

# FRINGE BENEFITS.

less buck. more bang.



## Promotion Kit January 2012

Fringe Benefits is a free membership program for Adelaide's 18 - 30 year olds which offers discounted tickets and incentives to events and venues all year round.

Fringe Benefits is the biggest database of its kind in Adelaide and communicates weekly with over **13,000 members** and growing.

Program of:

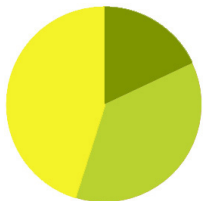
Major Partner:

Supported by:



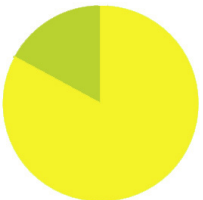
# Fringe Benefits has over 13,000 culture-savvy members who you just can't ignore...

**AGE**



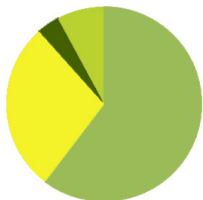
- 18 - 21
- 22 - 25
- 26 - 30

**GENDER**



- Female
- Male

**OCCUPATION**



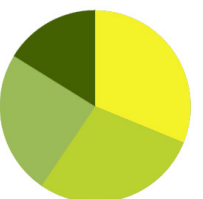
- Young professional
- Student
- Blue-collar worker
- Other (traveller, unemployed)

**WHERE THEY HANG OUT**



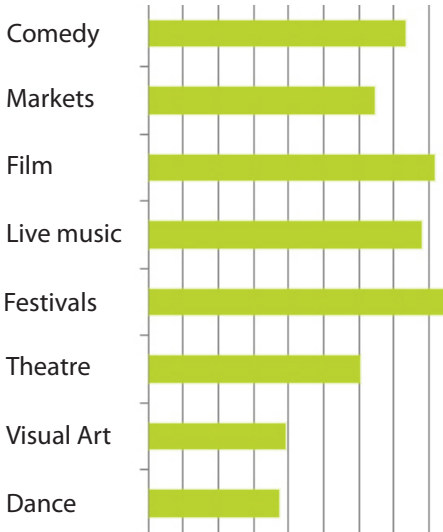
- East End
- Gleneilg/Henley/Brighton
- West End
- Rundle Mall
- Norwood

**WHERE THEY GO TO FIND OUT WHAT'S ON**



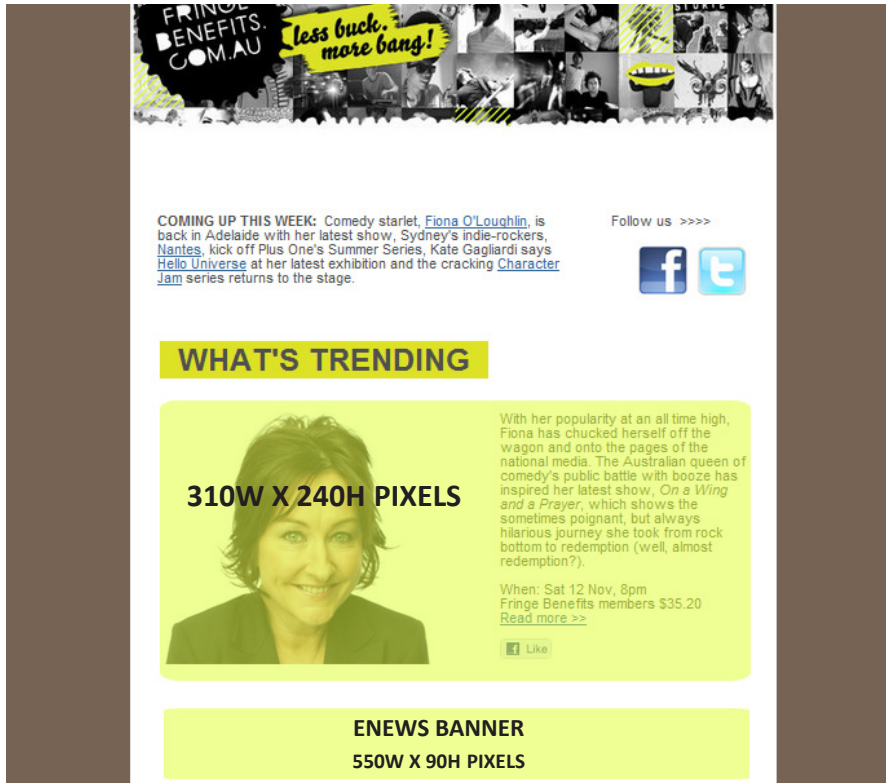
- Fringe Benefits eNews
- Facebook/Twitter
- Street press
- Posters

**FAVOURITE GENRES**



Demographics are based on a survey of 592 Fringe Benefits members in April 2011.

# ADVERTISE WITH FRINGE BENEFITS



FRINGE BENEFITS .COM.AU *less buck. more bang!*

COMING UP THIS WEEK: Comedy starlet, [Fiona O'Loughlin](#), is back in Adelaide with her latest show, Sydney's indie-rockers, [Nantes](#), kick off Plus One's Summer Series, Kate Gagliardi says [Hello Universe](#) at her latest exhibition and the cracking [Character Jam](#) series returns to the stage.

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### WHAT'S TRENDING

**310W X 240H PIXELS**

With her popularity at an all time high, Fiona has chucked herself off the wagon and onto the pages of the national media. The Australian queen of comedy's public battle with booze has inspired her latest show, *On a Wing and a Prayer*, which shows the sometimes poignant, but always hilarious journey she took from rock bottom to redemption (well, almost redemption?).

When: Sat 12 Nov, 8pm  
Fringe Benefits members \$35.20  
[Read more >>](#)

Like

**ENEWS BANNER**  
550W X 90H PIXELS



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JOIN NOW

ABOUT MEMBERS CONTACT GALLERY REVIEWS NEWS FESTIVALS EVENTS

### Reviews

**REVIEW: THE LAST BROADCAST**

"The Last Broadcast lads chummed the eager crowd into a frenzy with their calculated set combining hearty rock numbers, a sliver of nineties grunge and the funkalcious horns present on their latest release"

Continue reading...

**REVIEW: SPEAKING IN TONGUES**

This intricate tale of love, betrayal and consequence is far from a cliché drama. The suspense is perfectly subtle and the characters embody a soft familiarity. Lighting, music and set design work together to form depth, convey moods and create a world without you even knowing it.

Continue reading...

**REVIEW: EN ROUTE TO MODESTY LANE**

Armed with her Ukulele and exceptional pianist, Alex Vignali, Annie explored the art of storytelling through

**WEB BLOCK**  
300W X 250H PIXELS

BECOME A FAN ON FACEBOOK

TWITTER

We're intrigued by the ska-cajon-dubstep mix by

ADelaide FRINGE

Government of South Australia  
ARTS SA

Fringebenefits.com.au averages **9,000 hits** per month plus an additional **40,000 hits** during Adelaide Fringe!

## What's Trending

**\$350 +GST**

**\*\$315+GST Independent Artist & Advertising Agency Rate**

- Promote your venue/event/service via advertorial as the major feature in the Fringe Benefits eNews sent to 13,000+ members.
- Feature on the top-right corner of the Fringe Benefits homepage for one week

**SUPPLY:** Image at 310w x 240h pixels in Jpeg OR **embed a YouTube clip**; 250-word blurb; hyperlink

## eNews Banner

**\$220 +GST**

**\*\$198+GST Independent Artist & Advertising Agency Rate**

- Feature at the top and bottom of the weekly Fringe Benefits eNews sent to 13,000+ members

**SUPPLY:** Banner at 550w x 90h pixels in Jpeg; hyperlink

## Web Block

**\$220+GST**

**\*\$198+GST Independent Artist & Advertising Agency Rate**

- Rotating advert on the right-hand side of all pages on the Fringe Benefits website. Available on a weekly basis.
- SUPPLY:** Image at 300w x 250h pixels in Jpeg or Gif format; hyperlink

## ARTWORK DEADLINES: ONE WEEK PRIOR TO ADVERT GOING LIVE

\* Independent artist rate is only available to artists who are not aligned with or supported by a commercial producer. Prices are subject to change.

# WHAT'S THE DEAL?

"62.4% of members believe a discount is worthwhile if they are **saving \$10 or more.**"  
- April 2011 survey

By offering a **discount or special incentive** to your event, venue or service, you can also access the following promotion packages:

**FRINGE BENEFITS COM.AU** DEAL OF THE WEEK

**DEAL OF THE WEEK**  
240W X 180H PIXELS

**WORLDHOOD**  
Premiering in Adelaide, **WORLDHOOD** flaunts ingenious choreography and extraordinary athleticism by some of Australia's best dancers, while Thom draws live on stage to create expansive and energetic drawings. [Read more...](#)

When: Wed 10 Aug 7pm  
Where: Her Majesty's Theatre, 58 Grote St  
**FRINGE BENEFITS MEMBERS \$25 | General \$45**

#### THE WARSAW PACT

After taking out the top spot in Triple J's Unearthed High charts for two weeks, **The Warsaw Pact** have hit the ground running. Supported by **The Hooks** and **Fake Tan**, these indie-rockers lads will turn it up a notch this weekend at what is expected to be a jam-packed launch for their next album, *Unkind*.



<< MUSIC

## Deal of the Week

\$250 +GST

\*\$225+GST Independent Artist & Advertising Agency Rate

- Central advert on the Fringe Benefits homepage for one week
- Highlighted feature in Fringe Benefits eNews sent to 13,000+ members  
**SUPPLY:** Homepage image at 580w x 370h and eNews image at 240w x 180h pixels in Jpeg, 250-word blurb, hyperlink

## Dedicated Email

\$450 +GST

\*\$405+GST Independent Artist & Advertising Agency Rate

- eFlyer solely promoting your event/venue/service sent to 13,000+ subscribers. Sent Mondays or Fridays.  
**SUPPLY:** Image/video link at 500w x 250h pixels in Jpeg, 250-word blurb, hyperlink, email subject line

## SMS Blast

\$495+GST

\*\$450+GST Independent Artist & Advertising Agency Rate

- Access over 5,000 Fringe Benefits members using the one thing they always check. Sent Mondays or Fridays.  
**SUPPLY:** Copy of 144 characters including spaces

## ARTWORK DEADLINES: ONE WEEK PRIOR TO ADVERT GOING LIVE

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**FRINGE BENEFITS COM.AU** less buck. more bang!

**DEDICATED EMAIL**  
500W X 250H PIXELS

Darwin Deez | Special Fringe Benefits Offer

WHEN: Tues 3 May, doors open 7.30pm  
WHERE: The Gov, Fort Rd, Hindmarsh  
HOW MUCH: **FRINGE BENEFITS MEMBER \$35 +BIF** | General: \$40 +BIF  
BOOK: Via tickets using discount code: **FBC1** [click here to the Fringe Benefits @govon tickets](#)

After wowing crowds with a stand out performance at last year's Parklife festival, the delightfully bohemian New York local, **Darwin Deez** returns to Adelaide for his own headline show at The Gov on Tuesday 3 May.

ADELAIDE FRINGE  
RIP IT UP PUBLISHING

# FREEBIES



## What's On Calendar Listings **FREE!**

- All events/venues/services offering Fringe Benefits member discounts are listed on the What's On Calendar on the Fringe Benefits homepage
- Running a free event? Send us the details and we'll upload it to the What's On Calendar

**SUPPLY:** High resolution image and 100-word blurb

## Giveaways **FREE!**

- Offer a giveaway for Fringe Benefits members and we'll feature it in the Fringe Benefits eNews or on our social media profiles. Limited weekly spots available.

**SUPPLY:** High resolution image, 100-word blurb and relevant hyperlinks

## Reviews **FREE!**

- Request one of our reviewers to see your show, interview acts or listen to demos. Reviews are posted onto the Fringe Benefits website. Requests must be made 10 days prior to your event.

**SUPPLY:** Event details, synopsis/bio and images

## CONTACT

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