



TasPride 2026 Festival Guide

Inc.

Advertising Opportunities

booking deadline 15/10/25



Our TasPride Festival Guide is your best annual opportunity to reach the Tasmanian LGBTIQ+ community.

Over five thousand copies of the guide will be distributed statewide to targeted locations, and the guide will also be available online and through our social media pages.

Our 2026 Festival Guide will have a similar styling to our 2025 Festival Guide also by Shan Hooper

About TasPride

TasPride is a volunteer-led, member-based LGBTIQ+ community organisation in Lutruwita / Tasmania, Australia. TasPride aims to support, unite, champion and celebrate Tasmanian LGBTIQ+ lives, families, goals, achievements, culture and love.

TasPride provide opportunities for our LGBTIQ+ to come together and share our collective pride, such as the TasPride Festival, the Artfully Queer Exhibition & Arts Festival and other smaller events throughout the year.

TasPride Festival

The TasPride Festival is Tasmania's annual LGBTIQ+ cultural festival and next year will be held from **30th January to 28 February 2026** statewide.

When you secure advertising space in our Festival Guide, you will be signalling your support to Tasmanian LGBTIQ+ community, and your advertising spend will enable the production of the TasPride Festival.

Festival Guide Distribution

The **FESTIVAL GUIDE** is an event program that used extensively over the duration of the festival to research and plan attendance at events, and will be distributed in the following ways:

- A5 glossy programs distributed to allied venues and organisations statewide (5,000)
- Circulated electronically via our TasPride mailing & membership list (4,000)
- Published online as an easy-to-read ISSUU magazine on our TasPride website.
- Linked to the ISSUU magazine on all posts regarding the TasPride Festival on our Social Media platforms. (7,000 FaceBook and 2,000 on Instagram)

Advertising Costs

Full Page: 148mm wide by 210mm high

Back Cover \$2,000

Inside Front Cover \$2,000

Inside Back Cover \$1,700

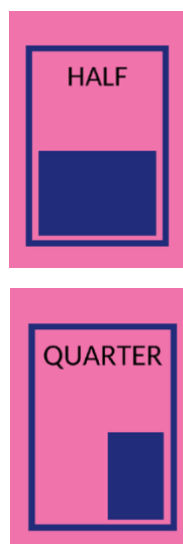
Inside full page \$1,500

Half Pages: 148mm wide / 105mm high

Half Page horizontal \$700

Quarter Pages: 74mm wide / 105mm high

Quarter Page Vertical \$500 74mm



Specifications and Advertising

The **FESTIVAL GUIDE** is a glossy A5 [148mm by 210mm] booklet.

- Ads are to be created by the advertiser and supplied as a high-resolution .jpg or .png file.
- The colour mode of image must be CYMK for print
- Full Page 148 x 210mm (portrait), Half Page (landscape) 148mm wide / 105mm high, Quarter Page (portrait) 74 x 105
- 300dpi minimum

If you wish to be part of the Festival Guide, please contact the TasPride team at advertising@taspride.com.

Advertising space booking deadline is Wednesday 15th October 2025.

