# SPRING 2021 | MEDIA KIT





### WE ARE MELBOURNE & GEELONG

Now in our 26th year, C31 continues to proudly beam into households across Melbourne & Geelong and looks set to continue for years to come.

C31 is all about our community. Real programs made by real people.

C31 viewers are a uniquely engaged audience – they identify with the faces they see & the stories they tell.

C31 is not your average TV Station, there's something for everyone, which means your message will be seen by the right people.

C31 campaigns speak to your potential clients.

With only 7 minutes per hour of Sponsors Announcements, businesses stand out.

And our state of the art production house can make you a professional quality ad to bring your brand to life.

So read on, & learn how C31 can help you grow your business.



CHASING ZEPHYR: ICONIC ISLANDS

### RECEPTION

A strong, crystal clear digital signal.

Our broadcast footprint covers Metropolitan Melbourne and Geelong, a potential audience of 4.3 million people.

To find C31 simply re-scan your digital television or set top box. The digital signal can be found on DTV 44.

\* Broadcast coverage is approximate. Television reception in specific areas is subject to geographical, technical and environmental conditions.











TALKING FISHING

TALKING FISHING RETURNS
TUESDAYS 8.30PM

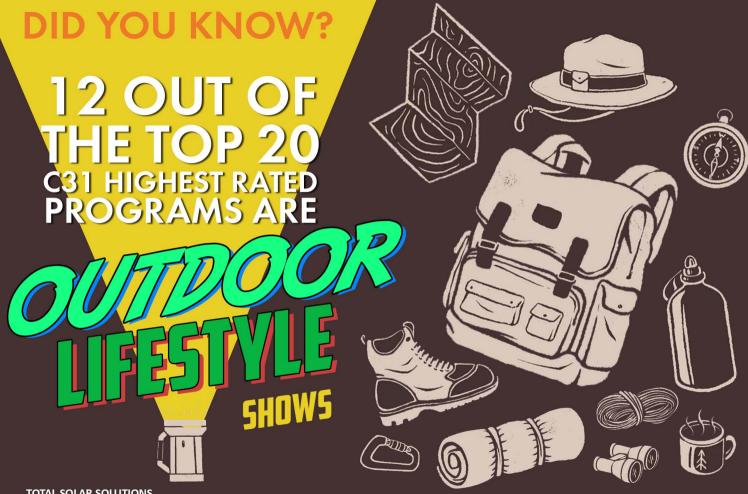
# **DID YOU KNOW?**





#### **HOME CONCERETE SOLUTIONS**

"On C31 we saw the success; it helped us book out to the end of the year and strengthen the brand".



#### **TOTAL SOLAR SOLUTIONS**

"We have found that the people who watch C31 want to support the community and small businesses. It's been a great way to build trust in our customers as a reputable company. The leads we receive from TV are simply of a higher quality when compared to those that come from our websitre, which often don't convert".

# SEASON 113 - PRIME TIME

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1800	GOOD EVENING MELBOURNE	GOOD EVENING MELBOURNE	REV - CARS!	SACRED SPACES	4WD TV	TOP DOWN UNDER	COOKING WITH CULTURE
1830	- CHINESE WEEKLY TV	HOLISTIC APPROACH	OUTER LINER ADVENTURES	THE ECO SHOW	4X4 ADVENTURE CLUB	ROAMING THE OUTBACK	HAPPY FISHERMAN FISHING
1900		HEALTH, WELLBEING & LIFESTYLE	THE EXPLORE LIFE	CARBONE LAWYERS	NEMBC/ WNBL SHOW	LOCAL FOOTY SHOW/ BEN MURPHY SHOW & STARTER KIT	ANDY'S FISHING
1930	ATVAA	THE ECO SHOW/ THE STRUGGLE	CLASSIC RESTOS	THE REEL THING	CHASING ZEPHYR		SAVAGE SEAS ADVENTURES
2000	THE SHTICK	THE LEAK/ COOKING WITH CULTURE	BUMPER 2 BUMPER	REDISCOVER VICTORIA/ LAW HELP	THE FEEL GOOD	RUSSIAN INFLUNCE	REGIONAL ITALIAN CUISINE
2030	TAMIL OLI OZ INDIAN TV	CASH 4 TRASH	TALKING FISHING	NOW IS THE TIME	FAMILY	THE MK SHOW	THE CELLAR DOOR
2100		THE ORIGINAL HOUSE OF WAX		MEMO MUSIC	IN PIT LANE	LANCE TV	C31 ORIGINALS
2130	SUNDAY MOVIE	OUTTA THE CAN	ON THE FLY		MY GARAGE RULE		NU COUNTRY TV
2200			TEAM JUST A GIRL	MELBOURNE MUSOS	OFF THE COUCH WITH ETHAN	BENT TV	TRIBUTE SHOW
2230		BRICKS & BYTES	THE ULTIMATE FISHING SHOW	THE TRIBUTE SHOW	HAPPY FISHERMAN FISHING	THE CITIZEN'S REPORT	THE HARD ROCK
2300		ATOMIC KINGDOM	BEYOND THE DIVIDE	GUITAR GODS AND MASTERPIECES	FISHIN' TRIP	MÁ CHÉRIE	SHOW
2330	THE SHLOCKY HORROR PICTURE SHOW	DRAGON TAIL	AUSSIE HUNTING	NU COUNTRY TV	THAT'S FISHING	OUTTA THE CAN	MEMO MUSIC

# LOCAL NICHE MARKETING

### **SENIORS**

**MOVE IT OR LOSE IT** 

SENIORS IN THE GROOVE

ROMAN CATHOLIC CHURCH SERVICE

**PAULAS PLACE** 

**COOKING JUST 4 ME** 

**OUR TIME** 

I HEART ART

**OVER 50 SO WHAT?** 

### **OUTDOORS**

SAVAGE SEA'S ADVENTURE

**TOP DOWN UNDER** 

AUSSIE HUNTING ADVENTURES

**REEL FUN FISHING** 

TALKING FISHING

THE EXPLORE LIFE

**GET HOOKED** 

**TEAM JUSTAGIRL** 

# **LIFESTYLE**

THE CELLAR DOOR

REGIONAL ITALAIN CUISINE

SUNDAY AUSTRALIAN MOVIE

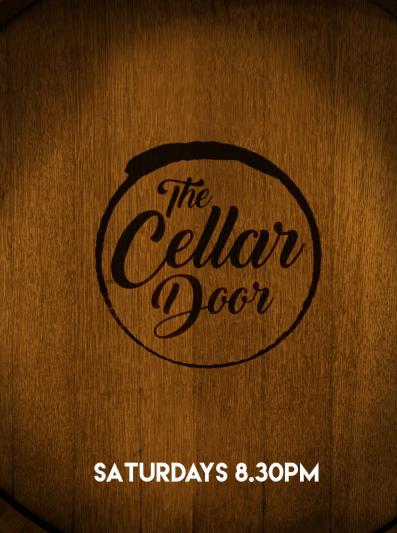
OFF THE COUCH WITH ETHAN

THE EXPLORE LIFESTYLE

**SA WINE WEEKLY** 

THE HOLISTIC APPROACH

THE ECO SHOW









THE NEW HOME FOR COMMUNITY TV ONLINE

ADVERTISING OPTIONS NOW AVAILABLE





# **NEW & RETURNING IN SPRING**



### **CLASSIC RESTOS**

TV PERSONALITY MARK 'FLETCH' FLETCHER SHOWCASES VEHICLES FROM THE PAST AND TRAVELS AROUND AUSTRALIA TO REVEAL CLASSIC CARS AND THEIR OWNERS' STORIES.



#### THE BUSH BEE MAN

THE BUSH BEE MAN FOLLOWS QUINTESSENTIAL FARMER MARK FROM THE SOUTH AUSTRALIAN OUTBACK REGION OF THE RIVERLAND ON HIS JOURNEY INTO BEEKEEPING.



#### TALKING FISHING

TALKING FISHING BRINGS TOGETHER AN EXPERT PANEL CONTAINING SOME OF AUSTRALIA'S LEAD-ING FISHING PERSONALITIES, WHO SIT AND TALK FISHING.



LIVE SUNDAY CHURCH SERVICE BROADCAST

THE GREEK ORTHODOX COMMUNITY OF VICTORIA WITH LIVE SUNDAY CHURCH SERVICE TV BROADCASTS BETWEEN 9:30AM AND 11:00AM



**TEAM JUST A GIRL** 

AN ALL FEMALE CREW FROM SOUTH AUSTRALIA AND THEIR FISHING ADVENTURES.



### LANCE TV

LIVE FROM BALLARAT, JOIN LANCE DEBOYLE AND GABRIELLA LABUCCI IN AUSTRALIA'S MOST DISORGANISED VARIETY CHAT SHOW.









### C31 CLIENT TESTIMONIALS

C31, HELPING VICTORIAN BUSINESS GROW FOR OVER 25 YEARS...

"DURING THESE UNCERTAIN TIMES WE HAVE HAD CONTINUED SUPPORT,
RESULTS AND CONFIDENCE IN OUR CAMPAIGNS WITH CH31. WE ARE
CONNECTING WITH OUR AUDIENCE NOW MORE THAN EVER AND WE OWE
ITS SUCCESS TO THE HELP CH31 " – JACQUI, FOURBY FITOUTS

"C31 HAS BEEN CRUCIAL TO BUILDING OUR LOCAL BRAND, WE ESPECIALLY LOVE BEING PLACED INTO THE ITALIAN ANDMULTI-CULTURAL SHOWS THAT SPEAK DIRECTLY TO SO MANYPASSIONATE LOCALS AROUND OUR BUSINESS IN THOMASTOWN" "THAT'S AMORE"

THE POWER OF C31 AUDIENCES WORKED FOR US. BEING A PART OF OUR MARKETING MIX, THEY HELPED OUR BUSINESS GROW... THEY DID IT FOR US ... AND THEY CAN DO IT FOR YOU" PREMIER PAVERS

C31, POWERING SMALL BUSINESS!





C31 ORIGINALS SATURDAY'S AT 9PM

