



WINTER 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 and also on the CTV+ app available for mobile devices.





NEW & RETURNING THIS WINTER

1) FISHING TRIPS WITH SKIP

The ultimate ladies fishing series is back for more. A fishing trip with skip – to South Australia and beyond!

2) ALL STAR WRESTLING SHOWCASE

For the first time ever fans of All-Star Wrestling Australia will get to see their favourite All-Star Wrestling Australia competitors compete on television as part of a one hour weekly program.

3) TALKING URBAN

Talking Urban spotlights independent talents across various creative realms. Showcasing creativity, collaboration, and the vibrant independent arts scene in Australia.

4) THE REEL THING

Hosted by Paul, The Reel Thing features all the latest movie news and reviews.

5) RV EXPLORERS

A TV show following a new motorhoming couple as they explore the towns and regions of New Zealand – experiencing various tourist attractions, events and joining in with other motorhomers to experience their favorite activities.

6) COUCH 44

A youth talkshow sharing interviews and discussions all about arts, youth culture, media, current affairs, news and local creatives!

SMASH HITS

TOP TEN SHOWS



CATCH & COOK



CLASSIC RESTOS



**THE CELLAR DOOR
AUSTRALIA**

*OZTAM MAR-MAY 25

335,500
VIEWS

CLASSIC RESTOS
SUNDAYS 3PM
TUESDAYS 11PM
THURSDAYS 7:30PM
FRIDAYS 11:30AM
SATURDAYS 6PM

Classic Restos
Bumper 2 Bumper
Aussie Garage TV

Bush TV Australia

REV

RV Explorers (NEW)

Under Wraps (NEW)

AUSSIE GARAGE TV
SUNDAYS 2:30PM
TUESDAYS MIDNIGHT
THURSDAYS 9PM

VINTAGE
Auto

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
FRIDAYS 11AM

***OZTAM, MAR-MAY 25**

375,600
VIEWS

***OZTAM MAR-MAY 25**



1.01 MILLION

**VIEWERS ACROSS
LAST SEASON!**



THE FEEL GOOD FAMILY
SUNDAYS 7PM
MONDAYS 11:30AM
SATURDAYS 10AM

New Episodes Weekly
**TRAVEL
ON C31**

*OZTAM, MAR-MAY 25

**181,700
VIEWS**

The Feel Good Family
The Cellar Door: Australia
RV Explorers
Fishing Trips With Skip

Bush TV Australia
Cycle With Serafina
Tash Lucas Adventures

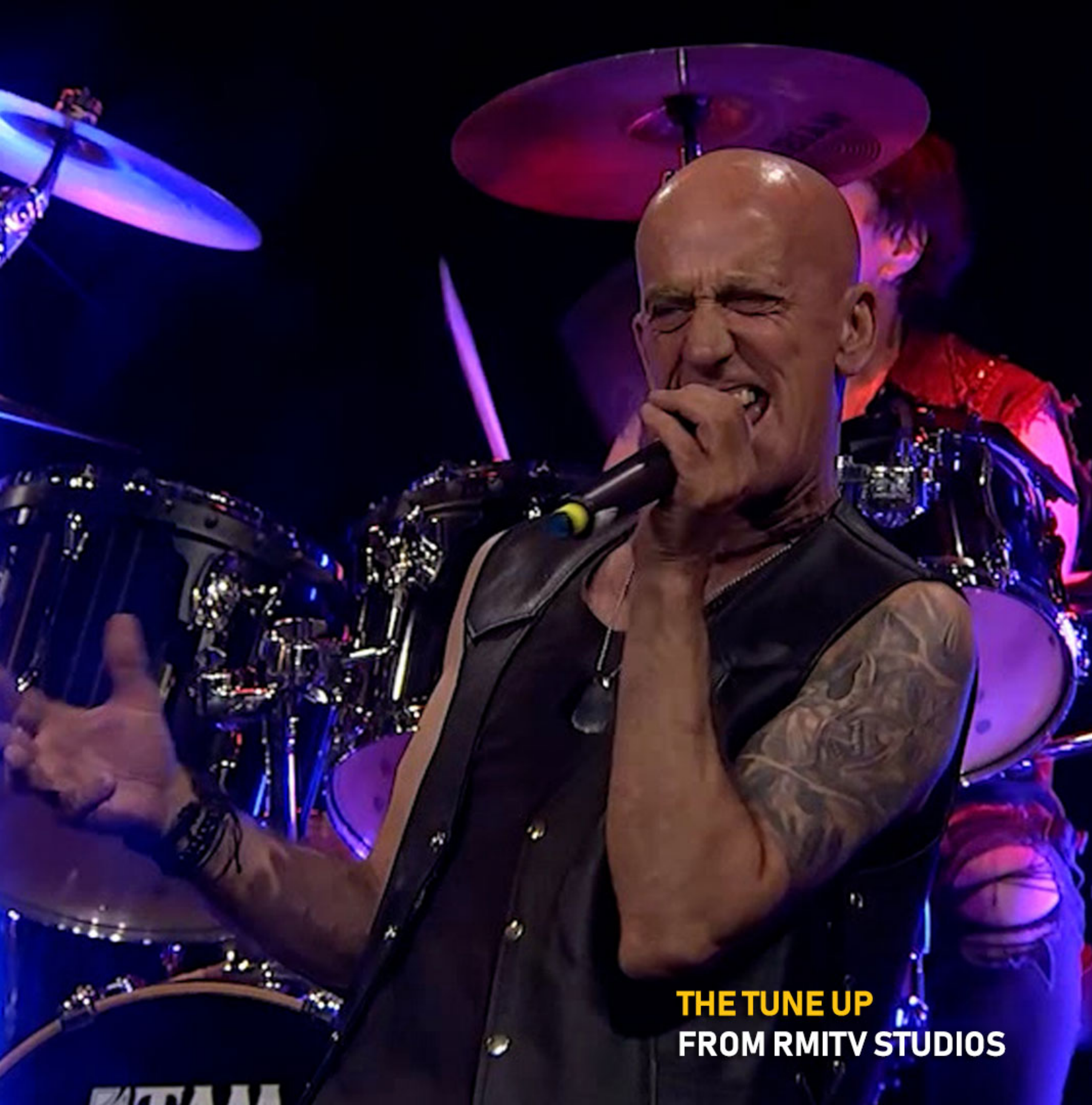
RETRO TV



The Midday Movie
The Lucy Show
The Adventures of
Robin Hood
The Adventures of
Sir Lancelot
The Roy Rogers Show
All Star Classics
And many more
Black & White
Favourites!

*OZTAM MAR-MAY 25

272,400
VIEWS



THE TUNE UP
FROM RMITV STUDIOS

SUPPORT LOCAL MUSIC

Melbourne Musos
Impromptu TV
The Tribute Show
The Hard Rock Show
Rider TV
Couch 44

Wrokdwn A Billy
Vids That Wrok
Nu Country TV
By Popular Demand
MEGAMusic TV
The Tune Up

***OZTAM, MAR-MAY 25**

222,500 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*

MOVE IT OR LOSE IT AUSTRALIA
EVERYDAY 8:30AM
WEEKDAYS 3PM

SEASON 128 PRIMETIME

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1800	GOOD EVENING MELBOURNE	GOOD EVENING MELBOURNE	CONVERSATIONS WITH FAYE	THE COUCH	OVER 50? SO WHAT!	TALKALEIDOSCOPE	CLASSIC RESTOS
1830	ANTIQUES WITH ATTITUDE	HEALTH, WELLBEING & LIFESTYLE	A NEW YOU	THE COUCH	CYCLE WITH SERAFINA	OZ INDIAN TV	BTS WITH JESS
1900	THE FEEL GOOD FAMILY	OUR TIME	AUSSIE PROPERTY RICHES	ARTS UNVEILED	REV	THE PAWSOME COMPANION	HAPPY FISHERMAN
1930	RV EXPLORERS	FOREIGN INFLUENCE	FISHING WITH FERGY	THE REEL THING	CLASSIC RESTOS	TALKING URBAN	SAVAGE SEAS ADVENTURES
2000	RV EXPLORERS	BTS WITH JESS	BUSH TV AUSTRALIA	FIVE OR EIGHT	BUMPER 2 BUMPER	TALKING URBAN	REGIONAL ITALIAN CUISINE
2030	FISHING TRIPS WITH SKIP	REFRAMED	FISHING MAD	LEGENDS WITH BEVO	CASH 4 TRASH	RIDER TV	THE CELLAR DOOR
2100	COUCH 44	EVENINGS WITH JANINE	CATCH AND COOK	CHRONICLES X	AUSSIE GARAGE TV	HOT COMEDIANS IN YOUR AREA	NU COUNTRY TV
2130	SUNDAY MOVIE	ALL STAR WRESTLING	HAPPY FISHERMAN	CHRONICLES X	UNDER WRAPS	BENT TV	MEGAMUSIC TV
2200		ALL STAR WRESTLING	SAVAGE SEAS ADVENTURES	WORDS OF PEACE	MELBOURNE WRESTLING SHOW	RAVE FANTASTIC	MEGAMUSIC TV
2230		CASH 4 TRASH	ALL STAR CLASSICS	MELBOURNE MUSOS	MELBOURNE WRESTLING SHOW	RAVE FANTASTIC	THE HARD ROCK SHOW
2300		THE CEC REPORT	CLASSIC RESTOS	IMPROMPTU TV	RV EXPLORERS	RAVE FANTASTIC	
2330		OUTTA THE CAN	BUMPER 2 BUMPER	COUCH 44	RV EXPLORERS	VIDS THAT WROK	RAVE FANTASTIC



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



Available on the
App Store



ANDROID APP ON
Google Play



**185+ PROGRAMS
NOW AVAILABLE ON CTV+**

CTVPLUS.ORG.AU