

# Fluke

circus · photography · art · culture



Media Kit







# So, what's *Fluke* all about?

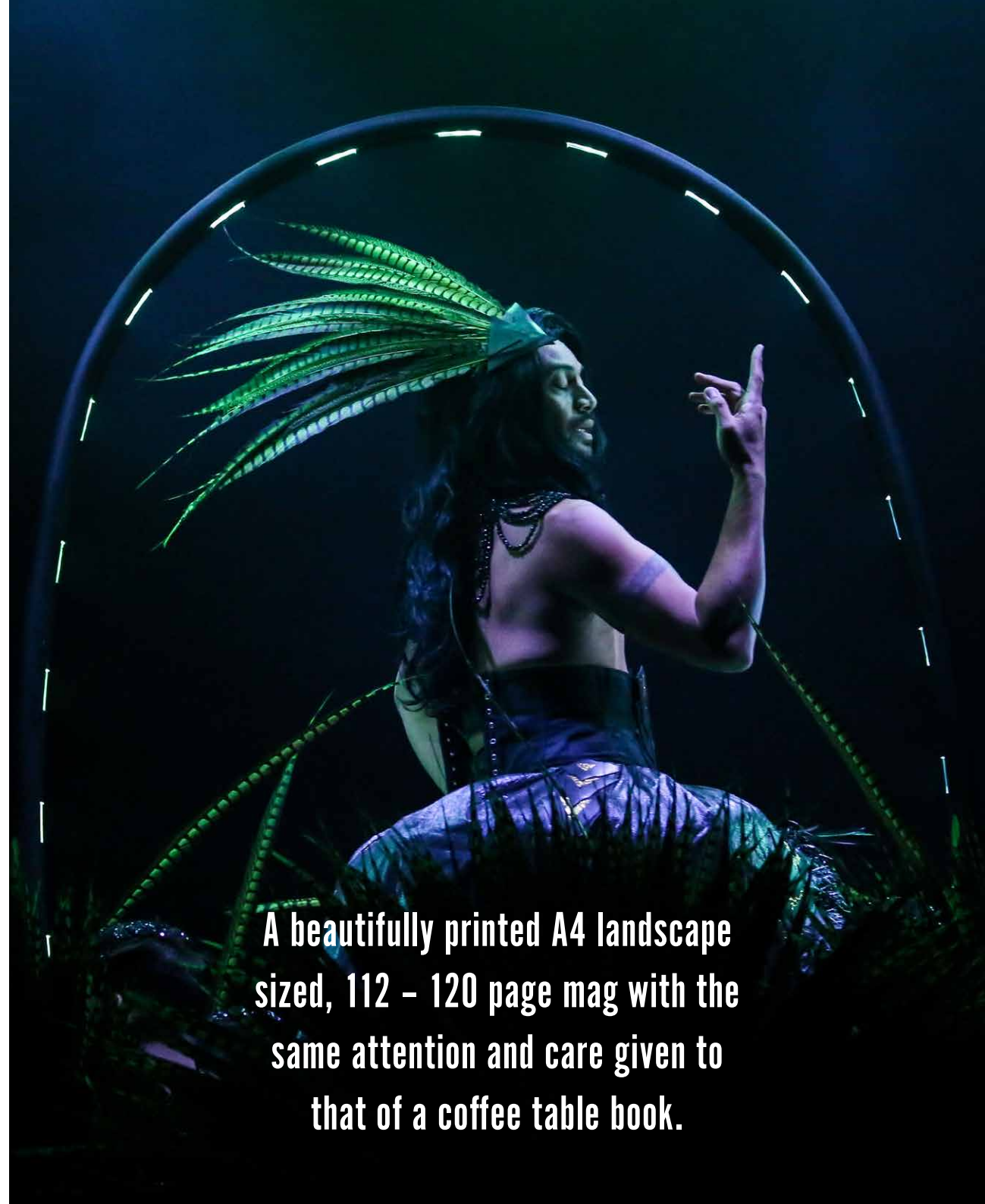
**Fluke** is brand new arts & culture quarterly print magazine with a Circus bent and an emphasis on photography and design.

The magazine proudly hails from beautiful Bundjalung country, in the Byron Shire, Northern NSW and is published by **Carnival Cinema**.

Created by ex-circus performer turned filmmaker & photographer – Hamish McCormick – who has spent 15 years documenting the contemporary circus, cabaret, performing arts and colourful fringe festival culture in Australia and around the world under the banner of his alias **Carnival Cinema**, its subsequent online magazine/blog and the community which has formed around it.

Carnival Cinema's latest creation, **Fluke** casts the net wider to pick up other inhabitants of our subcultures; musicians, visual artists and creative movers and shakers of all sorts.

**Fluke** connects these passionate, creative tribes to each other and our audience through telling their stories through stunning photo essays and candid, insightful interviews and articles. Intimate glimpses of playful creative lives told from the 'inside'.



**A beautifully printed A4 landscape sized, 112 – 120 page mag with the same attention and care given to that of a coffee table book.**

# A Print Magazine? Why?

We wanted to create something that doesn't exist in the magazine landscape, **Fluke** will be the ONLY quarterly high-end printed magazine to focus on and talk to this thriving and continually growing subculture in Australia.

While Carnival Cinema has a strong and dedicated online following, **Fluke** will bring a direct connection to the stories and content we create, a 'hold-in-your-hand and take the time to sit with your brew of choice' type of consumption and connection. A tangible book that you can keep coming back to.

**FLUKE** will never end up in peoples' recycle bins – it will be coveted, proudly collected and have pride of place on bookshelves, well after Facebook is dead!

Print on paper lasts.





# Online presence

The printed magazine is our bedrock, but we will be bringing with us – and building upon – Carnival Cinema's dedicated and active digital audience.

Carnival Cinema (CC) has been an online mag and blog since 2017, which will be rebranded & re-imagined as the free, curated, digital version of **Fluke** magazine.

Through our regular CC email newsletters and community Facebook notice board - 'What's on Australia.' CC already has an engaged audience.

Through these digital channels, **Fluke** will also capitalise on Carnival Cinema's reputation as a 'one-stop shop' boutique video production company for the last 15 years, creating promotional content for the majority of leading circus shows, companies and festivals in Australia.

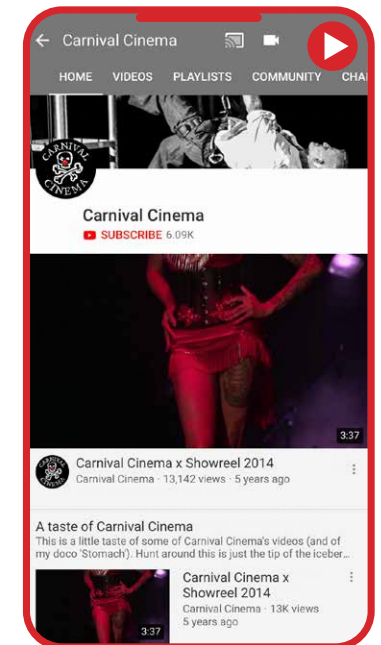
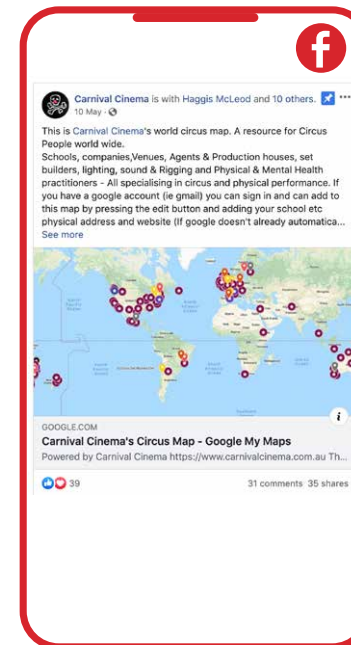
**Fluke** will create regular video content to sit alongside its printed editions, as well as in-depth long-form interview podcast series.

## SOME CARNIVAL CINEMA STATS

 **15,200+**  
followers

 **6,000+**  
subscribers  
**3.1 million**   
video views

 **3,000+**  
followers





# Partners/sponsors

Regardless of age, gender, sexuality or ethnicity, our philosophy and our brand stands for inclusion, safety, connection and community.

At **Fluke** we have no desire to push mindless consumption of more unnecessary stuff onto our community and followers.

We are approaching you because we believe in your company, brand, event, service or product. We drink your tasty beverage, use your gear, or wear your clothing because we like it and already recommend you to our peers.

It means we also believe in your stance on environmental and social issues and we want to connect you with our readers in a meaningful way – to position your brand as one that supports the creative arts, its practitioners. We believe your quality product or services will add value to their lives.



# Audience

Carnival Cinema already has a very engaged audience of ranging demographics (but who largely share similar psychographics).

From circus school students and aspiring circus artists to professional touring performers, production crew and arts workers as well as artistic directors, producers and marketing managers of companies, festivals, agencies and major arts venues.

All of these groups are typically socially conscious and becoming aware of the environmental impact their lifestyle has, and are seeking ways to connect with each other and their surroundings in a positive way.

**Fluke** will appeal to all 20 to 85 year old arts lovers who have an interest and appreciation of photography, design and the performing arts. Those who want to consume content that has been made with care and thought and is beautifully presented.



# Selling the thing!



## DISTRIBUTION

The Magazine will have a price point around the \$15 - \$18 mark.

We will be selling subscriptions, and individual copies through our existing online shop, which will become the **Fluke** shop over the coming months.

## EVENTS

Carnival Cinema has already been hosting well-attended film night events locally at the Brunswick Picture House and in Brisbane & Melbourne. These events facilitate gatherings for our community to connect in real life/ offline and outside of festival bars and gigs.

To launch each edition of **Fluke** (4x a year) we will run these events in venues in Brisbane, Sydney, Melbourne, and locally In the Byron Shire with the 1st edition of each year being also launched at the Adelaide Fringe Festival and Perth Fringe Festivals.

We will have pop-up stores at all the circus and fringe festivals around Australia, and will be approaching relevant bookshops, venues and events as points of distribution as well.





# Print Run, Pricing & Ad Sizing

FIRST EDITION PRINT DEADLINE – 20 JANUARY 2020

## RATES

### Ad sizes (per edition)

**Double page** - \$2,800

**Back cover** - \$2,000

**Full page** - \$1,500

**Half page** - \$850

**Quarter page** - \$550



Our initial print run will be 2000 copies

### Calling Card

**Large (with image)** – \$200

**Small (text only)** – \$100

We can build the ad for you, just ask us for a quote.

**Fluke** will be printed on **sustainably sourced paper** and have a beautiful matte finish printed by Printgraphics Printgreen in Melbourne.

## AD SPECS

### Double page spread

594mm wide x 210mm high

5mm bleed all sides

Ensure no text or images in the gutter/centre

### Full page

297mm wide x 210mm high

5mm bleed all sides

### 1/2 page

144mm wide x 210mm high

5mm bleed all sides

### 1/4 page tile

131mm wide x 90mm high

No bleed required

### 1/4 page strip

86mm wide x 182mm high

No bleed required

All artwork to be supplied as press-ready PDFs.

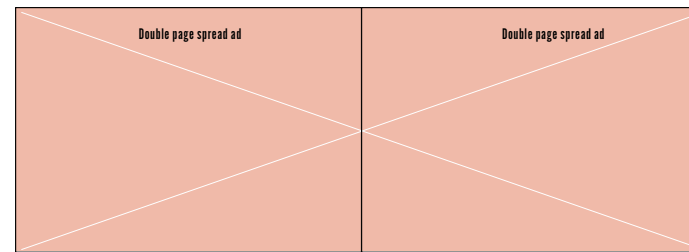
### Calling card large

Image plus 50 words

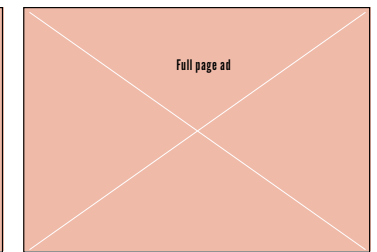
### Calling card small

35 words

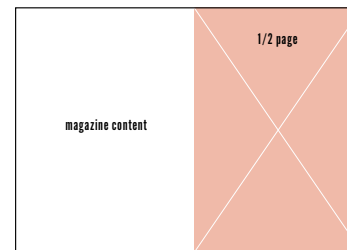
Double page spread – 594 x 210mm



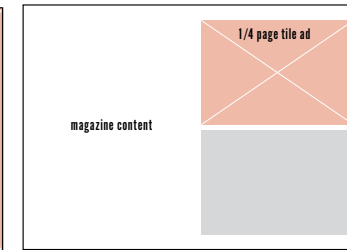
Full page – 297 x 210mm



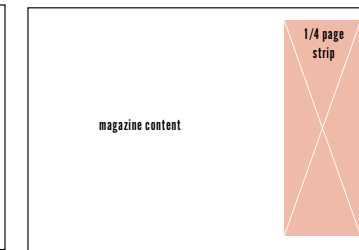
1/2 page – 144 x 210mm



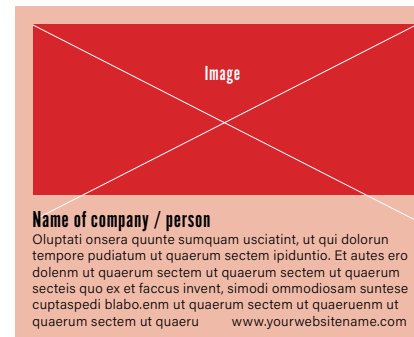
1/4 page tile – 131 x 90mm



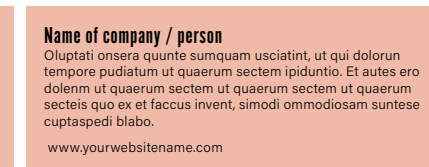
1/4 page strip – 86 x 182mm



Calling card large



Calling card small



\*Discount applies to ad bookings, for the first edition only



**We will be donating 10% of all profits generated by *Fluke*.**



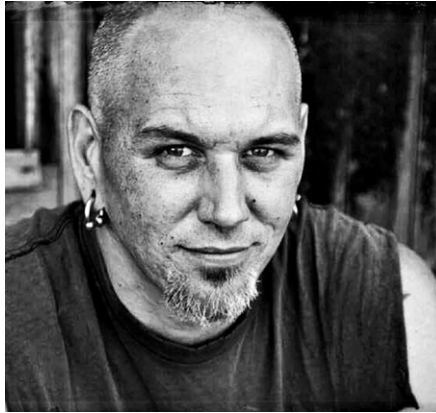
**It will be shared between:**

- Creative non-for-profit companies working with first nations, refugee and other marginalised communities locally in Northern NSW and nationally.
- Tree planting & other positive environmental ventures locally.

Printgraphics Printgreen is one of only a handful of truly 'green' printers. They are committed to their environmental responsibilities, and are regularly audited to ensure compliance and have an ISO14001 Certified Environmental Management System.



# The People



## **Hamish McCormick aka Carnival Cinema**

**Creative Director, Editor, chief photographer**

Hamish was born & bred in Mullumbimby Northern NSW on Bundjalung country and after doing the east coast city shuffle and bouts of international touring he now lives back there with his musician & composer partner and their 2 kids.

He loves print magazines and has been dreaming of creating one celebrating this subculture for the last decade. This might be his first printed magazine rodeo but as well as having a keen photographic eye his biggest asset is his connections and the trust he has within the community and the unparalleled access he has to the people and their stories. He has been deeply imbedded in this subculture for the last 25 years (dropping straight into it as a 14 year old) and his contacts range from current circus students to festival directors and the founders of major Australian companies.



## **Camille Manley**

**Art director, illustrator and designer**

Camille is based in South East Queensland, where she says she drinks too much coffee and probably spends more time at the beach than she should.

She has been working in the arts, publishing and events industries for over twelve years across graphic design, branding and illustration and works both traditionally and digitally, and enjoys blurring the boundary between the two. She has a longstanding appreciation for all things print, and delights in sharing stories visually to engage and inspire broad audiences.

Camille has created print promotional content for the likes of Sydney Festival, the Melbourne Arts Centre and Sydney Writers' Festival, and has also won awards for magazine design.

We acknowledge the people of the Bundjalung Nation, traditional custodians of the land on which both *Fluke* & Carnival Cinema proudly originate and we pay our respects to their elders past, present and future.

# Contact

For more information on ad  
bookings, subscriptions and  
content, contact:

**Hamish McCormick**

Creative Director

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[carnivalcinema.com.au](http://carnivalcinema.com.au)

