



2025

Digital Advertising



Be part of Victoria's largest *community event*

The Melbourne Royal Show is an annual community event that has been part of Victoria's cultural fabric for over 175 years.

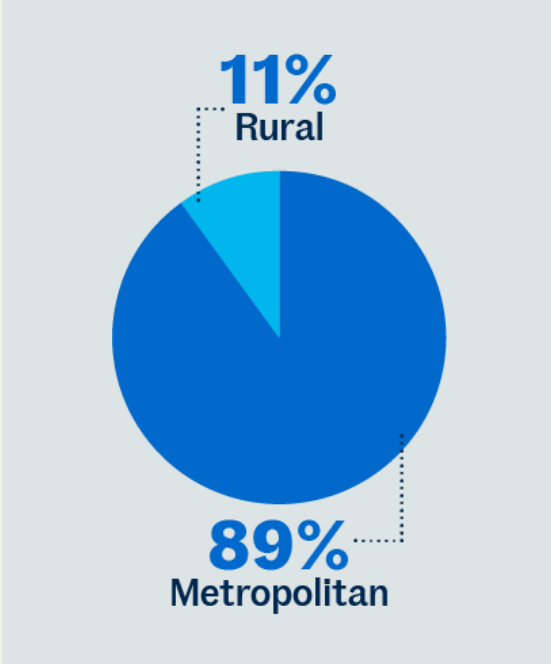
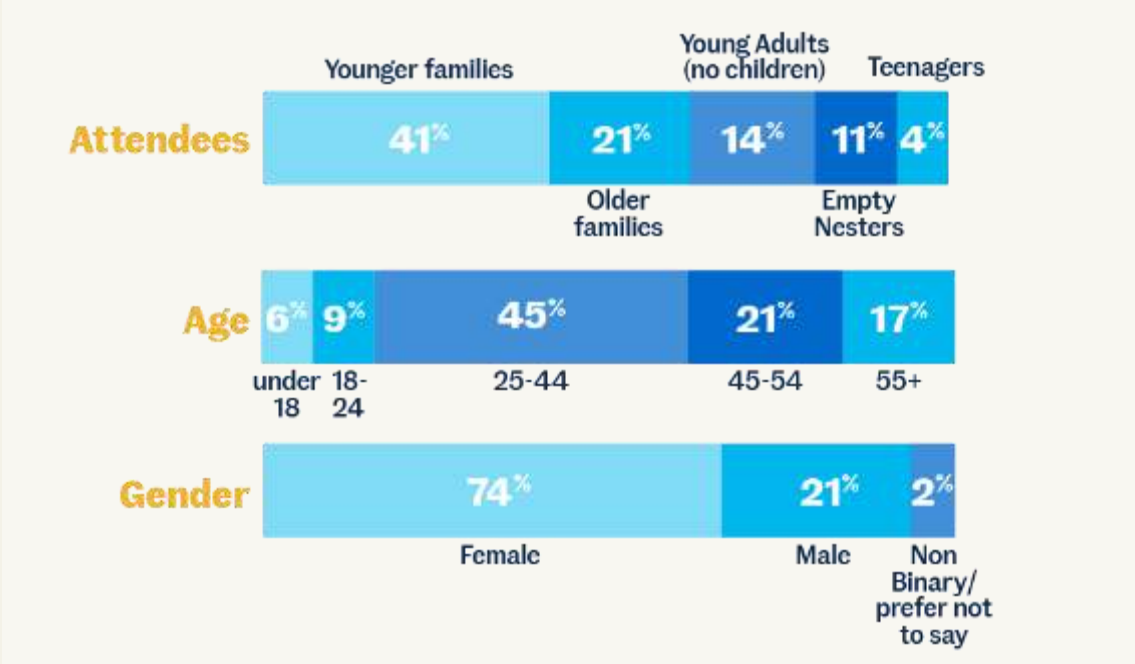
Attracting hundreds of thousands of visitors, the Melbourne Royal Show is the biggest Victorian major event that brings the community together to celebrate agriculture - producers, products & produce. From rural and regional Victoria to greater Melbourne; it's for all Victorians

2025 Dates: Thursday 25 September – Sunday 5 October

Pillars of the Melbourne Royal Show



An event with a large and *diverse* audience



The Melbourne Royal Show provides a broad reach & high *exposure*

Social Media performance



155.5K

Followers

4.22M

Reach



322K+

eDM subscribers

13%

eDM open rate



5.5M

Website page views

1.02M

Website new users

Media Statistics

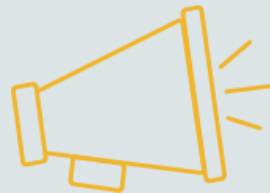


\$34.2M+

PR value for the Show

\$4.22M

Sponsors PR value

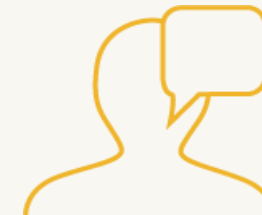


200M+

Campaign reach

20.5M

Sponsors reach



391+

Total sponsor mentions

Digital out of home

Your brand has the potential to be seen across Melbourne Showgrounds with digital displays located in prime positions across the site!

12
Total Screens
(internal & external)

Internal Screens - 30 sec, static or dynamic

- Showbag Pavilion digital display
- Makers Pavilion digital display
- Grand Boulevard digital Kiosks
 - 4 x double sided (8 screens)

450K
Potential
to see

External Facing Screens - 15 sec, static

- Epsom Rd North Billboard
- Epsom Rd East Billboard

22K
Vehicles
pass daily

Annual advertising also available!



SHOWBAG PAVILION



MAKERS PAVILION



GRAND BOULEVARD (x 4)







EPSOM RD – NORTH



EPSOM RD – EAST

Screen Locations

Digital Screens

-  Showbag Pavilion
-  Makers Pavilion
-  Digital Kiosks (4)
-  Epsom Rd Billboards



Melbourne Royal Show Advertising Package 1:

Investment \$10,000 excl GST

Grand Pavilion LED Screen	319 x 30sec advertisements placed on the 14m wide Grand Pavilion Display on the Grand Pavilion for the entire Show (29 daily)
Makers Pavilion LED Screen	319 x 30sec advertisements placed on the 14m wide Makers Pavilion Display on the Makers Pavilion for the entire Show (29 daily)
Digital Kiosk Adverts	319 x 30sec advertisements placed on 8 x digital Kiosks placed throughout the Showgrounds for the entire Show (29 daily per Kiosk)
Epsom Road East	319 x 15sec advertisements placed on the external Epsom Road East facing digital Billboard for the entire Show (29 daily)
Epsom Road North	319 x 15sec advertisements placed on the external Epsom Road North facing digital Billboard for the entire Show (29 daily)

Daily Advertisement Summary	Grand Pavilion LED:	29x daily adverts	Total Opportunities to see your brand during the 2025 Melbourne Royal Show:
	Makers Pavilion LED:	29x daily adverts	
	Digital Kiosks:	232x total daily adverts	
	Epsom Road East:	29x total daily adverts	
	Epsom Road North:	29x total daily adverts	
			3,828 advertisements

Notes:

- Epsom Road Billboards allow static (15sec) artwork only.
- Dynamic content (30sec) is available for Kiosks, Grand Pavilion and Makers Pavilion LED Screens.
- Advertiser responsible for all production costs of artwork.

Melbourne Royal Show Partner Package 2:

Investment \$5,000 excl GST

Grand Pavilion LED Screen	319 x 30sec advertisements placed on the 14m wide Grand Pavilion Display on the Grand Pavilion for the entire Show (29 daily)		
Makers Pavilion LED Screen	319 x 30sec advertisements placed on the 14m wide Makers Pavilion Display on the Makers Pavilion for the entire Show (29 daily)		
Digital Kiosk Adverts	319 x 30sec advertisements placed on 8 x digital Kiosks placed throughout the Showgrounds for the entire Show (29 daily per Kiosk per day)		
Daily Advertisement Summary	Grand Pavilion LED: Makers Pavilion LED: Digital Kiosks:	29x daily adverts 29x daily adverts 232x total daily adverts	Total Opportunities to see your brand during the 2025 Melbourne Royal Show: 3,190 advertisements

Notes:

- Dynamic content (30sec) is available for Kiosks, Grand Pavilion and Makers Pavilion LED Screens.
- Advertiser responsible for all production costs of artwork.

MASTER SPECIFICATIONS

Display	Frame Set	Screen Name	Screen Size (m)	Screen Resolution (px)	Location	Content Type
Grand Pavilion Display	Front	MR-GPD1	14m W x 1.9m H	1408 x 192	Grand Pavilion	Dynamic (30s) or Static
Makers Pavilion Display	Front	MR-MPD1	14m W x 1.9m H	1408 x 192	Makers Pavilion	Dynamic (30s) or Static
Kiosk 1	Front	MR-K1a	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
	Back	MR-K1b	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
Kiosk 2	Front	MR-K2a	1m W x 1.6m H	1080 x 1920	Ferris Wheel	Dynamic (30s) or Static
	Back	MR-K2b	1m W x 1.6m H	1080 x 1920	Ferris Wheel	Dynamic (30s) or Static
Kiosk 3	Front	MR-K3a	1m W x 1.6m H	1080 x 1920	Grandstand	Dynamic (30s) or Static
	Back	MR-K3b	1m W x 1.6m H	1080 x 1920	Grandstand	Dynamic (30s) or Static
Kiosk 4	Front	MR-K4a	1m W x 1.6m H	1080 x 1920	Grandstand	Dynamic (30s) or Static
	Back	MR-K4b	1m W x 1.6m H	1080 x 1920	Grandstand	Dynamic (30s) or Static
Epsom Road North Facing	Front	MR-ER1	14m W x 1.9m H	1408 x 192	External - Epsom Road	Static
Epsom Road East Facing	Front	MR-ER2	5.1m W x 7.7m H	513 x 768	External - Epsom Road	Static

For More *Information*

For more information regarding Melbourne
Royal Show Sponsorship and Commercial
Rights opportunities, please contact:

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