



MEDIA KIT



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
- Broadcast production training



Members of the JOY team at Midsumma Pride March

LISTENER DEMO



JOY'S LISTENERS ARE LOYAL

CONSISTENT BRAND EXPOSURE OPPORTUNITIES WITH OUR ENGAGED LISTENERS

7.6 HOURS+

TIME SPENT LISTENING PER WEEK*

159,000+

CUME WEEKLY LISTENERS*

139,000+

YEARLY WEB STREAMS*

*McNair Community Radio Listener Survey – Melb 2025, Survey Wave 1 – FM and DAB+

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

JOY's listeners:

Are
LGBTQIA+
people
and allies

Prioritise
spending
money on
experiences

Love JOY's
feel-good
music and
vibe

Believe in
diversity,
inclusion,
and fairness

Support
those who
support the
community

OUR PODCASTS CONNECT

THE LARGEST COLLECTION OF LGBTQIA+ PODCASTS ON THE PLANET

3.8 MILLION

ALL TIME PODCAST DOWNLOADS

20,000+

MONTHLY PODCAST DOWNLOADS

Affluence & influence

71%

earn over
\$80,000
per annum

85%

hold a higher
education
qualification

78%

employed
part/full time
capacity

95%

live in a
2+ person
household

77%

main
grocery
buyer

AUDIENCE AGE

APPEAL THAT SPANS GENERATIONS

15-24
18%

25-39
41%

40-54
27%

55-64
8%

65+
6%

JOY BROADCAST REACH

REACHING THE LGBTQIA+ COMMUNITY ACROSS THE COUNTRY 24/7

BREAKFAST | Mon-Fri 5-9am | 33,000

MORNINGS | Mon-Fri 9am-12pm | 21,000

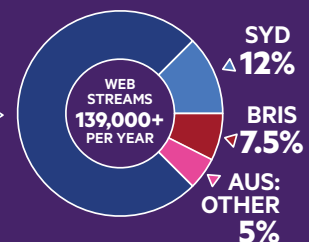
AFTERNOONS | Mon-Fri 12-3pm | 19,000

DRIVE | Mon-Fri 3-7pm | 29,000

EVENING | Mon-Fri 7pm-12am | 9,000

OVERNIGHTS | Mon-Fri 12-5am | 8,000

MELB ▸
75%



Average daily listeners,
McNair Community Radio Listener Survey – Melb 2025, Survey Wave 1 – FM and DAB+

Web Stream % by location

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 Midsumma Festival (Jan-Feb)	
		Activations at Midsumma Carnival + Victoria's Pride Live broadcast from Midsumma Pride March Regional Pride festivals, including ChillOut	
		Sydney Gay and Lesbian Mardi Gras (early Mar) International Women's Day (Mar 8) Trans Day of Visibility (Mar 31)	
Q2		Melbourne International Comedy Festival has our listeners venturing into the city seeing their fave acts and discovering new comedians	
		Eurovision (early May) has a huge queer following, and JOY Eurovision covers all the music and glamour IDAHOBIT (May 17)	
	PRIDE MONTH	JOY Radiothon 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 Non-Binary People's Day (Jul 14)	
		Musical acts begin announcing tours for Nov-Mar, and tickets begin going on sale Wear It Purple Day (late Aug)	
		Bisexuality Awareness Day (Sep 23) AFLM Finals and return of AFLW means the return of cult hit Chicks Talking Footy	
Q4		JOY listeners begin locking in travel plans for the upcoming festive season Asexuality Awareness Week (late Oct)	
		JOY listeners begin searching for holiday gifts to give to their friends and (chosen) family Trans Awareness Week (Nov 13-19)	
		JOY's Anniversary / World AIDS Day (Dec 1) Festive season begins	

RATE CARD: DIRECT



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

\$350

ON-AIR SPONSORSHIP FM, DAB+, LIVE STREAM

Direct spot rates	Peak Mon-Fri 6-9am; Mon-Fri 4-7pm	Off-Peak All other times
30 second 65-75 words	\$65	\$55
15 second 30-35 words	\$40	\$35
Live read 65-75 words	\$155	\$125

News pre-roll spot

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

\$65 peak

\$55 off-peak


News end spot

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

\$85 peak

\$75 off-peak

ON-AIR BUNDLES FM, DAB+, LIVE STREAM

Small	Medium	Large	X-Large 
10 spots 1x 30s produced spot 5x Peak spots 5x Off-Peak spots Value: \$950	20 spots 1x 30s produced spot 10x Peak spots 10x Off-Peak spots Value: \$1450	40 spots 1x 30s produced spot 20x Peak spots 20x Off-Peak spots Value: \$2650	50 spots 1x 30s produced spot 25x Peak spots 25x Off-Peak spots Value: \$3250
\$680	\$1160	\$2120	\$2600

COMMUNITY/SMALL-SCALE

Community Package

Suitable for small-scale community and arts events by independent artists, at JOY's discretion. Limit 1 per event/organisation per year.

1x production of 30s spot
10x on-air spots (Breakfast/Drive)
4x on-air spots (Weekend)

\$400

package value: \$1050

All rates listed exclude GST.

Production fee of \$250 applies for each 15/30 second spot produced by JOY.

All spots regardless of production or provided will be tagged as 'JOY Sponsor'.

RATE CARD: DIRECT



DIGITAL

Social Post

Static or dynamic post on one of JOY's social media platforms, ie image, status update, video, Reel, or Story. Posts will be tagged "JOY Sponsor" and will have the in-built "Paid promotion" feature flagged. Client to provide all creative for approval.

\$250 per post

E-newsletter inclusion

Sent fortnightly to 3,600+ active subscribers. 100-150 words; client provides content. Average open rate: 65%. Max 3 placements per edition.

Placement	Specs	Cost
Top banner	1500x280px	\$200
Bottom banner	1500x280px	\$125
Feature	1500x800px plus 150-200 words	\$350
All of the above	As above	\$540 (value \$675)
Exclusive EDM	Dedicated email to JOY subscribers (subject to availability)	\$2,500

Web Player

Banner appears on JOY's live player, delivering 106,000 impressions/month to actively streaming listeners. Ad dimensions 300x250px.

	CPM	Per Month	Per Week	Per Day
Shared	\$12	\$1272	\$318	\$42
Exclusive	\$24	\$2,544	\$636	\$84

Homepage Web Banner

Banner features on the JOY homepage, reaching 50,000 monthly impressions from visitors seeking news and content. Ad dimensions desktop: 728x90px, mobile: 300x50px

	CPM	Per Month	Per Week	Per Day
Shared	\$12	\$600	\$150	\$20
Exclusive	\$24	\$1,200	\$300	\$40

News Article

Your article will be published on joy.org.au and featured on our homepage or "Featured" section for a full 4-week period, maximising visibility and clicks. The article will remain live on our website indefinitely, continuing to deliver value through organic search, SEO, and ongoing engagement. Optional promotion via social media, eNewsletter, or banner advertising is available to amplify reach.

Client to provide all creative for approval.

\$850 per post

Digital Bundle

Bundle for maximum impact and value across multiple channels.

Item	Value
News Article	\$850
Standard Social Post	\$250
EDM Feature	\$350

\$1,160 per bundle

package value: \$1,450

All rates listed exclude GST.

All spots regardless of production or provided will be tagged as 'JOY Sponsor'.

RATE CARD: DIRECT



SHOW SPONSORSHIP

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)

\$15,000 ex. GST for three months

\$6,500 ex. GST for one 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 ex. GST for three months

\$1,800 ex. GST for one month

PODCAST SPONSORSHIP

Podcast Sponsorship

Promote your brand to engaged, on-demand audiences with JOY's in-podcast advertising.
Choose to sponsor a single show (including flagship JOY programs), multiple shows, or reach listeners across our entire eligible podcast network. Each placement includes one professionally produced 15-second message, with up to two ad spots able to run at any time. Pricing is tailored to your needs.

from \$40 per week

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

quote available on request

All rates listed exclude GST.

All spots regardless of production or provided will be tagged as 'JOY Sponsor'.

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.

Jason Heath

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