



***FIND THE MUSIC.
FOLLOW THE SCENE.***

MEDIA KIT / 2026

**PUT YOUR
THING ON
THE RADAR.**

GIGS. VENUES. ARTISTS.

STORIES WORTH LEAVING THE HOUSE FOR.

YELO IS

**SUNSHINE
COAST BASED.**

QUEENSLAND CONNECTED.

YELO puts gigs, venues and artists in front of people while plans are being made.

HOW YELO WORKS

SEEN. SENT. SORTED.

A gig rarely becomes the plan from one post. YELO gives people more than one chance to notice it.

01 / DISCOVER

WHAT'S ON
THIS WEEKEND?

02 / CHOOSE

WHERE
SHOULD WE GO?

03 / SHARE

SEND IT TO
THE GROUP CHAT.

04 / REMEMBER

IT KEEPS
POPPING UP.

THE SHORT VERSION

SEEN ON YELO > TURNS INTO A PLAN.

THE NUMBERS ARE LOUD.

LATEST AUDIENCE SNAPSHOT

1,100+

GOOGLE SEARCH CLICKS

Latest 28-day period.

60,000

GOOGLE SEARCH IMPRESSIONS

Latest 28-day period.

60,000+

INSTAGRAM VIEWS

Across the past 30 days.

2,650+

INSTAGRAM FOLLOWERS

A focused Queensland music audience.

EVERY TUESDAY

WEEKLY ABC SUNSHINE COAST VISIBILITY.

Local music, artists and gig picks shared on air.

SOURCES: GOOGLE SEARCH CONSOLE + INSTAGRAM INSIGHTS / SEPTEMBER 2026

PICK YOUR PUSH.

Choose one placement for a focused push, or build a bigger campaign around the moment.

FEATURED GIG VISIBILITY

FROM \$120 / WEEK

Highlighted placement, short copy and a direct ticket link across relevant YELO gig guides.

PROMO STORY

FROM \$80

A shareable YELO story using supplied information, imagery and useful links.

STORY + SOCIAL

FROM \$100

A promotional web story plus one YELO social post.

FEATURE CAMPAIGN

FROM \$250

A journalist-led feature with supplied images, useful links and agreed social support.

STANDARD GIG GUIDE LISTINGS STAY FREE FOR SUITABLE CONFIRMED EVENTS.

BUILT FOR THE LONG GAME

WORK WITH YELO.

Ongoing support for rooms,
promoters and cultural projects that
need more than a one-off post.

\$80 / MONTH / NO LOCK-IN

VENUE MEMBERSHIP.

Dedicated venue page, gig guide support, priority
announcements, updates and selected social visibility.

\$80 / MONTH / NO LOCK-IN

PROMOTER MEMBERSHIP.

Gig guide support, one agreed monthly promotional story
and selected social sharing.

ENQUIRE

EDITORIAL + CULTURAL PROJECTS.

Regional stories, cultural guides, interviews, festival publications and commissioned editorial built with genuine local
knowledge.

LET'S MAKE IT THE PLAN.

EDITOR@YELO.LIVE / YELO.LIVE/WORK-WITH-YELO