

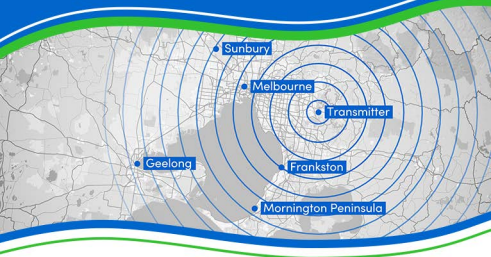
# C31 Media Kit 2025



THE CELLAR DOOR: AUSTRALIA  
SUNDAYS 9PM

Channel 31:  
Real communities. Real reach.

# About Us



**A crystal clear digital  
signal, reaching a potential  
4.3 million people.**

C31 continues to be a trusted fixture in homes across Melbourne and Geelong – powered by our unwavering commitment to community.

At C31, neighbourhood is everything. Our programs are created by diverse locals, which means what you see is real, relatable, and rooted in the stories of our city.

Our campaigns cut through to the audiences that matter most to local businesses, building authentic connections that drive results.

Stick with us and discover how C31 can become your strongest partner in growing your business right here at home.

# New & Returning this Season



1)



2)



3)



4)



5)



6)

## 1) New Game Plus

New Game Plus is a new look take on gaming TV.

## 2) Porci's Ocean Patrol

Join Porci as he explores the South Australian oceans!

## 3) Talking Urban "Streetside"

Spotlighting indie talents across various creative realms.

## 4) Under Wraps

An series about the preparation for the Melbourne Motor Show.

## 5) Our Bedtime Stories

Our Bedtime Stories showcases 20 cultural tales for children.

## 6) Saturday Night Classics

Classic films from yesteryear.

# Automotive & Outdoors



**CLASSIC RESTOS**  
SUNDAYS 4PM  
TUESDAYS 10:30PM  
THURSDAYS 7:30PM  
SATURDAYS 6PM

## Vintage Auto

- Classic Restos
- Bumper 2 Bumper
- Bush TV Australia
  - REV
- RV Explorers
- Under Wraps
- Aussie Garage TV
  - Under Wraps

**315,060 Views**

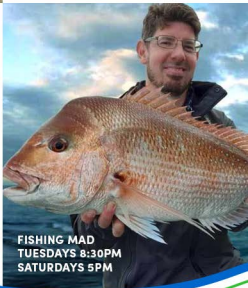
\*Oztam (Aug-Oct) 2025

## Local Fishing

- Fishing Mad
- Fishing With Fergy
- Happy Fisherman Fishing Adventures
  - Catch & Cook
- Savage Seas Adventures

**182,690 Views**

\*Oztam (Aug-Oct) 2025



**FISHING MAD**  
TUESDAYS 8:30PM  
SATURDAYS 5PM

# Seniors & Classic TV



OUR TIME  
MONDAYS 7PM

## Seniors Programs

- Over 50? So What!
- Roman Catholic Church Service
- Conversations With Faye
- Move It Or Lose It
- Country Cousins
- Colour In Your Life
- Our Time
- Health & Wellbeing Lifestyle
- Words of Peace

**266,920 Views**

\*Oztam (Aug-Oct) 2025

## Retro TV

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

**214,970 Views**

\*Oztam (Aug-Oct) 2025



CLASSIC TV SERIES  
WEEKDAYS 8AM

# Program Categories



## Lifestyle on C31

- The Feel Good Family
- The Cellar Door: Australia
  - RV Explorers
  - Paul Wheel Drive
  - Vasili's Garden
- Cycle With Serafina
- Regional Italian Cuisine

**227,810 Views**

\*Oztam (Aug-Oct) 2025

## Local Arts

- Foreign Influence
  - Yarning Up
- The Film Maker Studio
  - Outta The Can
- The Big 6-0 Podcast
  - The Reel Thing
  - Five Or Eight
- Talking Urban "Streetside"
  - Rider TV
  - Nu Country TV
- The Hard Rock Show

**188,720 Views**

\*Oztam (Aug-Oct) 2025



RIDER TV  
FRIDAYS 8:30PM

# 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**



"Channel 31 has always been at the forefront of our company and we as a business are very gracious and grateful. We will always be a major sponsor of C31 as they have been with us from the start and have never let us down."

**- MJ Disability Permit Holders**

# Season 130 Primetime

|      | Sunday                    | Monday                        | Tuesday                 | Wednesday              | Thursday                 | Friday                 | Saturday                 |
|------|---------------------------|-------------------------------|-------------------------|------------------------|--------------------------|------------------------|--------------------------|
| 1800 | Good Evening Melbourne    | Good Evening Melbourne        | Chinese Weekly TV       | The 77 Percent         | Over 50? So What!        | Talkaleidoscope        | Classic Restos           |
| 1830 | Table 5                   | Health, Wellbeing & Lifestyle | Conversations With Faye | Inspired By            | Cycle With Serafina      | Talkaleidoscope        | Antiques With Attitude   |
| 1900 | The Feel Good Family      | Our Time                      | A New You               | ARTV News              | Rev                      | Vasili's Garden        | Happy Fisherman          |
| 1930 | Who's Speaking Please     | Foreign Influence             | Fishing With Fergy      | The Reel Thing         | Classic Restos           | Oz Indian TV           | Savage Seas Adventures   |
| 2000 | Who's Speaking Please     | Creatives On The Couch        | Bush TV Australia       | Five Or Eight          | Bumper 2 Bumper          | Talking Urban          | Regional Italian Cuisine |
| 2030 | Euromaxx                  | AbiliTV                       | Fishing Mad             | New Game Plus          | Cash 4 Trash             | Rider TV               | Saturday Movie           |
| 2100 | The Cellar Door Australia | Yarning Up                    | Catch And Cook          | Tomorrow Today         | Aussie Garage TV         | Bring Back The Romance | Saturday Movie           |
| 2130 | Sunday Movie              | The Film Maker Studio         | Happy Fisherman         | Legends With Bevo      | Under Wraps              | Bent TV                | Saturday Movie           |
| 2200 | Sunday Movie              | Outta The Can                 | Cash 4 Trash            | Words Of Peace         | Melbourne Wrestling Show | New Game Plus          | Nu Country TV            |
| 2230 | Sunday Movie              | Outta The Can                 | Classic Restos          | Melbourne Musos        | Melbourne Wrestling Show | The Tune Up            | The Hard Rock Show       |
| 2300 | Sunday Movie              | The CEC Report                | Bumper 2 Bumper         | Impromptu TV           | Premier League Netball   | Evenings With Janine   | The Hard Rock Show       |
| 2330 | Sunday Movie              | The Big 6-0 Podcast           | Aussie Garage TV        | Creatives On The Couch | Premier League Netball   | Who's Speaking Please  | Rider TV                 |





# Sponsorship Packages



## 24 Week Branding Campaign

### 30 Second Spots

- BONUS editing

- Shows are selected weekly to support your targeted audience

- 5 shows per day - 840 spots  
@ \$5 each **with 10% OFF**

**= \$4,158** \*Inc. GST

## 12 Week Trial Campaign

### 30 Second Spots

- BONUS editing

- Shows are selected weekly to support your targeted audience

- 5 shows per day - 420 spots  
@ \$5 each

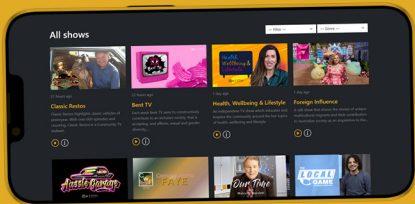
**= \$2,310** \*Inc. GST



**Rugs Galore.**

# CTV+ Download Now

## 250+ Programs Now Available on CTV+



Download on the  
**App Store**



GET IT ON  
**Google Play**



**Google TV**

Samsung **SMART TV**

Visit [ctvplus.org.au](http://ctvplus.org.au)