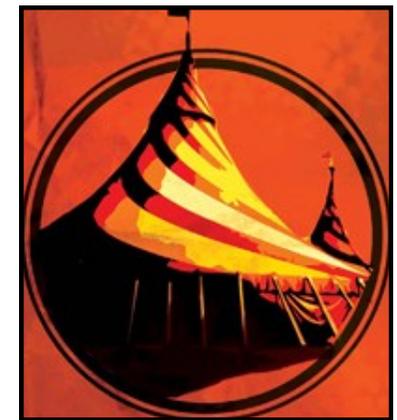




# 2014 Media Kit



**The Barefoot Review is Adelaide's premier online live arts review organisation specialising in Theatre, Music & Dance reviews as well as Food & Wine.**

Established in 2007 by Paul Rodda, The Barefoot Review quickly grew to fill a gap in the market left through reduced coverage by paper outlets who were gradually losing space to advertising.

The Barefoot Review's ethos is about quality over quantity; making it the publication of choice for readers looking for a balanced, objective critique which is supported by a solid understanding of the craft, an industry qualification, or by years of experience in both the artistic genre and the written word.

The screenshot shows the homepage of The Barefoot Review website. At the top left is the logo 'The BAREFOOT REVIEW .com.au'. To the right are social media icons for Facebook and Twitter, and a search bar. Below the navigation is a large banner for the 'ADELAIDE CABARET FESTIVAL' from June 6-21, 2014, featuring a group of performers in cabaret attire. The main content area is divided into 'News & Opinion' and 'Theatre Reviews'. Under 'News & Opinion', there are four articles: 'Writers' Week 2014' by Samela Harris, 'Interview: Kutcha Edwards' by Paul Rodda, 'Interview: Osaka Monaurail' by Paul Rodda, and 'Story: Addams Family Cast Announced' by Paul Rodda. Under 'Theatre Reviews', there are three items: 'Price Check A New Musical', 'THE GOVERNMENT INSPECTOR', and 'CALAMITY'. On the right side, there is a 'Our Partners' section featuring 'fox creek wines' and a 'Random Review' section for 'Needles and Opium' by Samela Harris. At the bottom right, there is a 'don't bash me' logo with a pink flamingo.



Principal Partnerships and industry support are the key to our existence.



As an entirely volunteer organisation, our Partners are a key part of the business model. [Fox Creek Wines](#) joined us in 2011 and have helped both financially and in-kind with the marketing of our business.

[Alltraders](#) afford us the support to continue bringing news and reviews to Adelaide by hosting the site on their servers for free and through continual upgrade and modification of the existing design. Stay tuned in late 2014 for an exciting new website release!



## Local coverage & Representation.

The Barefoot Review previews, attends, reviews and provides coverage for some of South Australia, and indeed Australia's, largest festivals and events. Maintaining a truly local vibe with a focus on creating professional and balanced content that both contributes to the South Australian cultural dialogue and supports it. Our writers all live locally and have contributed as either artists, professional writers, or as arts educators to the South Australian arts community. Many of our writers are also members of the [Adelaide Critics Circle](#).



## Web traffic & Visitor Statistics.

As The Barefoot Review belongs to a niche market which focuses exclusively on reviews and critiques, so its readership does too. Each of Barefoot's readers are looking specifically for information and feedback about Adelaide events, shows, concerts, restaurants and wine selections rather than just browsing through general fact based news.

**Unique Visitors: 2013**

**110,000+**

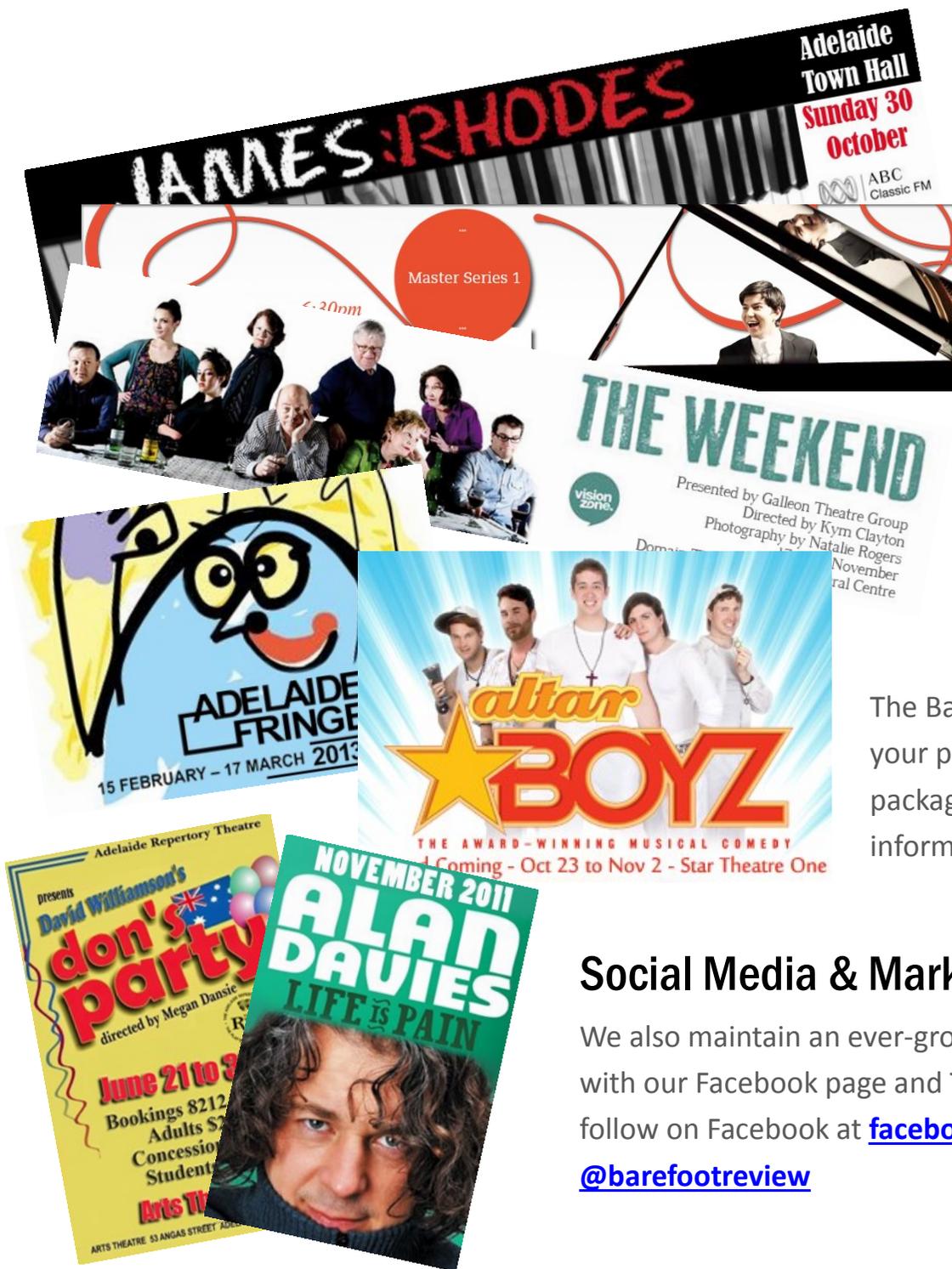
**Average page views/month**

**130,000+**

Figures sampled for 2013 calendar year as at 31 Mar 2014

## Positioning

With a targeted, local, theatre, music and food audience Barefoot offers a great opportunity to talk directly to a specific demographic. Further website optimisations in the new site (out late 2014) will continue to grow our readership.



## Cheap and Easy Advertising.

The Barefoot Review has always been about supporting local theatre, and as such our advertising rates and discounts are geared towards making that as affordable as possible for non-professional companies.

Our range of advertising sizes makes it easy for your company to promote your show or event to Barefoot's very targeted readership. More information on pricing and discounts can be found on our website at [thebarefootreview.com.au/about-us/advertising.html](http://thebarefootreview.com.au/about-us/advertising.html)

The Barefoot Review is able to offer design services to help create your perfect ad, and can also negotiate a great year long advertising package to suit your organisation's needs. Contact us for more information.

## Social Media & Marketing.

We also maintain an ever-growing following in the world of social media with our Facebook page and Twitter feed. Be sure to check us out and follow on Facebook at [facebook.com/TheBarefootReview](https://facebook.com/TheBarefootReview) and on Twitter [@barefootreview](https://twitter.com/barefootreview)



## Events Submission & What's On Page

The Barefoot Review also maintains a user submitted What's On Page.

This detailed list of events is non-exclusive and simply requires the host of an event to logon to the site to upload their event details or to contact us at [admin@thebarefootreview.com.au](mailto:admin@thebarefootreview.com.au) with their event's details so it can be added to the site.

Our What's on Page and every review also link back to the bookings sites where our readers can purchase their own tickets to check out an event.

Contact us today to get your event listed.

## Contact Us

For more information, or to organise an advertising package, please contact the editor, Paul Rodda by email at:  
[paul.rodde@thebarefootreview.com.au](mailto:paul.rodde@thebarefootreview.com.au)

Further contacts can be found on our site at  
[thebarefootreview.com.au/about-us/contact-us.html](http://thebarefootreview.com.au/about-us/contact-us.html)

