

Culture & Film

Guardian Australia readers are urbane individuals who enjoy attending events and shows and are keen to take part in various cultural activities.

From brand partnerships to targeted advertising campaigns, Guardian Australia can help you reach a responsive and quality audience.

For further information, please email: advertising.aus@theguardian.com

High attendance and participation



1 in 3 attend theatre and/or musicals



Almost **50%** of readers visit fairs and festivals



Regularly visit galleries and museums



Attend classical concerts **once a month**

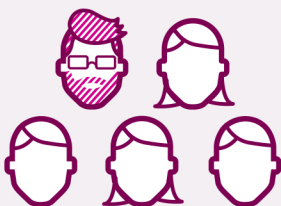


Regularly visit live theatre **once a fortnight**



1 in 5 readers are interested and participate in arts and craft

Affluent and socially active



1 in 5

agree they are usually trendsetters amongst their friends



1 in 4

agree that they prefer to go out than stay in



1 in 3

are big spenders and **1 in 5** describe themselves as affluent



60%

say they would spend more for quality goods

Film

Guardian Australia readers are film buffs who go to the cinema on **monthly or more frequent** basis

80% are enthused by film, higher than the average Australian (58%)



More than twice as likely to talk about films online



More likely to pay for culture related content
- Specifically TV/Films online