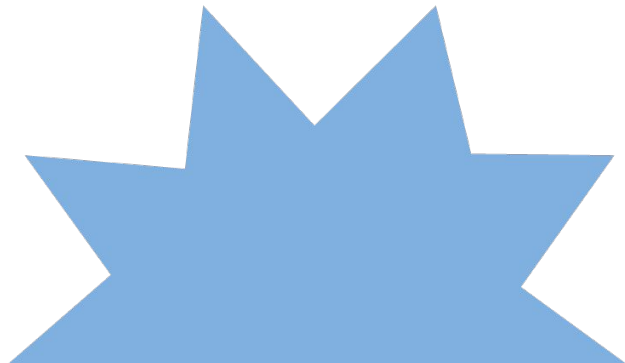
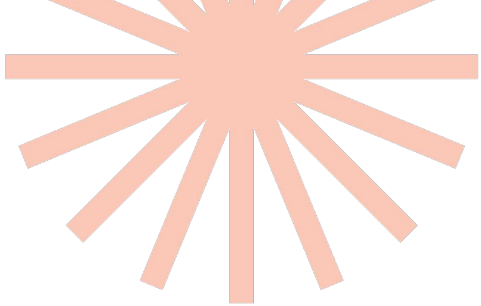


The Finders Keepers.

Media Kit 2023



The Finders Keepers is Australia's leading design market

✌️ Community first

💖 Creative empowerment

👏 Small business champion

💜 Trusted & engaged voice

💚 Socially responsible & sustainable ethos

🌈 Female led - since 2008

Est.
2008





The Finders Keepers discovers and curates the best of Australian art, design and lifestyle products.

**We live and breathe
small business**

At our festival-style events, visitors love to explore the marketplace and embrace the community spirit. It's where they meet the makers, shop small and enjoy live music, food, wine and coffee. The Finders Keepers brings community together, in person and all year round online.

Celebrating 15 years in 2023!

The Finders Keepers has been making market magic and empowering thousands of small businesses to embrace their creativity since 2008.

We're ***champions of creativity***, nurturing emerging designers, makers and artists across Australia with multiple platforms to grow their businesses with purpose and profit. We've seen small brands go big; from KeepCup to The Horse, ROWIE to Mustard Made, The Finders Keepers plays a pivotal role in growing brand audiences.

We've seen a design-loving, ***conscious shopping community*** grow with our market events, as more Australians are keen to meet the makers and shop small and local.





15 years of passion & *purpose*

Our Vision

The Finders Keepers introduced a new business-focused event format in 2022, the Creative Business Summit, as a way to help more ***creative entrepreneurs thrive***. We aim to grow our support for small businesses, both those who sell at our markets and those in diverse creative industries.

Sustainability

We are committed to reducing the impact our market events have on the environment. Working with our host venues, local businesses and city councils, some of the initiatives we have introduced include:

- Water refill stations and encouraging BYO bottles and cups
- Waste sorting, including recycling and composting
- Coffee grounds reuse through Reground
- Supporting our food vendors to transition away from single-use plastics.





xero
debut
stalls

xero
debut
stalls

food
seats

The Finders Keepers Community Channels

We maintain a highly engaged audience throughout the year through our social and website channels. These numbers are always growing and have an above-average engagement across this suite.



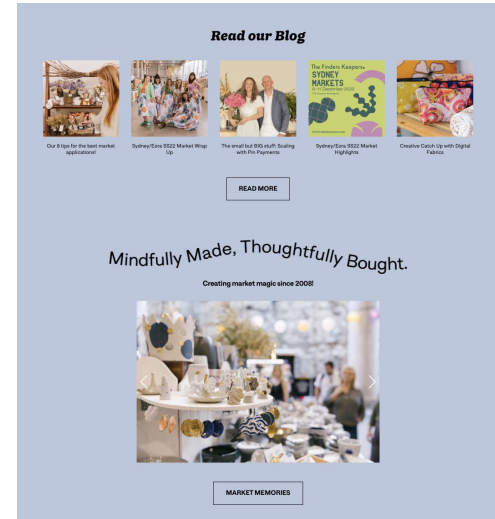
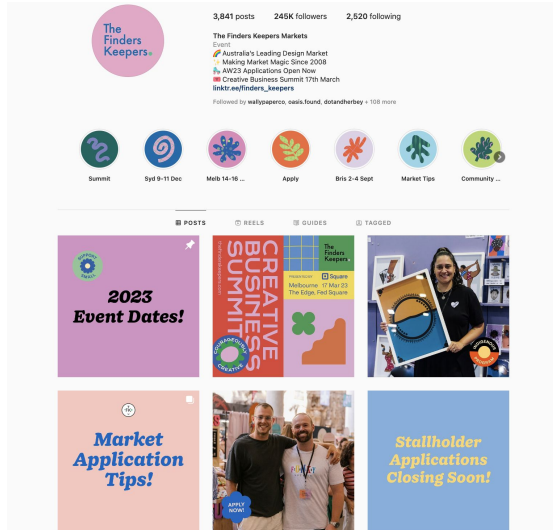
Followers 245k + | 92% Female | 71% 25-45 |
Average Monthly Reach 18k+ | Average
Monthly Impressions 1M +



Followers 95k+ | Page Likes 90k+ | Average
Monthly Reach 84k+



Followers 14k+ | Monthly Views 2.4M | Annual
Views 2.7M



Consumer Audience

💖 95% Female

📊 60% Aged 25-44

🌟 Victoria 37% | New South Wales 28% |
Queensland 29%

🛍️ 100k+ Market visitors annually

📧 56k+ Subscribers | Average Open Rate 34% |
Average Campaign CTR 7%

📈 400k+ Website sessions

👤 250k+ Website visitors annually





Small Biz Community

💜 90% Female

📊 87% 25-50

☀️ VIC 35% | QLD 28% | NSW 27%

📩 2800+ Engaged Subscribers

💡 Minimum Open Rate 37% | Average Open Rate 57% | Average Campaign CTR 14%

📈 80% Sole traders | Small businesses

📱 70% in their growth phase and at 3-5 yrs of business



2023 Event Calendar

Creative Business Summit

The Edge, Federation Square,
Melbourne 17 March, 2023

Autumn/Winter Markets

Sydney / Eora

The Hordern Pavilion, Moore Park
16 - 18 June, 2023

Melbourne / Naarm

The Royal Exhibition Building, Carlton
7 - 9 July, 2023

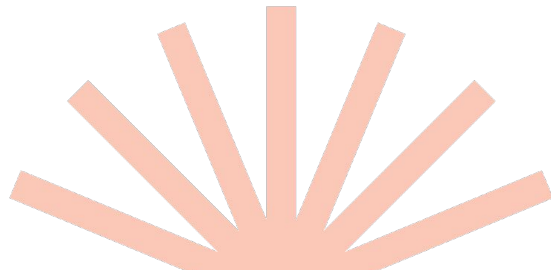
Spring/Summer Markets

Melbourne / Naarm

Royal Exhibition Building, Carlton
13 - 15 October, 2023

Sydney / Eora SS23 Markets

The Hordern Pavillion, Moore Park
8 - 10 December, 2023



Community Partners & Supporters

who we've worked with



KING ST

Peppermint

Brookie's

ALLPRESS
ESPRESSO

sendle➤

THE
**BETTER
PACKAGING CO.**



LUNCH/AD4



DANN
EVENT HIRE

frankie





Work with us!

The Finders Keepers has a loyal, highly engaged and devoted audience. We reach **more than 200,000** people at our markets alone each year, and across social channels and online this is amplified to **millions around the world**. Our audience is primarily Australian females aged between 25-45, and we know they're passionate about shopping ethically as well as locally.

We're all about supporting small business and we love working with like-minded brands to truly celebrate our community.



"We're thrilled to be partnering with The Finders Keepers for a second year running and supporting a platform that provides an opportunity for the country's design businesses to grow."

– Vladka Kazda, Xero Australia



The Finders Keepers.



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