

MOVIES | TV | COMICS | COSPLAY | ANIME | SCI-FI | FANTASY | GAMES | COMPETITIONS

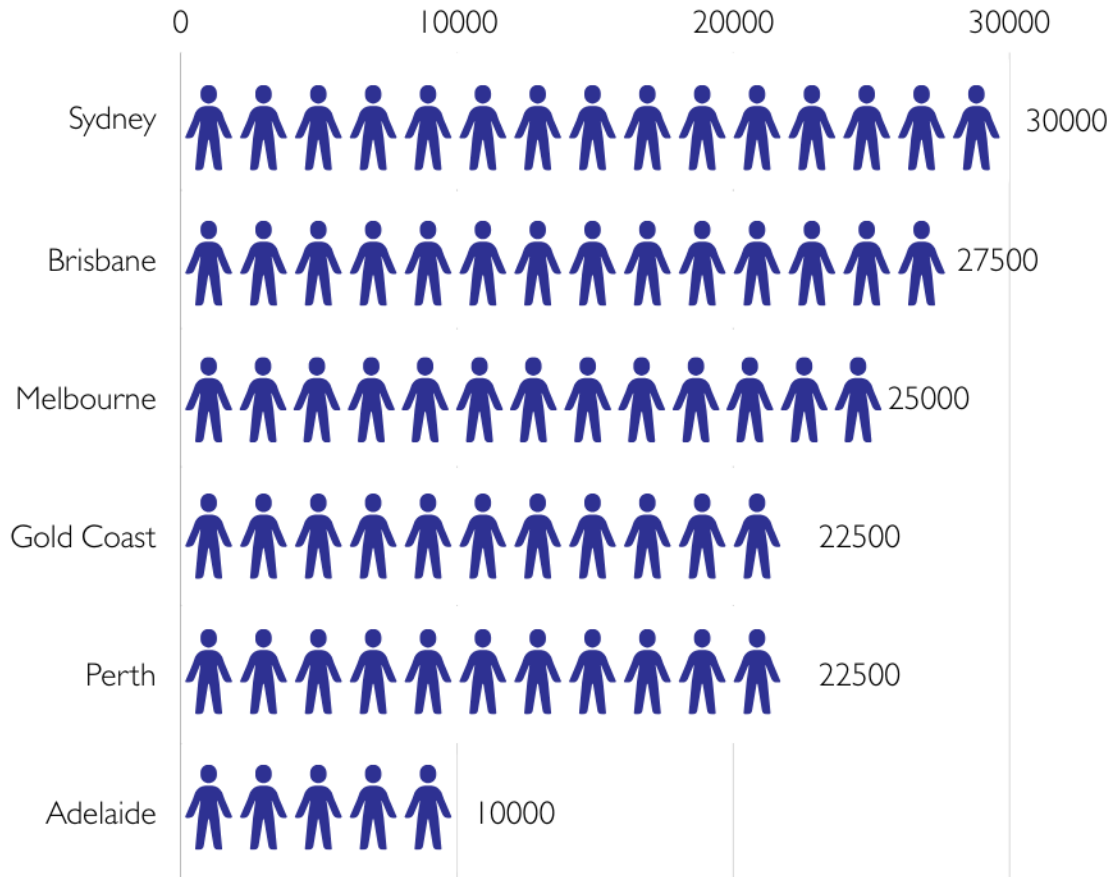
supanovaTM comic con & gaming



MEDIA DECK

MELBOURNE | GOLD COAST | SYDNEY | PERTH | ADELAIDE | BRISBANE

EXPECTED ATTENDANCE 2024



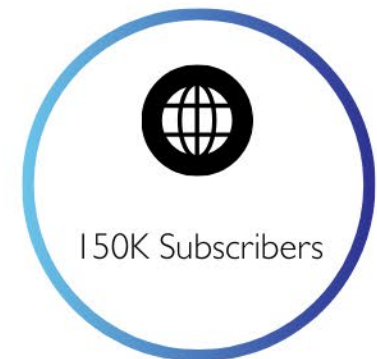
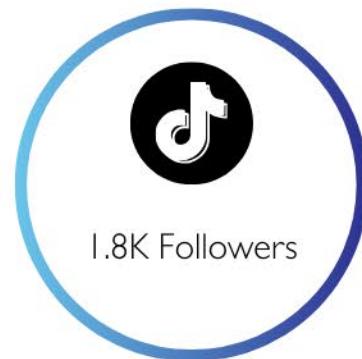
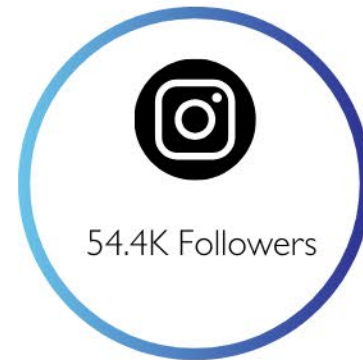
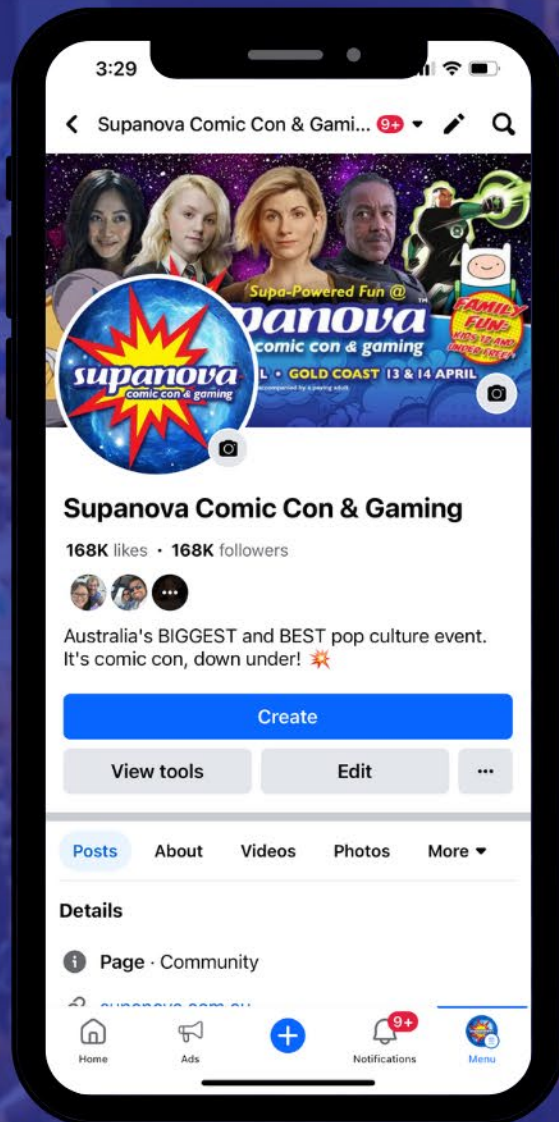
Celebrating 100 shows across Australia since the year 2002, Supanova has become the go-to destination for all pop culture fandom. Fans of comics, sci-fi, fantasy, anime, gaming, and literature come together and celebrate their shared passion.

Showcasing aspiring talent, artists, and creators it is also a place to rejoice in cosplay ('cos'tume role-'play'), where imagination and creativity thrive, and where fans of all ages can embrace their inner geek, childlike wonder or Supa-Hero within.

Alongside Supa-Star celebrities, voice actors, artists and exclusive exhibitors, Supanova offers a vibrant mix of entertainment, technology, collectables, toys, and four-colour fun. We expect to have up to **137,500 attendees this year** seeking new adventures and fandom fun.



SUPANOVA'S STELLAR SOCIAL REACH



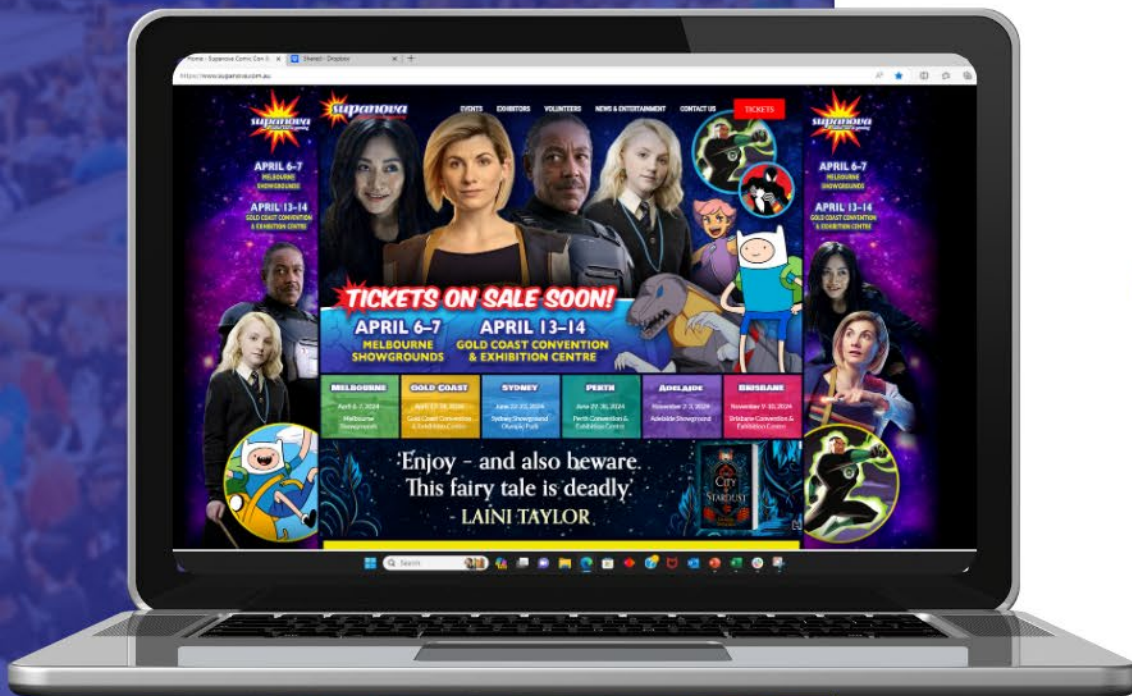
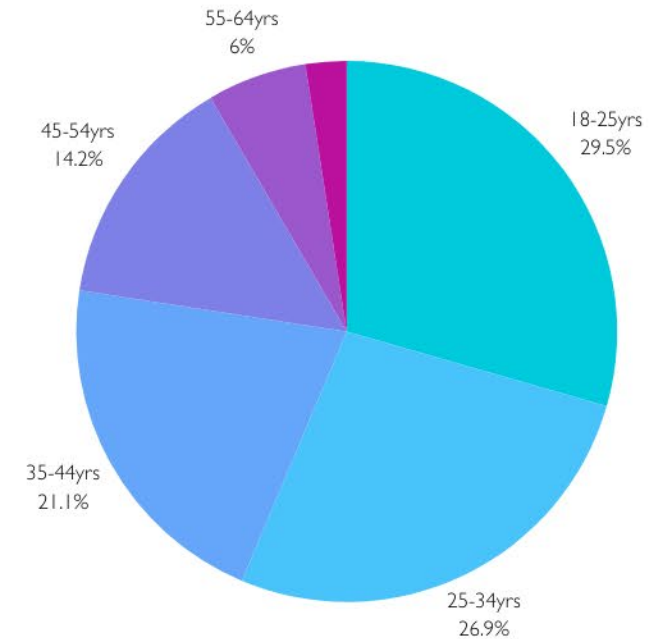
SUPANOVA'S STELLAR SOCIAL REACH

Web Analytics (Last 90 Days)

- 380,851 page views
- 195,441 sessions
- 104,292 new users
- eDM open rate of 20%
- Conversion rate of 42.4%

During Hot Zone (Expo Weeks and 2 Weeks Prior)

- 1.1m impressions over google and meta channels
- Average viewing time is 2m 15sec
- eDM open rate increase to 30%
- All social channels continue to show growth



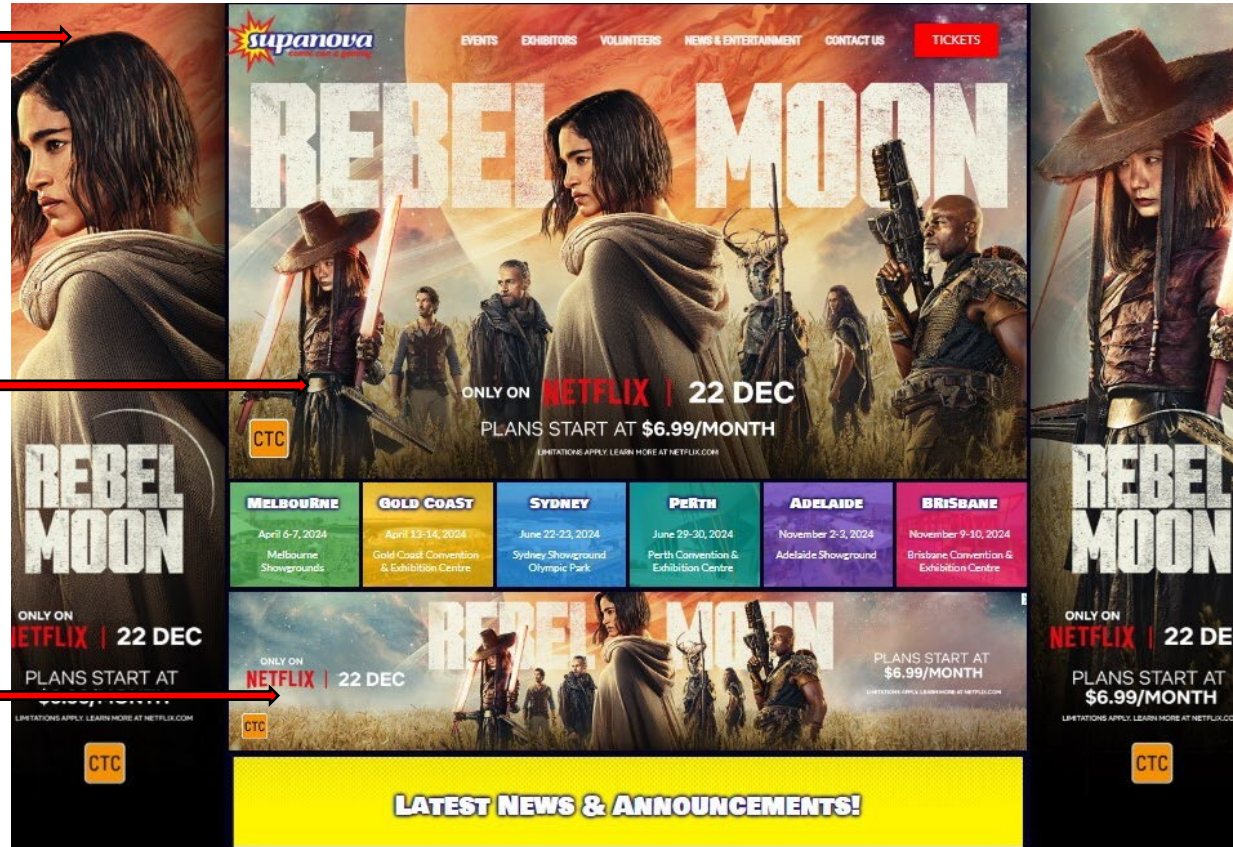


7 – Day Promotions with link to landing page and Social Media Boost

Web skins
\$2530

Homepage Slider
\$715

Web Banner (Online & Mobile)
\$935



Homepage Slider
& Banner Ad (rotation):
\$1550

Web Skins
& Banner Ad (rotation):
\$3300

Website Takeover:
Skins, Homepage &
Banner Ad (rotation):
\$3800



eDM Marketing – National & Geo-targeted:

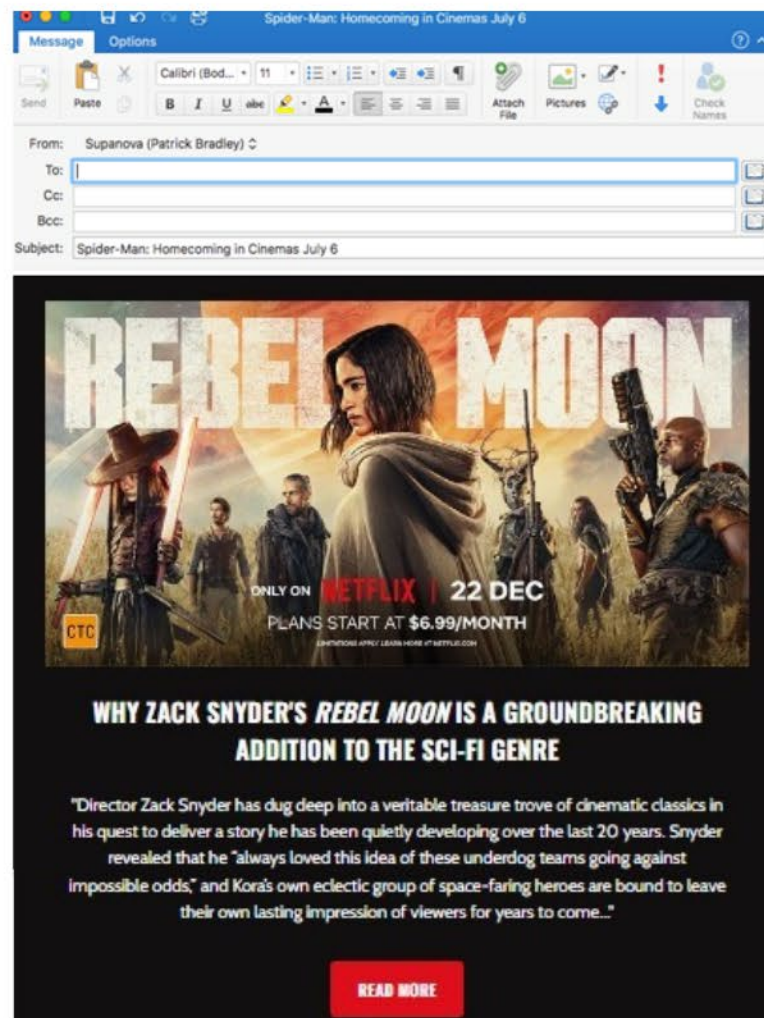
Email marketing is still one of the most effective ways to make an impression and the Supanova consumer database of active “opt-in” members keeps growing every month. With over 150,000 subscribers in the Supanova eDM audience and over 20% open rate, brands can take advantage of an exclusive brand message or be a part of a monthly newsletter with a branded Ad Tile.

eDM OPTIONS

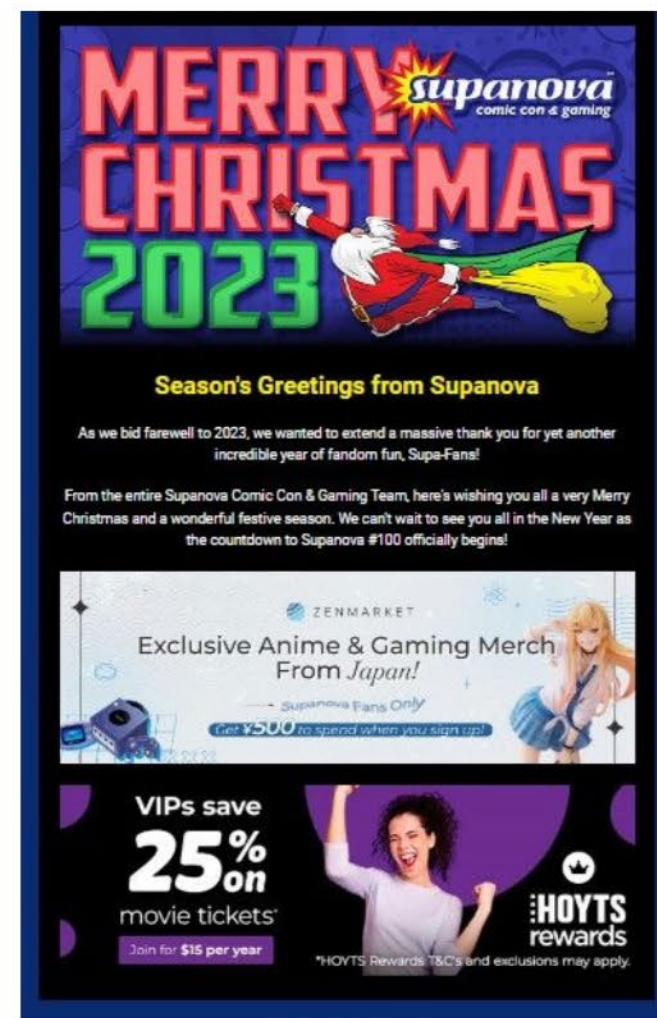
*PRICING (ONE TIME)

eDM (Monthly) Newsletter inclusion - Ad Tile	\$ 1,540.00
eDM (Bespoke) Image Feature/static - National	\$ 4,400.00
eDM (Bespoke) Image Feature/static - Geo-targeted (regional)	varies by state

DIGITAL MEDIA OPPORTUNITIES - EMAIL MARKETING



eDM (Bespoke STATIC)
Feature Image - National



eDM (MONTHLY) NEWSLETTER
Ad Tile

TV Commercials, Exclusive Content & Entertainment Trailers

Promote your brand with TV commercials, exclusive content, and entertainment trailers on the big screen. Reach our influential audience of Con-goers nationwide. Promotion available in the Grand Theatre (1000+), Supanova Seminars (200+), Imagineers Stage (show floor 80+), or Gaming Zone Stage (show floor 150+), depending on the product or service being presented.



TVC & TRAILER VIDEO PLAY	SINGLE SHOW	EST. IMPS. (ONE SHOW)	DOUBLEHEADER	EST. IMPS. (TWO SHOWS)	TOUR	EST. IMPS. (6 SHOWS)
(:30) TVC/Trailer Video Play	\$1,788	95,000	\$3,575	190,000	\$9,653	570,000
(:60) TVC/Trailer Video Play	\$2,173	95,000	\$4,345	190,000	\$11,732	570,000
(1-2 Min) Alt. Length Video Play	\$2,998	70,000	\$5,995	140,000	\$16,187	420,000
(5 min/approx) Special Video Play (limited)	\$3,245	65,000	\$6,490	130,000	\$17,523	390,000

*Video assets client provided. 20% discounts for tour campaigns. All prices are in AUD and include GST.



Please contact our team for all media and advertising enquiries:

Email: andrew@supanova.com.au or lina@supanova.com.au

Find us here:

Web: www.supanova.com.au

Facebook: <https://www.facebook.com/supanovaexpo/>

Instagram: <https://www.instagram.com/supanovaexpo/>

Threads: <https://www.threads.net/@supanovaexpo>

X: <https://twitter.com/SupanovaExpo>

Linked In: <https://au.linkedin.com/company/supanovaexpo>

Youtube: <https://www.youtube.com/@SupanovaExpo>

TikTok: <https://www.tiktok.com/@supanovaexpo>