



C 31

# AUTUMN MEDIA KIT

2025

# 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.



Celebrating 30 Years





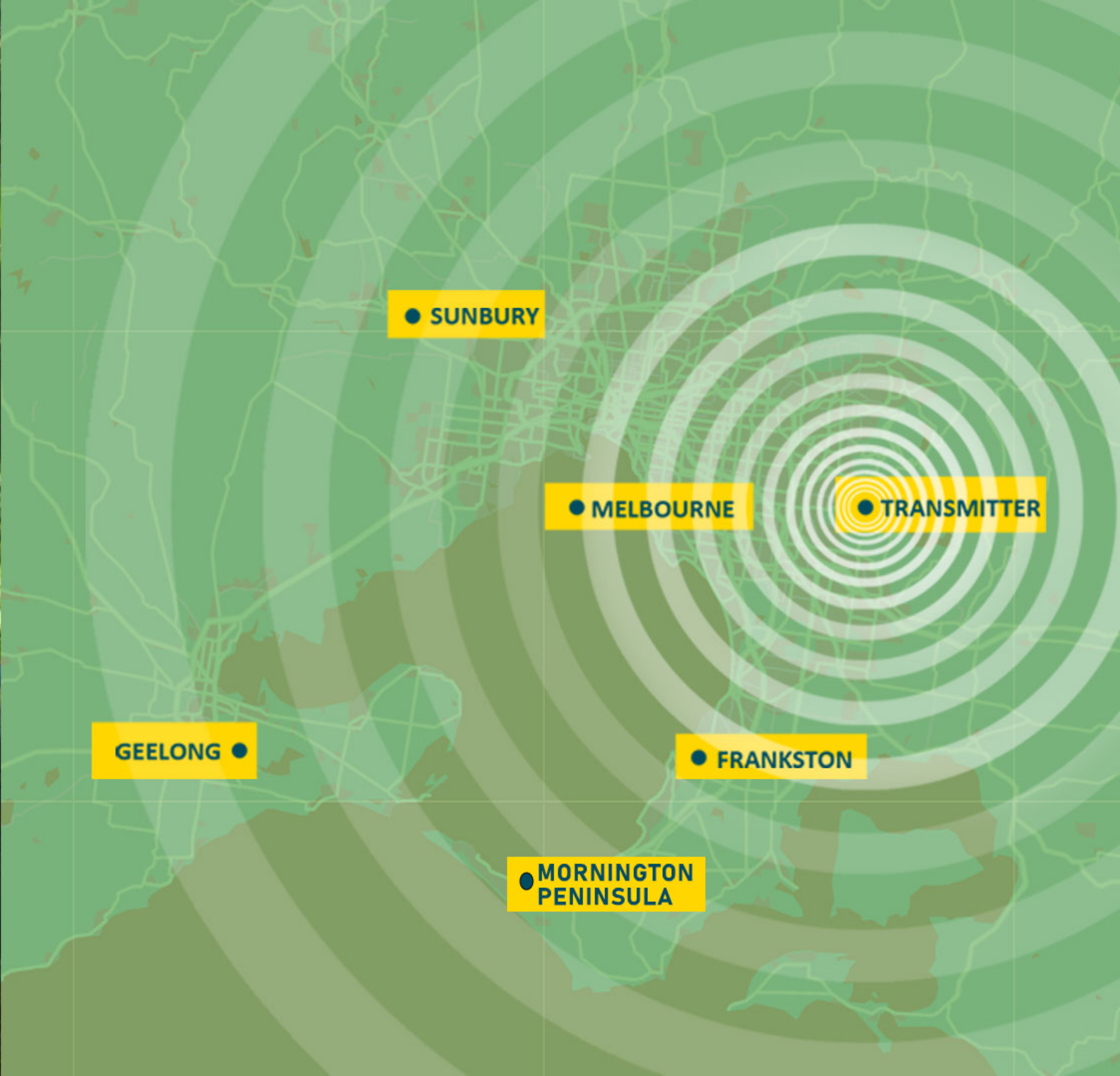
# RECEPTION

**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](http://ctvplus.org.au) and also on the CTV+ app available for mobile devices.**





# NEW & RETURNING THIS AUTUMN

## 1) THE STRUGGLE

A group of young people try to save the world using nothing but a satirical news show.

## 2) NEW GAME PLUS

New Game Plus is a new look take on gaming TV. Incorporating a strong gaming focus, with a healthy dose of related subcultures, NG+ aims to bring you thoughtful reviews, exclusive interviews and event coverage, and the best videos from a range of specialist contributors.

## 3) BY POPULAR DEMAND

By Popular Demand is a live music TV show recorded by Popular Music students from the Sir Zelman Cowen School of Music and Performance in the studios at Monash University.

## 4) FISHINGMAD

FishingMad brings something new and exciting a relatable fishing program that challenges traditional fishing techniques. Covering a variety of fishing styles whilst fishing the bay, lakes, and estuaries with lures, soft plastics, and baits by kayak, land, jet ski, and boat. Showcasing Al's fishing adventures around Melbourne and Victoria whilst highlighting a different side of fishing built around variety, fun, friendships, and adventure.

## 5) TASH LUCAS ADVENTURES

Tash is just your average, everyday girl doing what she loves behind the wheel of her GU Patrol, seeing what Australia has to offer, one adventure a time.

## 6) HOT COMEDIANS IN YOUR AREA

HOT COMEDIANS IN YOUR AREA showcases the hottest line up of the freshest comedians (and a few established ones) in Melbourne!

**+** FEATURE

# SMASH HITS

## TOP TEN SHOWS



AUSSIE GARAGE TV



BUMPER 2 BUMPER



CASH 4 TRASH

\*OZTAM, NOV-JAN 25

**442,270**  
**VIEWS**

# FISHING

**ON 31**

Fishing Mad  
Bush TV Australia  
Happy Fisherman Fishing  
Adventures



Fishin' with Fergy  
Savage Seas Adventures  
Catch & Cook

**CATCH & COOK (ALL NEW)**  
**TUESDAYS 9PM**  
**SUNDAYS 1:30PM**



# Lifestyle **ON C31**

Antiques With Attitude  
The Feel Good Family  
The Cellar Door  
Cycle With Serafina  
Vasili's Garden to Kitchen  
The Rambling Man

Foreign Influence  
The Bush Bee Man  
Tash Lucas Adventures  
BTS With Jess  
The Pawsome Companion  
Regional Italian Cuisine

**\*OZTAM NOV-JAN 25**

**423,790**  
**VIEWERS**

**THE BUSH BEE MAN**  
**SUNDAYS 3:30PM**  
**TUESDAYS 9AM**  
**TUESDAYS 7PM**  
**SATURDAYS 10:30AM**

# Seniors Programs

Over 50? So What!

Roman Catholic  
Church Service

Classic TV Series

Conversations With Faye

Move it or Lose it

Country Cousins

Colour In Your Life

Our Time

Classic Movies

Health and Wellbeing Lifestyle

When Paintings Come Alive



**OVER 50? SO WHAT!**  
**WEDNESDAYS 9:30AM**  
**THURSDAYS 6PM**  
**SATURDAYS 11AM**

**OUR TIME**  
**MONDAYS 7PM**  
**THURSDAYS 4:30PM**

**\*OZTAM, NOV-JAN 25**

**409,120**  
**VIEWS**



\*OZTAM NOV-JAN 25



**1.03 MILLION** VIEWERS ACROSS  
LAST SEASON!

# LOCAL Stories

C31 Melbourne stands as a beacon of local storytelling, broadcasting over 90 new programs every week, all proudly produced by volunteers and independent television makers. With a commitment to celebrating the vibrant diversity of Victoria, the channel offers a rich tapestry of entertainment, education, and information to its audience.

From captivating dramas to thought-provoking documentaries and lively community discussions, C31 serves as a platform for authentic voices and narratives, reflecting the unique experiences of Melbourne's communities. By providing access and representation to a multitude of voices, the channel fosters inclusivity and understanding, enriching the cultural fabric of the region. C31 Melbourne's unwavering dedication to local content ensures that viewers are continually engaged, enlightened, and inspired by the stories that matter most to them.

**100+**  
**Weekly Shows**  
*Australian Made & Local*

**450k**  
**Viewers**  
*Across Melb & Geelong*

**35+**  
**Languages**  
*Other than English*



**THE FEEL GOOD FAMILY**  
SUNDAYS 7PM  
MONDAYS 11:30AM  
SATURDAYS MIDDAY



*New Episodes Weekly*

# TRAVEL ON G31

\*OZTAM, NOV-JAN 25

# 216,2000 VIEWS

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

Bush TV Australia  
Cycle With Serafina  
Tash Lucas Adventures

# RETRO

*television*

WEEKDAYS FROM  
MIDDAY

\*OZTAM NOV-JAN 25

218,410  
VIEWS





**THE HARD ROCK SHOW**  
SATURDAYS 10:30PM

# SUPPORT LOCAL MUSIC

Melbourne Musos  
Impromptu TV  
The Tribute Show  
The Hard Rock Show  
Rider TV

Wrokdwn A Billy  
Vids That Wrok  
Nu Country TV  
By Popular Demand

\*OZTAM, NOV-JAN 25

**214,800**  
VIEWS

# 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 CELLAR DOOR AUSTRALIA**  
**SUNDAYS 9PM**

# SEASON 127 PRIMETIME

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1800	GOOD EVENING MELBOURNE	GOOD EVENING MELBOURNE	A NEW YOU	THE COUCH	OVER 50? SO WHAT!	ECO INDIA	CLASSIC RESTOS
1830	SACRED SPACES	HEALTH, WELLBEING & LIFESTYLE	THE NEW PROPERTY SHOW	THE COUCH	CYCLE WITH SERAFINA	OZ INDIAN TV	ALL STAR CLASSICS
1900	THE FEEL GOOD FAMILY	OUR TIME	THE BUSH BEE MAN	ARTS UNVEILED	REV	THAT'S GOOD FOR FOOTY	HAPPY FISHERMAN
1930	TASH LUCAS ADVENTURES	FOREIGN INFLUENCE	FISHING WITH FERGY	THE REEL THING	CLASSIC RESTOS	THAT'S GOOD FOR FOOTY	SAVAGE SEAS ADVENTURES
2000	THE PAWSOME COMPANION	BTS WITH JESS	BUSH TV AUSTRALIA	FIVE OR EIGHT	BUMPER 2 BUMPER	THE TUNE UP	REGIONAL ITALIAN CUISINE
2030	EUROMAXX	THE STRUGGLE	FISHING MAD	NEW GAMES PLUS	CASH 4 TRASH	BY POPULAR DEMAND	BY POPULAR DEMAND
2100	THE CELLAR DOOR	EVENINGS WITH JANINE	CATCH AND COOK	RIDER TV	AUSSIE GARAGE TV	NEW GAMES PLUS	NU COUNTRY TV
2130	SUNDAY MOVIE	OUTTA THE CAN	HAPPY FISHERMAN	LEGENDS WITH BEVO	ALL-STAR WRESTLING	HOT COMEDIANS	MEGAMUSIC TV
2200		OUTTA THE CAN	SAVAGE SEAS ADVENTURES	TOMORROW TODAY	ALL-STAR WRESTLING	BENT TV	MEGAMUSIC TV
2230		TELL US ANOTHER ONE	ALL STAR CLASSICS	MELBOURNE MUSOS	MELBOURNE WRESTLING SHOW	CREATIVES ON THE COUCH	THE HARD ROCK SHOW
2300		THE CEC REPORT	CASH 4 TRASH	IMPROMPTU TV	MELBOURNE WRESTLING SHOW	VIDS THAT WROK	
2330		THAT'S GOOD FOR FOOTY	CLASSIC RESTOS	BY POPULAR DEMAND	THAT'S GOOD FOR FOOTY	WROKDOWN A BILLY	RIDER TV



**EXAMPLE SPONSORSHIP MARKETING PACKAGES**

**24 WEEK CAMPAIGN**  
**30 SECOND SPOTS**

FREE editing using video supplied  
840 x run-of-station shows @ \$5 each  
5 spots every day - 6am to Midnight - Sat to Sun

Investment Cost =

**\$4,620.00** Inc GST

**12 WEEK CAMPAIGN**  
**30 SECOND SPOTS**

FREE editing using video supplied  
420 x run-of-station shows @ \$6 each  
A minimum of 25% into prime-time (usually more)

Investment Cost =

**\$2,772.00** Inc GST





**DOWNLOAD NOW**



**170+ PROGRAMS  
NOW AVAILABLE ON CTV+**

**CTVPLUS.ORG.AU**