

**REACH EMERGING WRITERS
EVERYWHERE**

**EMERGING
WRITERS'
FESTIVAL**

emergingwritersfestival.org.au

media kit

REACH OUR COMMUNITY OF WRITERS & STORYTELLERS

- About us
- Who is our community?
- How can you get involved?
- Newsletter packages
- Social media packages
- Blog features
- Rates & other opportunities
- The National Writers' Conference
- Corporate sponsorships
- Get in touch

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

For over twenty years, our national festival has been nurturing and promoting Australia's emerging creatives. We provide artistic & professional development opportunities as well as platforms for connection, community, and discovery for practitioners and storytellers alike!

At EWF, innovation and creativity are elevated, talent is developed, and a diverse, contemporary Australia takes center stage.



OUR COMMUNITY IS...

CREATIVES AND STORYTELLERS OF ALL KINDS GATHER EACH YEAR AT THE EMERGING WRITERS' FESTIVAL

57%
LGBTQ+

14%
BORN OVERSEAS
FIRST LANGUAGE
NOT ENGLISH

8%
**LIVE REGIONALLY
OR REMOTELY**

28%
**PARENTS
BORN OVERSEAS**

23%
**DISABLED/PERSON
WITH A DISABILITY**

14%
**YOUNG
PERSON**

13%
**FIRST
NATIONS**

*Self-identifying,
non-mutually-exclusive
categories. 2024 festival data.

PROFESSIONALS

Those who see writing as their primary career and work in the industry, either freelancing or full-time as editors or publishers.

INTERNATIONAL & AUSTRALIAN STUDENTS

University or TAFE students, keen for professional development opportunities that complement their studies.

DEVELOPING CREATIVES

Those just starting out in the industry – they likely have been paid for their work but may have a day job to fund their writing.

PRACTICING CREATIVES

Those with at least one manuscript that they have either completed or are working on. Seeking opportunities to either develop or pitch their work.

ENTHUSIASTS

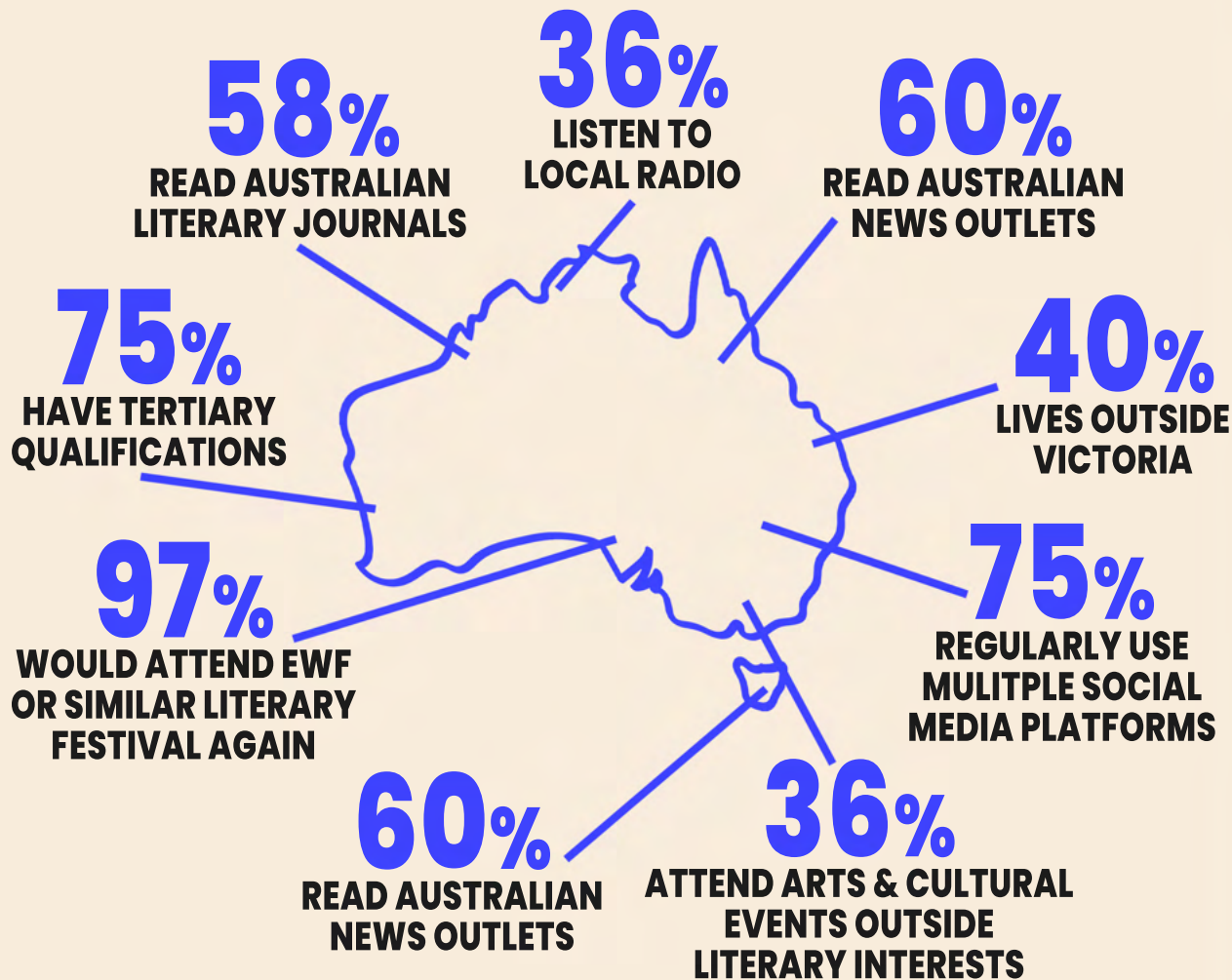
May not be writers themselves but are lovers of literature and the arts, and are excited to see performances and hear new voices.

CREATIVE TOE-DIPPERS

People who write as a hobby. They may not necessarily consider themselves as a writer, but they love books, events and the arts!

A CLOSER LOOK

ACROSS THE CONTINENT, OUR AUDIENCE CAN BE FOUND PERUSING BOOKSTORES & GALLERIES, SCROLLING ON SOCIAL MEDIA, AND GATHERING AT EVENTS IN BARS, CAFÉS & COMMUNITY VENUES.



'EWF DOES SOMETHING THAT VERY FEW OTHER FESTIVALS DO WELL - ATTRACT A YOUNG AUDIENCE.'

IT WAS WONDERFUL TO BE ABLE TO REACH SUCH AN ENGAGED & ENTHUSIASTIC GROUP OF YOUNG WRITERS.'

-2024 ARTIST TESTIMONIAL

READ ON
TO FIND OUT HOW
YOU CAN REACH
OUR COMMUNITY



**'THERE ARE PRECIOUS FEW FORUMS
IN THE LITERARY & PUBLISHING WORLD
WHERE RISK-TAKING, TENTATIVENESS
& EXPERIMENTATION ARE PRIORITISED.
EWF WAS CRUCIAL IN MY DEVELOPMENT
AS A WRITER IN THIS COUNTRY.'**

**-CHRISTOS TSIOLKAS,
ACCLAIMED AUTHOR OF 'THE SLAP' & 'THE IN BETWEEN'**

REACH OUR COMMUNITY

HERE'S HOW YOU CAN REACH OUR COMMUNITY OF EMERGING WRITERS AND CREATIVES.

DIGITAL NEWSLETTER

8k+
ENGAGED
BIWEEKLY READERS

GENERAL NEWSLETTER

45.5% OPEN RATE **3.6%** CLICK-THRU

SPONSORED NEWSLETTER

45% OPEN RATE **5.2%** CLICK-THRU

OTHER ARTS ORG NEWSLETTERS*

11.4% OPEN RATE **0.5%** CLICK-THRU

*International data via CLX

SOCIAL MEDIA

65k+
ENGAGED FOLLOWERS
ACROSS:



Facebook



Instagram



Threads



Bluesky



X / Twitter

EWF BLOG

6k+
MONTHLY READERS
OF FESTIVAL NEWS
& CREATIVE RESOURCES



DIGITAL NEWSLETTER PACKAGES

Promote your next event, opportunity, or exciting news to our dedicated & engaged community of subscribers with an EWF newsletter package.

Package 1 Newsletter Sponsorship

With a sponsored EWF newsletter, your organisation receives:

- Sponsorship acknowledgement at the beginning of the newsletter
- Prominent promotional spot; 60 words (max.) of promotional copy with relevant click-through button and hero image.
- URL click-through with your logo at the end of the newsletter



Newsletter Sponsorship rate

\$425 +GST

See rate card for further details

Package 2 Newsletter Feature

With an EWF newsletter feature, your organisation receives:

- A prominent editorial spot of 50 words (max.), provided by your organisation, accompanied by a click-through button and a hero image.

Package 3 Newsletter Banner

With a banner advertisement in EWF's newsletter, your organisation receives:

- Promotional leaderboard (320x100 – 970x250px, PNG format) with URL click-through displayed to promote your organisation and work.



Newsletter Feature rate

\$375 +GST



Newsletter Banner rate

\$275 +GST

SOCIAL MEDIA PACKAGE

Promote your next **event, opportunity, or exciting news** to our engaged social media community with an EWF social media Reach Package.

Social Media Reach Package:

Take advantage of EWF's engaged online community with 1 post on each platform:

- **Facebook** with 60 words copy (max.), hero image and relevant link.
- **Instagram** with 60 words copy (max.) and hero image, with relevant link for bespoke **Instagram story** click-through.
- **Threads, Blue Sky, and X/Twitter** with 280 characters (max.) copy, hero image, and relevant link.

Want to add an extra post?
Check out our rate card for details on extra inclusions



Reach Package rate

\$400 +GST

EWF BLOG PACKAGE

With no algorithms or feeds to compete with, EWF's blog is our most high-profile and ever-present form of advertising for your next big announcement or longform project.

EWF Blog Feature Package:

Collaborate with the EWF to create a bespoke feature or interview to promote your organisation/work/project, consisting of:

- 600 word (max.) piece
- Hero image and logo click-through to relevant URL
- Feature highlighted on EWF homepage.



Blog Feature Package rate

\$400 +GST

RATES & OTHER OPPORTUNITIES

GENERAL RATES

Newsletter Packages

#1: Newsletter Sponsorship: **\$425 +GST**

#2: Newsletter Feature: **\$375 +GST**

#3: Newsletter Banner: **\$275 +GST**

Social Media

Reach Package: **\$400 +GST**

+\$90 per additional post to those included in base package

EWF Blog

Blog Feature Package: **\$500 +GST**

FESTIVAL RATES

Get the most eyes on your advertisement during EWF's 2025 **key festival period of 4 Aug - 29 Sept** with limited slots available.

Booking deadline: 18 Aug 2025

Newsletter Packages

#1: Newsletter Sponsorship: **\$525 +GST**

#2: Newsletter Feature: **\$475 +GST**

#3: Newsletter Banner: **\$375 +GST**

Social Media

Reach Package: **\$500 +GST**

+\$100 per additional post to those included in base package

EWF Blog

Blog Feature Package: **\$600 +GST**

LOOKING FOR SOMETHING DIFFERENT?

Read on to discover how you can connect to our audience at the **National Writers' Conference** and reach valuable national and international audience via **corporate sponsorship**.

THE NATIONAL WRITERS' CONFERENCE

13-14 September 2025

PRESENTED AS PART OF EWF, AND STREAMED NATIONALLY FROM MELBOURNE, THE NATIONAL WRITERS' CONFERENCE IS AUSTRALIA'S ONLY MAJOR CONFERENCE FOR NEW AND EMERGING WRITERS.

CONFERENCE TRADE TABLE

Get direct, hands-on exposure of your business and service to our community of keen creatives with a National Writers' Conference Trade Table.

Best-suited for those who...

- ...want emerging creatives to actively explore their product/service.
- ...want to connect with emerging creatives who are serious about the industry.
- ...want a memorable, physical presence at a highly-attended, national literary Conference.

\$450 +GST (PER DAY)

Limited spots available
Booking deadline: 18 August

CONFERENCE SHOWBAG

Ensure our community remembers you!

From flyers, pens & bookmarks to magazines & catalogues – National Writers' Conference attendees upon entry get a premium Conference Showbag full of literary goodies.

Best-suited for those who...

- ...have a small, physical resource or product to share with emerging creatives.
- ...want follow-through and meaningful conversions after the Conference.
- ...want easy & efficient brand recognition among emerging creatives.

\$250 +GST

Booking deadline: 18 August

BECOME A CORPORATE SPONSOR OF EWF

Put your organisation on the stage! Our Corporate Sponsors get pride of place during our festival- associating your brand with the heart of new arts and writing talent- not just in Australia but in the world!

Corporate sponsors enjoy...

- Prominent logo placement in physical & digital collateral related to your organisation's sponsored event.
- Sponsorship acknowledge in all promotion of your sponsored event.
- Connecting with clients over unique literary events and experiences.
- Achieving your organisation's community outreach goals.
- High engagement from a community of diverse young people.

Let's work together to design a package perfect for your needs.

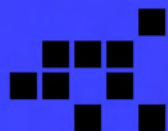
JOIN A HISTORY OF SPONSORS & ADVERTISERS...



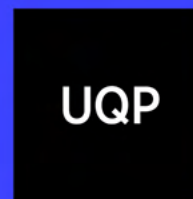
MONASH
University



THE UNIVERSITY OF
MELBOURNE



YARRA PLENTY
REGIONAL LIBRARY



RMIT
UNIVERSITY

IP Ed.



102.7 FM
THREE
TRIPLE RRR

Faber
Writing
Academy
at ALLEN & UNWIN



MONASH
UNIVERSITY
PUBLISHING

**LET'S CREATE SOMETHING
TOGETHER**



contact us

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