by advertising on EWF's Instagram, X, and Facebook feeds.

PURCHASE AVAILABILITY

FEB - JUNE 2024

SLOT AVAILABILITY

FEB - JULY 2024

EWFF SOCIAL MEDIA

With EWFF Social Media exposure, your organisation receives;

One post on EWFF's Facebook

One post on EWFF's X (Twitter)

One post on EWFF's Instagram + Instagram story with click-through to website or relevant URL.

Want to add an extra Instagram post or an extra X?

This advertising option is customisable to your needs. Get in touch to hear about discounted additions/alterations to EWFF's Social Media over simply purchasing another.

PRICE

\$400+ GST

EWVF BLOG FEATURE

EWVF's blog is an ever-evolving space that makes its home on EWVF's website. It is our most high-profile and ever-present form of advertising.

Competing with no algorithms or feeds, the EWVF blog boasts an average monthly audience of 6k direct users from our website. If you're bursting to **share a more extensive promotion** or have a **longform project** you'd like to give a sneak preview of, an EWVF Blog Feature could be just what you need.

PURCHASE AVAILABILITY

FEB - JUNE 2024

SLOT AVAILABILITY

FEB - JULY 2024

EWF BLOG FEATURE

An EWF Blog Feature sees you collaborate with the Emerging Writers' Festival to create a bespoke feature or interview to promote your organisation/work/project. This blog feature will consist of a **600-word (max.) piece**, acknowledgement of your organisation's support, alongside **your organisation's logo and hero image**, with **click-through to your website**. Your blog feature will also be highlighted on our homepage for one week after initial posting.

PRICE

\$500 + GST

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'A truly inclusive community of artists, audiences and staff who create literary magic each and every year.'

Latoyah Forsyth, Head of Marketing & Visitor Experience,
Melbourne Recital Centre

A circular logo with a light purple background and a blue border. The text "EMERGING WRITERS' FESTIVAL" is written in orange, stacked vertically. A thin blue line extends from the bottom of the circle down to the contact information box.

EMERGING
WRITERS'
FESTIVAL

A rounded rectangular box with a light purple background and a blue border. It contains contact information for Henry Farnan. A thin blue line extends from the bottom of the box down to the page number.

CONTACT

Henry Farnan

Marketing & Publicity Coordinator

henry@emergingwritersfestival.org.au