

A photograph of a social gathering, likely a festival or event, with people in the background. The scene is indoors, with a wooden door and a green and purple banner visible. The text 'EMERGING WRITERS' FESTIVAL' is overlaid in large, bold, orange letters. A blue rounded rectangle at the bottom contains the text 'MEDIA KIT' in blue letters.

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**.

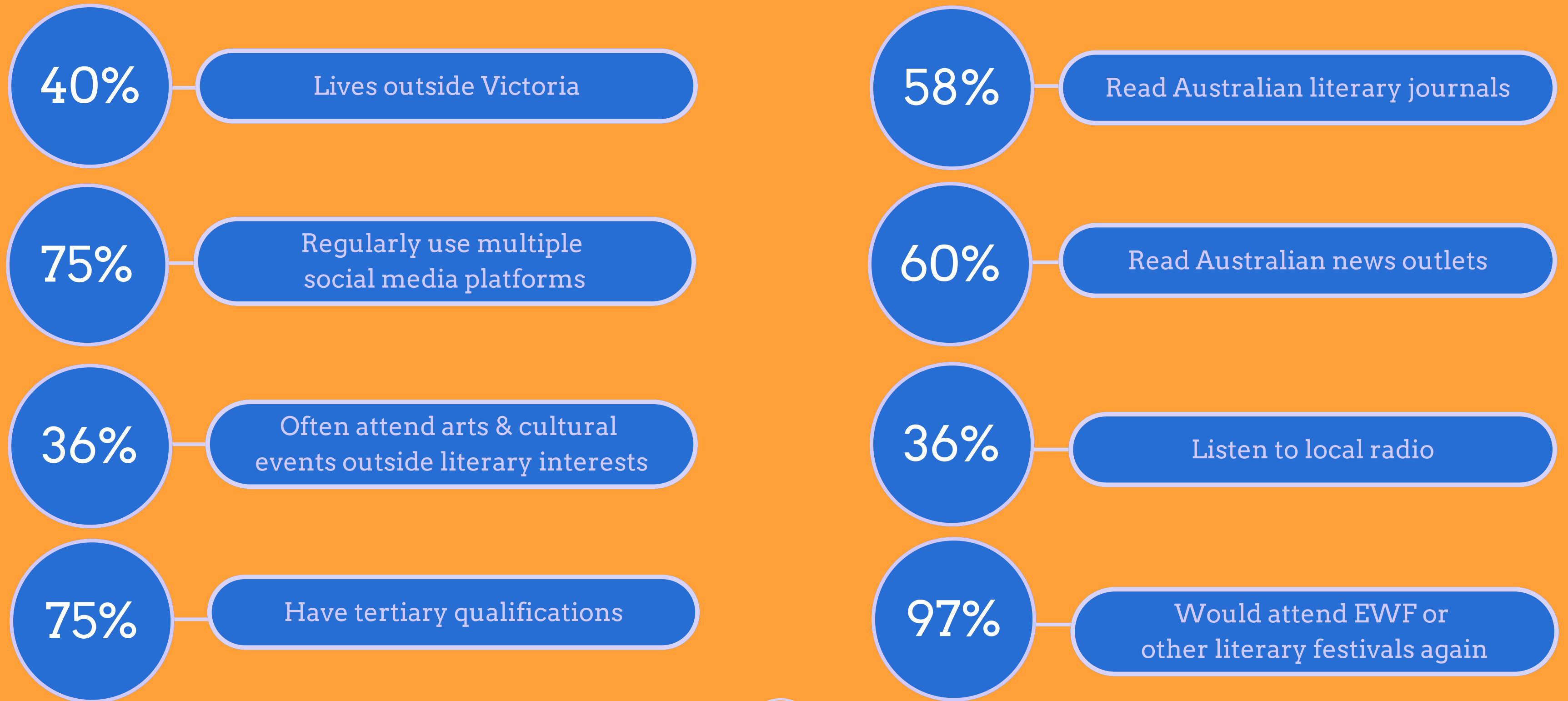
We are a place where creativity and innovation is elevated, where new talent is developed, and where **diverse voices from across Australia** are celebrated.



'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

43,000+ active
followers across
Instagram, Facebook,
and X(Twitter)

Official
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

YEAR-ROUND, NEGOTIATED

SLOT AVAILABILITY

YEAR-ROUND, NEGOTIATED

NEWSLETTER PACKAGES

PACKAGE #1

Within 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

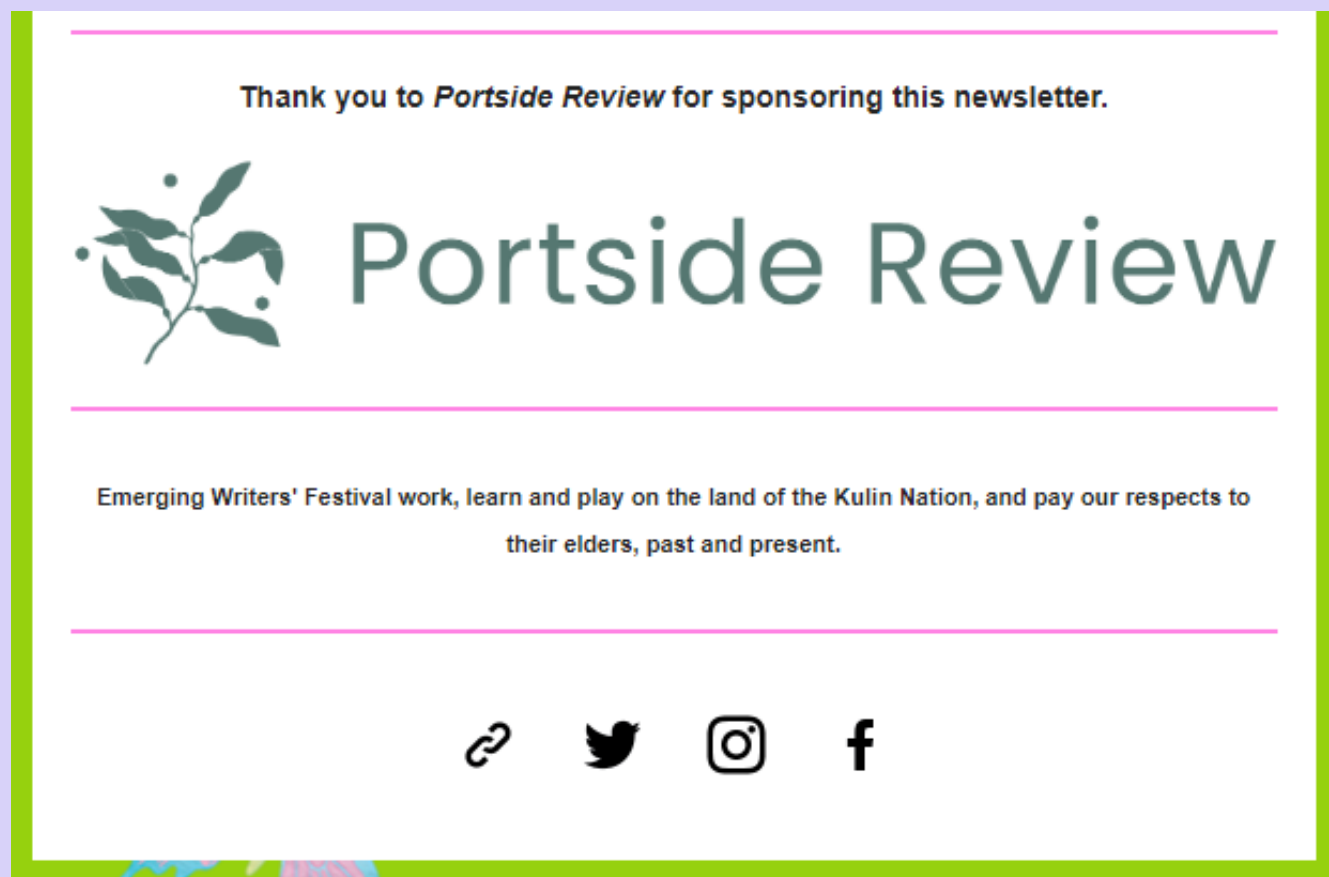
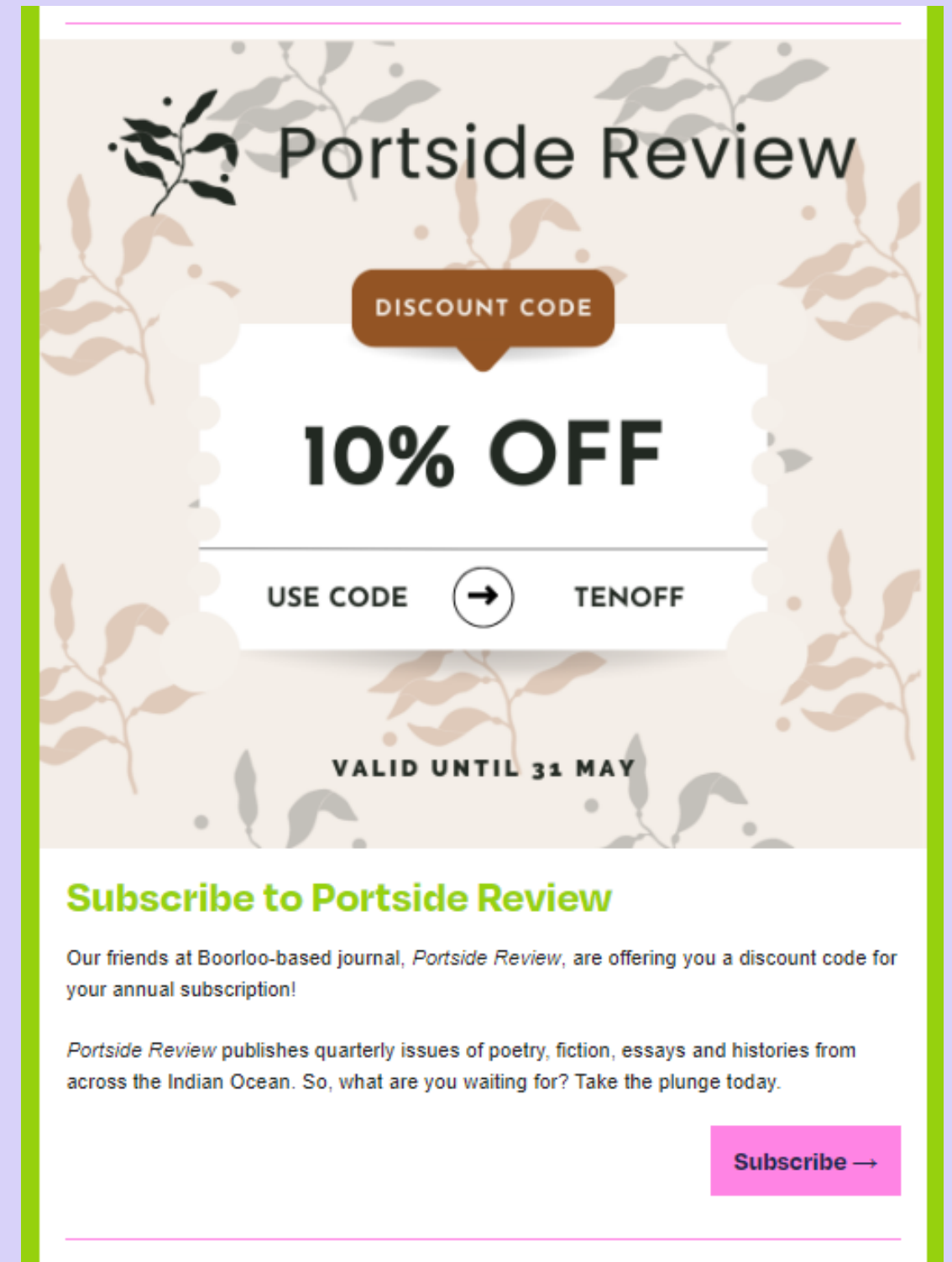
\$425 + GST

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NEWSLETTER PACKAGES

PACKAGE #1

EXAMPLE



NEWSLETTER PACKAGES

PACKAGE #2

Within 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



Check out Brunswick Bound

Brunswick Bound is an indie bookshop with a well-curated range of local, small and independent press titles, including works from imprints no more poetry, Ignota Press, Rabbit and many more.

You can browse their catalogue online, and also find information about events and their book club. Or, visit in-store at 361 Sydney Rd Brunswick, Wurundjeri Country.

[Find out more →](#)

NEWSLETTER PACKAGES

PACKAGE #3

Within this package, your organisation has its promotional leaderboard (320x100px, PNG format) with URL click-through displayed in EWF's digital newsletter.

PRICE

\$275 + GST



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

YEAR-ROUND, NEGOTIATED

SLOT AVAILABILITY

YEAR-ROUND, NEGOTIATED

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.

With no algorithms or feeds to compete with, 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

FEBRUARY-JULY

SLOT AVAILABILITY

MAY-SEPTEMBER

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**.

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

EMERGING WRITERS' FESTIVAL

CONTACT

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