



MELBOURNE
ROYAL
SHOW

2025 Advertising Kit





Be part of Victoria's *Largest* Community Event

The Melbourne Royal Show is an annual community event that has been part of Victoria's cultural fabric for over 175 years.

The Melbourne Royal Show is the biggest Victorian major event that brings the community together to celebrate agriculture – producers, products and produce - from rural and regional Victoria to greater Melbourne, and it's for all Victorians.

450k*

Attendees

11 Day

Program

1,200

Volunteers Involved

900

Businesses Involved

The Melbourne Royal Show provides *a broad reach and high exposure*

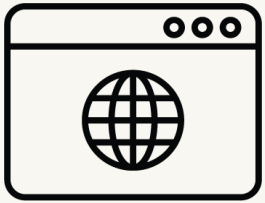
SOCIAL	115K+ Facebook Followers	29K+ Instagram Followers	9.6K+ TikTok Followers	4.2M Reach
	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	
	342K Database		12.96% Open Rate	
EDM	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	
	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	
WEBSITE	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	
	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	
MEDIA	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	
	342K Database		12.96% Open Rate	
	3,650 PR Clippings		200M+ Campaign Reach	



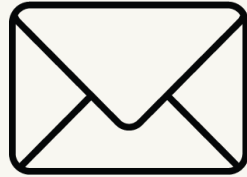
Advertising *Opportunities*

There are various advertising opportunities available which attract a high level of engagement in the lead up to and during the Melbourne Royal Show.

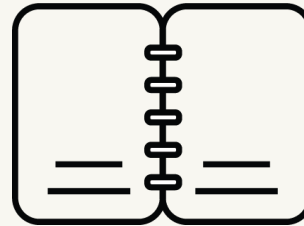
This includes:



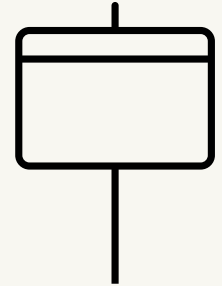
Website
Advertising



Email
Marketing



Show
Guide



Digital
Out of Home

Website Advertising

Visitors to royalshow.com.au enjoy a dynamic and user-friendly experience.

The site's features are designed to deliver extra value to users, encouraging repeat visitation after ticket purchase.

The Melbourne Royal Show website offers advertisers the below digital display ad units across various pages:

DESKTOP

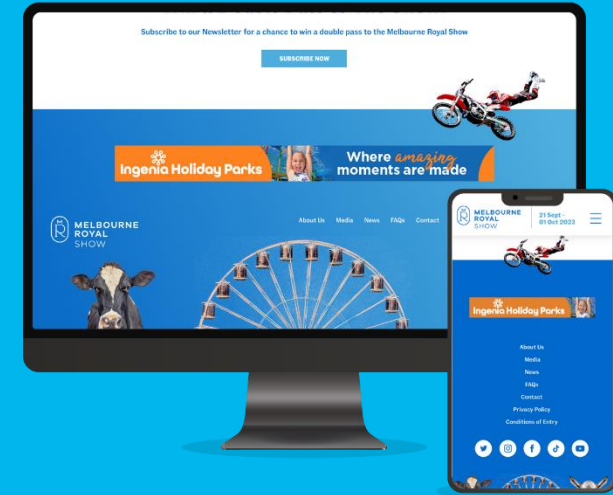
- **Billboard**
- **Large Leaderboard**

MOBILE AND TABLET

- **Large Mobile Banner**
- **Mobile Banner**

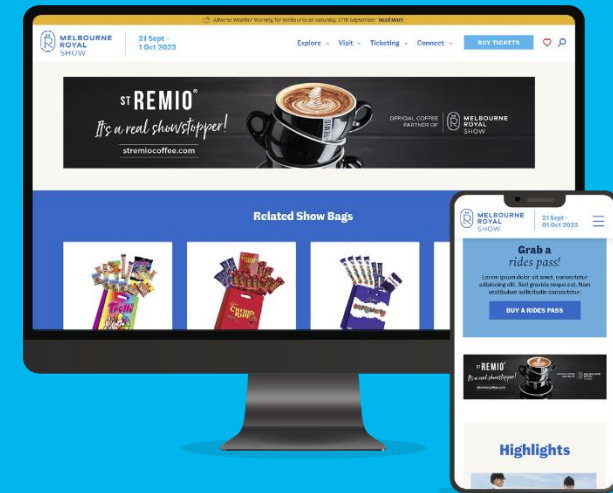
RATE: \$20/CPM (min 120,000 impressions)

LARGE
LEADERBOARD



MOBILE BANNER

BILLBOARD



LARGE
MOBILE BANNER

Email Marketing

The Melbourne Royal Show offers exclusive opportunities to advertise in e-newsletters, including premium advertising opportunities in highly anticipated communications including launch events and special announcements.

Throughout the campaign period, there are approximately ten eDMs sent, with five of those being Premium.

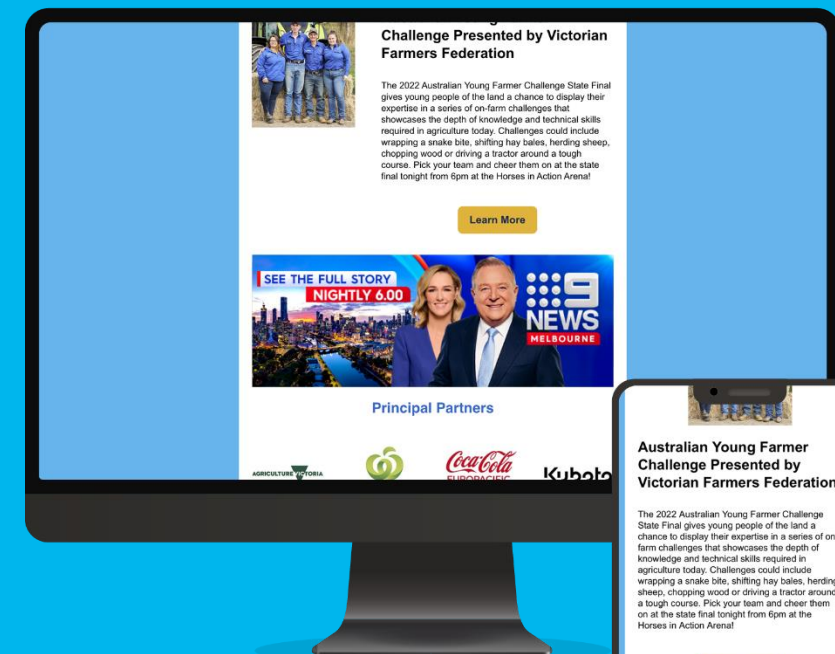
AVERAGE OPEN RATE

- PREMIUM EDM - 19.67%
- STANDARD EDM - 8.57%

RATES (exc. GST)

- | | |
|----------------------|---------|
| • eDM Banner | \$4,800 |
| • Premium eDM Banner | \$6,000 |
| • 2 x eDM Banners | \$7,800 |

DESKTOP EDM BANNER



MOBILE EDM BANNER AD



Show Guide

Advertising

The annual official Show Guide provides a highly effective advertising platform to reach loyal, and new Show audiences.

The much-loved Show Guide will be distributed with the Saturday Herald Sun and The Weekly Times in the lead up to the Show, which will also be supported with a digital flip book version. Both of which will be promoted across the News Corporation network and Melbourne Royal's channels.

RATES (exc. GST)

- Inside Cover Full Page \$16,500
- Back Cover Full Page \$19,500
- Full Page \$12,500
- Half Page \$7,000



Digital Out Of Home



SHOWBAG PAVILION



MAKERS PAVILION



GRAND BOULEVARD



EPSOM RD – EAST



EPSOM RD – NORTH

On Premise Digital Screen *Locations*



- MAKERS PAVILION
- DIGITAL KIOSKS
- SHOWBAG PAVILION
- EPSOM ROAD DIGITAL BILLBOARDS

Digital Advertising *Packages*

Asset	BRONZE	SILVER	GOLD	Play Length	Content Type
Showbag Pavilion Digital Display	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Makers Pavilion Digital Display (new!)	33 Plays (3 Daily)	66 Plays (6 Daily)	99 Plays (9 Daily)	30 seconds	Static / Dynamic
Livestock Pavilion Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Ferris Wheel Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Grandstand Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Woodchop Pavilion Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Epsom Rd Billboard South-East Facing	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	15 seconds	Static
Epsom Rd Billboard East Facing	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	15 seconds	Static
Website Advertising	150,000 Impressions	250,000 Impressions	400,000 Impressions	-	-
Package Price: (exc. GST)	\$15,000	\$20,000	\$25,000		

*Named are the approximate locations of the digital kiosks, all digital kiosks are double sided & has two screens

Overview of Assets & Specifications

Channel	Asset	Dimensions (w x h)	File Type	Other Specs / Notes	2025 Dates	Exposure	Price (exc. GST)
Website	Top Banner	930px x 180px 1860px x 360px	JPG (max size 75kb)	Available across various pages on royalshow.com.au. Two sizes required for each type of advert.	Early-August – 5 October 2025	Min of 150,000 impressions	\$20 CPM (min \$3,000)
	Billboard	970px x 90px 1840px x 180px	JPG (max size 75kb)				
	Large Billboard	970px x 250px 1860px x 500px	JPG (max size 75kb)				
	Mobile Leaderboard	320px x 50px 640px x 100px	JPG (max size 75kb)				
	Large Mobile Banner	320px x 100px 640px x 200px	JPG (max size 75kb)				
eDM Marketing	eDM Banner Standard	600px x 200px	JPG	Specified eDM send	Early-August – 5 October 2025	342,000 subscribers	\$4,800
	eDM Banner Premium	600px x 200px	JPG				\$6,000
Show Guide	Inside Cover	Type: 262mm x 293mm Trim: 278mm x 310mm	PHOTOSHOP SETUP – CMYK (NEWSPRINT) Resolution - 200dpi Ink Weight - 230% Separation Type - GCR Black Ink Limit - 80% (Recommended) Dot Gain - 30% Highlight set at a minimum of 3% FONTS: All fonts must be embedded, 10pt min reverse type — Sans Serif Colour Type	PRESS READY PDF VERSION 1.4 CMYK NO PRINTERS MARKS Alterations will not be made to supplied PDFs Replacement material must be supplied	Early September 2025 (exact Date TBC)	TBC	\$16,500
	Back Cover						\$19,500
	Full Page						\$12,500
	Half Page	Type: 262mm x 144mm					\$7,000
Digital Out of Home	Showbag Pavilion	1408px x 190px	JPG or MP4 (Max duration 30sec)	Internal Screen	25 September – 5 October 2025	450,000 Melbourne Royal Show Visitors	\$15,000 to \$25,000 (includes website advert placement)
	Makers Pavilion	1408px x 190px	JPG or MP4 (Max duration 30sec)	Internal Screen			
	Digital Kiosks	1080px x 1920px	JPG or MP4 (Max duration 30sec)	4 x Double Sided Internal Screens		20,000 vehicles pass each screen daily	
	Epsom Rd East	1408 x 192px	JPG	External Facing Screen			
	Epsom Rd South East	513px x 768px	JPG	External Facing Screen			

Other Opportunities

In addition to advertising, Melbourne Royal Show offers brands an array of interactive opportunities on-site. These opportunities are a great way to put your brand into hands, build positive brand memories and have direct interaction with hundreds of thousands of Victorians.

For more information contact us or view our [Commercial Exhibitor Prospectus](#) or [Sponsorship Prospectus](#)



**Naming Rights
to a Popular Precinct
and Pavilion**



**Branding Rights
to a "Ready-to-Brand"
(Free) Attraction**



**Around-the-Grounds
Signage**



**On-site Stall
or Activation Space
(Including Roaming
Promoters)**

For More *Information*

For more information regarding Melbourne Royal Show's Advertising & Commercial Opportunities please contact:

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