



YELO MEDIA KIT 2026

Indie Music. Surfside Culture. Sunshine
Rebellion.

ABOUT YELO

YELO is an independent, surfside music magazine born on the Sunshine Coast.

We cover the artists, gigs and culture shaping local scenes across the Sunshine Coast, Brisbane and the Gold Coast.

Built for musicians, creatives and gig-goers who want something real - not hype, not pay-to-play.

We prioritise taste, trust, and cultural relevance over algorithms or advertising spend.

AUDIENCE & REACH

- Ages 18–35 (core)
- Sunshine Coast-based with reach into Brisbane & Gold Coast
- Indie, alt, surf, punk & Australian music
- Musicians, creatives, gig-goers
- Community-first, culture-focused

PLATFORMS & VISIBILITY

- Website: 60,000+ monthly Google impressions
- Strong visibility for local gig & artist searches
- Top pages: Gig Guides, Festival Guides, Artist Stories
- Instagram: 2,657 followers
- High engagement from local musicians & venues
- Strong story share rate

SERVICES & RATES

YELO HIGHLIGHT

Featured gig or release story
(media release rewrite, ~350 words)
\$100

- 1 Facebook + Instagram on main feed post
- Gig guide priority placement

Best for artists with a single release, promo or gig.

YELO BOOST

Original feature story
(interview-led, ~600 words)
\$250

- Journalistic, narrative-style writing
- 1 Facebook + 1 Instagram on main feed post
- Gig guide priority placement

Best for debut artists, tours, exclusives, and deeper spotlights.

YELO MONTHLY

Monthly coverage with priority placement and editorial support. \$350 per month

- 2 x YELO Highlights (including social posting & gig guide placement)
- Ongoing promotional placement (banner or feature slot)
 - Gig guide priority placement

Best for venues, promoters, event organisers.

YELO ADD-ONS

- Extra Instagram post — \$40
- Priority 48hr turnaround — \$45
- Extra story set — \$40
- Poster design — \$120
- Reels — \$150
- On-site photos — \$150

Bookings & enquiries: DM @yelo.live or email to book.

ADVERTISING WITH YELO

MASTHEAD SPONSOR

\$800 / month

A single premium banner placement that appears above the gig guide hero image.

- One sponsor only per guide
- Calm, non-intrusive design
- Clearly labelled as Sponsored
- High visibility for every reader
- Ideal for venues, festivals, breweries and promoters

This placement is brand-focused and designed for sustained visibility rather than clickbait advertising.

BANNER ADS INSIDE LISTINGS

\$300 / month
or \$120 / week

Rectangular banner placements that appear within the gig listings.

- Placed after the first section of listings
- Clearly labelled Sponsored
- Suitable for venues with regular shows or promoters pushing specific gigs
- Limited number per page

EDITORIAL SPOTLIGHT / 'THE GIG EVERYONE IS TALKING ABOUT'

Each week, YELO may spotlight one gig we believe has genuine momentum or cultural relevance.

- Editorially selected
- Not paid
- Not available for purchase

This section exists to guide readers, not advertisers.

SUBMITTING A GIG

All gigs can be submitted for free via our submission form. Advertising does not influence editorial selections.

If you believe a show has genuine buzz, you're welcome to flag it when submitting.

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@yelo.live or email to book.