

# ABOUT JOY



**For 30 years, JOY Media has been the out, loud, proud voice of Australia's LGBTQIA+ communities.**

JOY Media is Australia's only not-for-profit rainbow community media organisation, made up of the diverse voices of the LGBTQIA+ rainbow.

Powered by 160+ volunteers and led by a small leadership team, JOY's presenters, producers, newsreaders, creators, and curators deliver quality community media, every hour, every day of the year.

When JOY started in 1993, its original purpose was to bring together a devastated and isolated gay community ravaged by the AIDS crisis. Since then, JOY has evolved into an organisation which informs, entertains, and empowers LGBTQIA+ communities and our allies across Australia and the world, with the purpose of building a more inclusive Australia.

Through the biggest challenges Australia's rainbow community have faced, JOY has been there to ensure our community are connected.

JOY Media represents the people, stories, news, music, and lived experiences of Australia's LGBTQIA+ community and our allies.

JOY's organisational values are:

- **JOYOUS:** A celebration of diversity, talent, music, and entertainment
- **INCLUSIVE:** A safe and supportive environment for all members of the LGBTQIA+ communities
- **COURAGEOUS:** A way to change lives by speaking out, sharing stories, and challenging boundaries

Our media services include:

- 24/7 live radio, broadcasting on JOY 94.9 FM and DAB+ and streaming live online
- Bespoke production services, including podcasts
- Production services
- Social media
- Tech services
- Live gigs
- Workplace LGBTQIA+ diversity & inclusion training
- Broadcast production training



Members of the JOY team at Midsumma Pride March 2023

# LISTENER DEMO



## JOY'S LISTENERS ARE LOYAL

**7.8 HOURS+**  
TIME SPENT LISTENING PER WEEK\*

**136,000+**  
CUME WEEKLY LISTENERS\*

**100,000+**  
YEARLY WEB STREAMS^

\*McNair Community Radio Listener Survey – Melb 2023, Survey Wave 1 – FM and DAB+

^via web, app, iHeartRadio, TuneIn, smart speakers

### JOY's listeners:

are LGBTQIA+ people and allies

spend money on experiences, like events, films, live music, travel, and dining

love JOY's feel-good music

believe in diversity, inclusion, and fairness

know that when they listen to JOY they are part of a safe, welcoming space

want to stay connected to community and be involved in community events

support businesses and people that support the LGBTQIA+ communities

89% are employed in full-time or part-time work

63% earn over \$80,000 per year

81% are the main grocery buyer in their house

56% intend to purchase travel and holiday products in the next 12 months

84% are university or VET educated

54% intend to purchase pharmaceuticals, vitamins and supplements in the next 3 months

47% intend to purchase cosmetic products and treatments in the next 3 months

48% intend to purchase fashion & accessories in the next 3 months

## JOY BROADCAST REACH

**BREAKFAST** | Mon-Fri 5-9am | 40,000 (average daily listeners)

**MORNINGS** | Mon-Fri 9am-12pm | 29,000

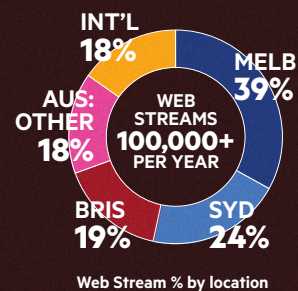
**AFTERNOONS** | Mon-Fri 12-3pm | 27,000

**DRIVE** | Mon-Fri 3-7pm | 37,000

**EVENING** | Mon-Fri 7pm-12am | 18,000

**OVERNIGHTS** | Mon-Fri 12-5am | 11,000

McNair Community Radio Listener Survey – Melb 2023, Survey Wave 1 – FM and DAB+



## OUR PODCASTS CONNECT

**3.5 MILLION**  
ALL TIME PODCAST DOWNLOADS

**25,000+**  
MONTHLY PODCAST DOWNLOADS

### JOY's podcast listeners:

tend to skew younger, and are more tech-savvy

enjoy the convenience of listening to their favourite show on demand

trust the opinion of their fave presenters

# A YEAR OF JOY



## A YEAR OF PARTNERSHIP OPPORTUNITIES

Q1	PRIDE SEASON	New year, new you! JOY's listeners are looking to self-improvement, and getting ready for Pride Season <b>Midsumma Festival</b> (Jan-Feb)	
		Activations at <b>Midsumma Carnival + Victoria's Pride</b> Live broadcast from <b>Midsumma Pride March</b> <b>Regional Pride</b> festivals, including <b>ChillOut</b>	
		<b>Sydney Gay and Lesbian Mardi Gras</b> (early Mar) <b>International Women's Day</b> (Mar 8) <b>Trans Day of Visibility</b> (Mar 31)	
Q2	PRIDE MONTH	<b>Melbourne International Comedy Festival</b> has our listeners venturing into the city seeing their fave acts and discovering new comedians	
		<b>Eurovision</b> (early May) has a huge queer following, and <b>JOY Eurovision</b> covers all the music and glamour <b>IDAHOBIT</b> (May 17) <b>JOY Radiothon</b> is one of the biggest weeks of our broadcast year, with listeners at their most engaged and big names making appearances on air	
Q3		Brands begin reaching out to JOY to secure sponsorship space ahead of EOY and Pride Season <b>Non-Binary People's Day</b> (Jul 14)	
		<i>Musical acts begin announcing tours for Nov-Mar, and tickets begin going on sale</i> <b>Wear It Purple Day</b> (late Aug)	
		<b>Bisexuality Awareness Day</b> (Sep 23) <b>AFLM Finals</b> and return of <b>AFLW</b> means the return of cult hit <i>Chicks Talking Footy</i>	
Q4		JOY listeners begin locking in travel plans for the upcoming festive season <b>Asexuality Awareness Week</b> (late Oct)	
		JOY listeners begin searching for holiday gifts to give to their friends and (chosen) family <b>Trans Awareness Week</b> (Nov 13-19)	
		<b>JOY's Anniversary / World AIDS Day</b> (Dec 1) Festive season begins	

# RATE CARD



## STATION MEMBERSHIP

### Business Membership

Suitable for for-profit businesses who want to support JOY year-round

1x weekly 15s on-air Membership Recognition Spot (value \$1,810)  
1x mention in JOY Members EDM  
15% discount off future promotional campaigns or services

**\$700**

### Organisation Membership

Suitable for not-for-profit or small scale community organisations, or other groups at JOY's sole discretion

1x weekly 15s on-air Membership Recognition Spot (value \$1,810)  
1x mention in JOY Members EDM  
15% discount off future promotional campaigns or services

**\$300**

## ON-AIR SPONSORSHIP

### 30s Spot

65-75 words in length

	direct	agency
Breakfast/Drive	\$60	\$70
Daytimes	\$50	\$60
Evening	\$40	\$50
Overnight	\$40	\$50
Weekend	\$50	\$60

### 15s Spot

30-35 words in length

	direct	agency
Breakfast/Drive	\$35	\$40
Daytimes	\$30	\$35
Evening	\$25	\$30
Overnight	\$20	\$25
Weekend	\$25	\$30

### Live Read

65-75 words

**\$150**

\$165 agency

### News solus

15s placement immediately before JOY News bulletin, away from any competing sponsorship announcements

**\$60**

\$70 agency

### News end spot

30s placement immediately following JOY News bulletin, as listeners are most engaged and focused

**\$80**

\$90 agency

### Station-Wide Podcast Sponsorship

15s pre-roll and 15s post-roll on every JOY Podcast for an entire month. Requires two weeks lead time. Excludes branded/partnered podcasts.

**\$2000 per month**

\$2200 agency

## SHOW SPONSORSHIP

### 3 Month Flagship Program Sponsorship

Sponsor one of JOY's flagship daily programs, *JOY Breakfast* or *JOY Drive*  
Produced 30s spot to be played 4x daily across *JOY Breakfast*, *JOY Daytimes*, and *JOY Drive*  
Produced 15s spot played 2x during per episode, at the top of hour  
8x live reads across the station per month (placement determined by JOY)

**\$12,000**

### 3 Month Specialist Program Sponsorship

Sponsor one of JOY's weekly specialist programs (pending show approval)  
Produced 30s spot to be played 2x weekly during the show  
Sponsor credit at start and end of show

**\$5,000**

Rates listed above exclude GST. Agency rates include commission.

Production fee of \$250 (\$275 agency) applies per spot. Charges apply for script updates or revisions.

# RATE CARD



## HIGHLY REQUESTED

### On-air Giveaway

Your product is the prize in an on-air segment on one of JOY's programs, making it highly desirable. Entry mechanic determined by the program hosting the giveaway.

**\$250**

## COMMUNITY AND SMALL-SCALE PACKAGES

### Event Package

Suitable for touring musical acts, festivals, public events, or projects with government or private funding.

1x production of 15s spot  
20x on-air spots (Breakfast/Drive)  
5x on air spots (weekend)  
1x social media post

**\$1,000**

package value: \$1,650

### Indie Package

Suitable for small-scale community and arts events by independent artists, at JOY's discretion.

1x production of 15s spot  
10x on-air spots (Breakfast/Drive)  
4x on air spots (weekend)  
1x social media post

**\$250**

package value: \$650

## JOY LIVE ON LOCATION

### Onsite Activation

Partner with JOY at festivals, events, or your chosen space to have Australia's only rainbow community media team bring your space to life!

quote available on request

### Outside Broadcast

Two-hour live broadcast from your location or event, plus recognition on air and online as Broadcast Partner both on the day and in the lead up

**\$6,600**

## DIGITAL

### Static Social Post

Static post on one of JOY's social media platforms, ie image, status update, or Story. Posts will be tagged "JOY Sponsor". Client to provide all creative for approval.

**\$250** per post

\$275 agency

### Dynamic Social Post

Dynamic post on one of JOY's social media platforms, ie video, Reel, or poll. Posts will be tagged "JOY Sponsor". Client to provide all creative for approval.

**\$250** per post

\$275 agency

### Social Post Reshare

Reshare one of your brand's post to JOY's social profile. On X, this is a Repost. On Facebook, this is a Quote post to the feed. On Instagram, this is a share to our Story.

**\$75** per reshare

\$85 agency

### IG Collaborative Post

A collaborative post on Instagram, posted from both your brand account and @JOY949. This will be engaging branded content that is worth swiping through for followers of both brands. Subject to JOY editorial.

**\$750** per collab

\$825 agency

### Web Player

300x250px

	direct	agency
per day	\$120	\$130
per week	\$550	\$650
per month	\$1800	\$2500

### Web Banner

728x90px

	direct	agency
per day	\$100	\$110
per week	\$600	\$660
per month	\$2000	\$2200

### Web Article

Native article on joy.org.au  
300 to 500 words  
Client provides content to be featured in article

**\$200 /article** \$350 agency

### Landing Page

Exclusive campaign page

**\$1000 /mth** \$1200 agency

Rates listed above exclude GST. Agency rates include commission.

## PODCAST SERVICES

### We'll Do The Work

JOY will produce a podcast for you. You provide the direction, scripting, and talent; JOY will take care of the recording, production, editing, and mixing, with one revision per episode.

**\$1,325** per 30-minute episode

**\$2,000** per 60-minute episode

### We'll Show You How

Want to take on the work yourself? JOY's team will walk through everything you need to know to create a show format, develop your season, and show you how to record, edit, and share your podcast. This can take place in one day, over a number of days, as lunchtime learning, or more.

quote available on request

### Podcast Presenter For Hire

Get one of JOY's talent to host the podcast for you!

**\$150** per hour

### Podcast Web Hosting

The produced podcast is hosted online in JOY's library.

**\$200** per year

### Voiceover Talent Services

JOY's voiceover team can provide voices for phone trees, and voiceovers for TV or radio advertising.

quote available on request

### Studio Hire

Hire JOY's professional studio to record your production.

**\$200** per hour

## JOY ACADEMY

### LGBTQIA+ Diversity and Inclusion Workplace Training

Engaging workplace based training, to be delivered either in-person or online. Training can be adapted to suit your specific organisational needs. Additional participants can be added at a revised cost.

**\$2,500** for ten participants, 2.5 hour session

### LGBTQIA+ Diversity and Inclusion Lunch & Learn

Engaging workplace based training, delivered either in-person or online. Training can be adapted to suit your specific organisational needs. Additional participants can be added at a revised cost.

**\$1,500** for up to 40 participants, 1 hour session

Rates listed above exclude GST. Agency rates include commission.

## NOTES

# CONTACT US



**With the sole purpose of building a more inclusive Australia, JOY has grown from our base as a community radio station, blossoming into a multi-channel content provider, bringing to life the stories, news, creativity and performances of the LGBTQIA+ community and our allies.**

We are proudly funded through the amazing support of our listeners, members, patrons, donors, sponsors, and our government, philanthropic and corporate funders.

When you purchase JOY's services, you help us achieve our mission of building a more inclusive Australia.

## **Dannii Karametos**

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