



SPRING

ON C31



2024

WE ARE MELBOURNE & GEELONG

Celebrating our 30th Broadcast Anniversary, C31 remains a steadfast presence in households across Melbourne & Geelong, rooted in our commitment to community.

At C31, we're all about our neighborhood. Our programming is crafted by folks just like you, making it real and relatable.

Our viewers aren't just passive spectators; they're part of our family, finding familiarity in the faces they see and the stories they hear.

C31 isn't your typical TV station; it's a reflection of our diverse community, offering something for everyone and ensuring your message reaches the right folks.

Our campaigns at C31 speak directly to our local businesses' potential clients, fostering genuine connections.

With only 7 minutes per hour dedicated to sponsor announcements, local businesses truly shine.

Count on our top-notch production team to bring your brand to life with quality advertisements that resonate with our community.

So, stick around and see how C31 can be a true partner in growing your local business.

30 years
OF





RECEPTION

A strong, crystal clear digital signal.

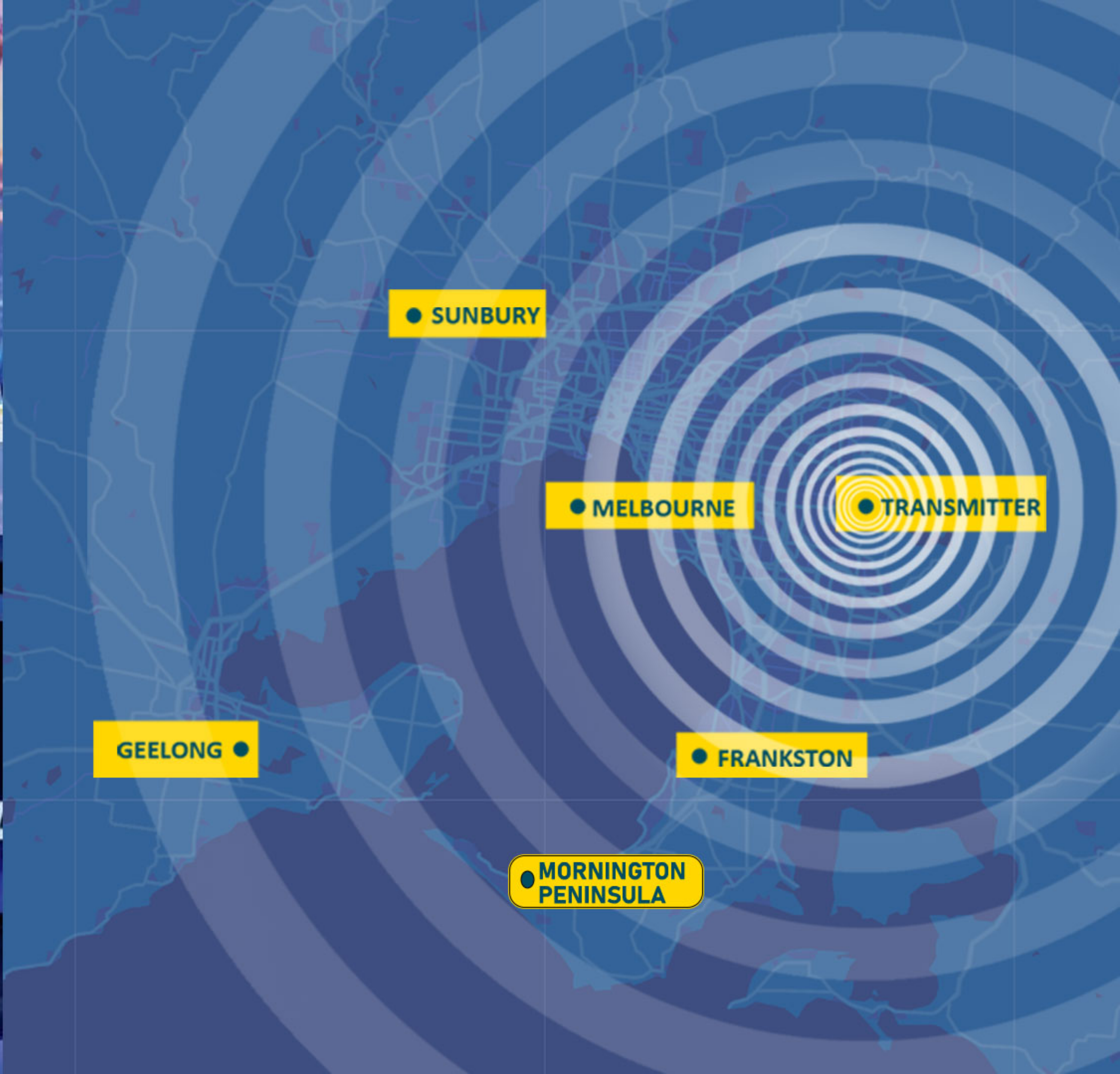
Our broadcast footprint covers metropolitan Melbourne and Geelong, a potential audience of 4.3 million people.

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

Our broadcast can also be streamed online via ctvplus.org.au and also on the CTV+ app available for mobile devices.



MULTICULTURAL
AFL
PANEL SHOW





NEW & RETURNING THIS SPRING

1) TALKING FISHING

Talking Fishing provides up to date and accurate information on the wonderful fishing there is to enjoy on the Mornington Peninsula as well as other parts of Melbourne and regional Victoria. Featuring a brand new panel - returning November 2024.

2) THAT'S GOOD FOR FOOTY

TGFF is recorded in front of a LIVE audience and are filmed across venues all across Melbourne, featuring top AFL players.

3) HUNTING WILD AUSTRALIA

Discover Hunting Wild Australia TV for the best in hunting Central Victoria. Whether you're a seasoned hunter or a newbie Hunting Wild Australia has something for everyone.

4) BTS WITH JESS

Each week BTS With Jess covers a different creative topic, and features three different artist interviews and/or groups where young people can get involved.

5) CATCH AND COOK

This popular C31 classic returns for an all-new season. Join the team for a fresh set of adventures across the waterways and fisheries of Victoria and as always, see how the catch gets cooked!

6) ALL-STAR WRESTLING

We're the wild west of Australian Wrestling, providing only the very best wrestling coverage throughout NSW and Australia!



SMASH HITS

TOP TEN SHOWS



THE HARD ROCK SHOW

BUMPER 2 BUMPER

**HAPPY FISHERMAN
FISHING ADVENTURES**

*OZTAM, APR-JUNE 24

536,000
VIEWS

FISHING

ON 31

Fishing Mad
Bush TV Australia
Happy Fisherman Fishing
Adventures



Fishin' with Fergy
Savage Seas Adventures
Catch & Cook (ALL NEW)
Talking Fishing (ALL NEW)
Hunting Wild Australia (ALL NEW)

CATCH & COOK (RETURNING)
TUESDAYS 10PM
SATURDAYS 3:30PM

Lifestyle ON C31

*OZTAM APR-JUNE 24

447,000
VIEWERS



THE COUCH
SUNDAYS 8PM

Antiques With Attitude
The Feel Good Family
The Art Hunter
The Cellar Door
Hello Yelloe
Cycle With Serafina
The Couch
Living On The Coast

Foreign Influence
Legends With Bevo
Lance TV
Vasilis Garden
The Come Up Starter Kit
BTS With Jess (Returning)
A New You (NEW)
Our Time



BTS WITH JESS
MONDAYS 8PM



A behind-the-scenes arts show to
inspire young people

Seniors Programs

Over 50? So What!

Roman Catholic
Church Service

Move it or Lose it

Country Cousins

Colour In Your Life

Our Time

I Heart Art

Classic Movies

Health and Wellbeing Lifestyle

When Paintings Come Alive

The Dick Van Dyke Show

The Roy Rogers Show



OVER 50? SO WHAT!
WEDNESDAYS 9:30AM
SATURDAYS 11AM

OUR TIME
MONDAYS 6:30PM
THURSDAYS 3:30PM

***OZTAM, APR-JUNE 24**

297,000
VIEWS

*OZTAM APR-JUNE 24



1.08 MILLION VIEWERS ACROSS
LAST SEASON!

THE FEEL GOOD FAMILY
SUNDAYS 7PM
MONDAYS 10:30AM
SATURDAYS MIDDAY

New Episodes Weekly

TRAVEL ON G31

*OZTAM, APR-JUN 24

518,000
VIEWS

The Feel Good Family
The Cellar Door: Australia
All Offroad Adventures

Bush TV Australia
Cycle With Serafina
Living On The Coast

RETRO

television

WEEKDAYS FROM
MIDDAY

*OZTAM APR-JUN 24

313,000
VIEWS





THE TRIBUTE SHOW
SATURDAYS, 10PM

SUPPORT LOCAL MUSIC

Melbourne Musos
Impromptu TV
1700
The Tribute Show
The Hard Rock Show
Talking Urban

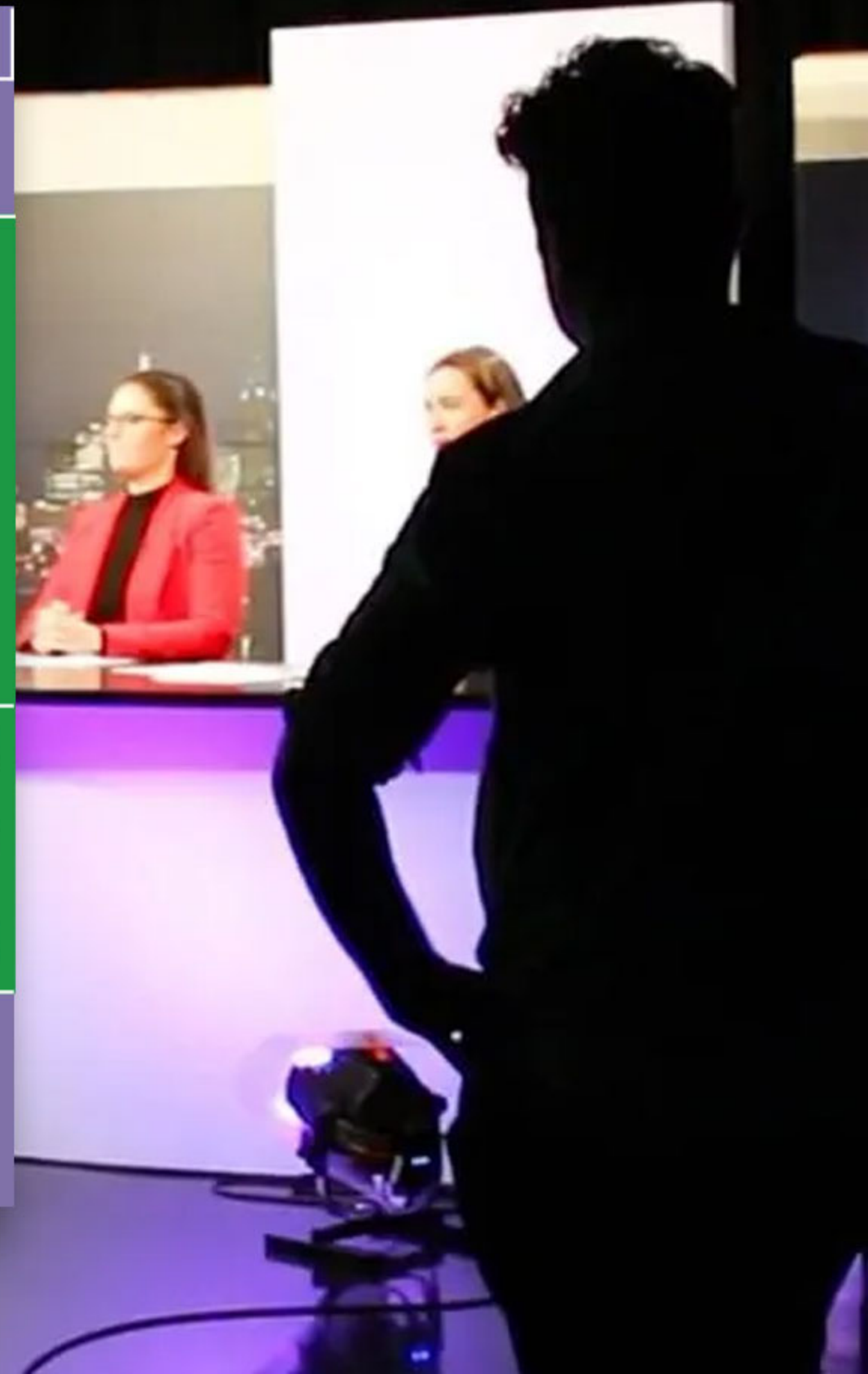
Wrokdwn A Billy
Vids That Wrok
Nu Country TV
Ma Cherie
Rider TV
In Pit Lane

***OZTAM, APR-JUN 24**

260,000 VIEWS

GUARANTEED PLACEMENT RATE CARD

	SUN	MON	TUE	WED	THU	FRI	SAT
0500	BONUS						
0600	BONUS						
0700	BONUS						
0800	\$40	\$25					\$40
0900							
1000							
1100							
1200							
1300							
1400							
1500							
1600							
1700							
1800	PRIME TIME						
1900	PRIME TIME						
2000	PRIME TIME						
2100	PRIME TIME						
2200	PRIME TIME						
2300	PRIME TIME						
0000	PRIME TIME						
0100	PRIME TIME						
0200	PRIME TIME						
0300	PRIME TIME						
0400	PRIME TIME						
	BONUS						



SEASON 125 PRIMETIME

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1800	GOOD EVENING MELBOURNE	GOOD EVENING MELBOURNE	SACRED SPACES	HELLO YELLO	CYCLE WITH SERAFINA	TAL KALEIDOSCOPE	CLASSIC RESTOS
1830	OFF THE COUCH WITH ETHAN	OUR TIME	ANTIQUES WITH ATTITUDE	A NEW YOU	REV	TAL KALEIDOSCOPE	THE GARAGE WITH STEVE
1900	THE FEEL GOOD FAMILY	IN THE GARDEN	BUSH TV AUSTRALIA	ARTS UNVEILED	NEMBC AFL PANEL SHOW	THE LOCAL FOOTY SHOW	HAPPY FISHERMAN
1930	THE ART HUNTER	FOREIGN INFLUENCE	FISHING WITH FERGY	THE REEL THING	CLASSIC RESTOS	THE LOCAL FOOTY SHOW	SAVAGE SEAS ADVENTURES
2000	THE COUCH	THE STRUGGLE / BTS WITH JESS	TALKING FISHING	FIVE OR EIGHT	BUMPER 2 BUMPER	TALKING URBAN	REGIONAL ITALIAN CUISINE
2030	THE COUCH	THE NEW JONESES	TALKING FISHING	LEGENDS WITH BEVO	CASH 4 TRASH	TALKING URBAN	BETTER THAN SEX
2100	THE CELLAR DOOR	SCAMP / UNMASKED	FISHING MAD	FIVE OR EIGHT	AUSSIE GARAGE TV	LANCE TV (LIVE)	LIVING ON THE COAST
2130	SUNDAY MOVIE	RENTED OUT/ RMITV SPECIALS	HAPPY FISHERMAN	IN PIT LANE	THAT'S GOOD FOR FOOTY		NU COUNTRY TV
2200		TELL US ANOTHER ONE	CATCH & COOK	ALL-STAR WRESTLING	THAT'S GOOD FOR FOOTY	BENT TV	THE TRIBUTE SHOW
2230		CASH 4 TRASH	HUNTING WILD AUSTRALIA	MELBOURNE MUSOS	MELBOURNE WRESTLING SHOW	MA CHERIE	THE HARD ROCK SHOW
2300		THE CEC REPORT	ALL OFFROAD 4X4 ADVENTURES	IMPROMPTU TV	MELBOURNE WRESTLING SHOW	VIDS THAT WROK	
2330		TOMORROW TODAY	THAT'S GOOD FOR FOOTY	HAUNTED AUSTRALIA	ALL-STAR WRESTLING	WROKDOWN A BILLY	MEGAMUSIC TV

TESTIMONIALS



"C31 has been crucial to building our local brand, we especially love being placed into the Italian and multi-cultural shows that speak directly to so many passionate locals around our business in Thomastown"
– "That's Amore"

"C31 have ensured that our ads are properly placed with themed programs to give us the best chance of speaking to our audience direct and not just some random mix"
– Vic Properties



"On C31 we saw success; it helped us book out to the end of year and strengthened the brand"
– Home Concrete Solutions

THE LOCAL FOOTY SHOW
FRIDAYS, 7PM
SATURDAYS, 9AM



3 MONTHS ON C31, YOUR COMMERCIAL TO KEEP!

**12 WEEK CAMPAIGN
30 SECOND COMMERCIAL**

**TVC Filming in Metro Melbourne @\$700
30 paid sponsorship announcement
per week: 360 @\$8 each**

Total Investment Cost = \$3,938.00 Inc GST

**12 WEEK CAMPAIGN
15 SECOND COMMERCIAL**

**TVC Editing FREE
30 paid sponsorship announcements
per week: 360 @\$5 each**

Total Investment Cost = \$1,980.00 Inc GST



DOWNLOAD NOW



**140+ PROGRAMS
NOW AVAILABLE ON CTV+**

CTVPLUS.ORG.AU