

2016 ADELAIDE ISSUE

FRUSIC ARTIST & VENUE OFFER

The Music will be again be filling the streets with a special edition of the magazine dedicated to all that is Adelaide Fringe and Frusic.

THE DEALS

We are also able to offer you ultra discounted display advertising options in conjunction with a guaranteed editorial commitment

PRINT (FULL COLOUR)

Full Page Colour – \$880 inc gst (Inc Half Page Feature)

Half Page Colour – \$495 inc gst (Inc 1 x Q&A)

Quarter Block Colour – \$275 inc gst (Inc 1 x Q&A)

Eighth Page – \$132 inc gst (Pic and Blurb)

DIGITAL (7 DAY DURATION)

Leaderboard – \$220 inc gst

Medium Rectangle – \$220 inc gst

Portrait Poster It – \$55 inc gst

* All prices include GST

THE COLD FACTS

- Publishing 25,000 copies of The Music Adelaide
- Syndicating stories online to over 10,500 unique browsers per day (Neilsens Audited) (300K+ per month)
- Appearing in SA on **February 10th**
- Booking Deadline **February 1st**

DEADLINES

Booking Deadline – **Monday February 1st**

Artwork Editorial Deadline – **Wednesday February 3rd**

CONTACTS

Please call Zoe on:
(03) 9229 4499 or email sales@themusic.com.au



LUISA HAILIN' QUEEN B

Improv master and stand-up comic **Luisa Onielan**

talks to **Sarah Barrett** about love, heartache, and Bey.

Their right, UK comic genius Luisa Onielan is hailing the queen Beyoncé in her exclusive stand-up show *What Would Beyoncé Do?* Speaking truthfully, we're always asking that question as well, what could Bey do if she were in this land?

Unlike Bey, this woman has some easy takes on our everyday questions. For instance if she were the spouse of two people of her choosing, they would be Cher and Michael. Interesting choice. This is her debut solo stand-up show, which is said to be "all about approaching 30 and life not matching

up to expectations". It took a world-shattering back-up to prevent the whole of comic genius, and what a blessing that turned out to be. "I was backstage, looking and moved back into my mouth house at the age of 30. Drinking cocktails or smiling with my best friend in a local club would put me and the great

"You do know we are the same age as Beyoncé?" FML! What would Beyoncé do? "She's turned the idea of modern day gods (my mate) into self-help that's hilarious. When asked whether going over the same heartache night after night for the entertainment of others gets a little tiresome, Onielan admits that it gets pretty annoying being to tell it.

Now that she is completely over it, it's turned into a house, fun and playful experience for everyone. She takes our 21st century hopes and dreams, our discouraging, our heartaches, and shows us how to deal with them. It is only truly talented comedians that can make the completely self-aware laugh at themselves. Instead of wallowing in self-pity this she uses it as the source of a party for the audience out of jokes that poke fun at all of our parts in the heartache of everyone in the room.

After appearing in 11 shows in the Edinburgh Fringe over the past few years and having her own BBC radio show, we'll say she's now earned her street cred in the stand-up and improv world. The Edinburgh venue was admittedly a tough one to crack. After receiving no attention from the industry, she went elsewhere to develop her career. "I didn't have a creative team, when I wrote the show I had to write and put the show on for free to my audience of guys and girls. Luckily, the audience helped shape the show so by the time I took it to Edinburgh for the first time it was ready."

Barrett has also been watching *The Real Housewives of Adelaide* to get culturally current. "I want to get my fortune told and get my make-up done like Gina."

WHAT: Luisa Onielan: *What Would Beyoncé Do?*
WHEN & WHERE: 2-10 Feb, Adelaide Fringe, Studio 7, Gardens
ON Unusually Delightful



BY THE MUSIC - 10TH FEBRUARY 2016 - (ADVERTISEMENT)

ONLY YOU CAN SAVE US

Interviewed by Laurence

Rosie Sorensen

Describe your show in a nutshell. Take a trip to

of the Russian Revolution.

Business stress means &

Amuse means in Spain.

Names changed to protect the guilty? Labouchere

Why did you decide to do Fringe 2016?

I am a classically trained

professional musician who

always had a hankering for the

showing spotlight. I left Adelaide

and had adventures around the

world, gathering material for a

future hit production. My debut

show in La Jolla for Calicut

Fringe Festival last year ended

in a sold-out night, so I was

ready for the next step: a new

show for the Adelaide Fringe!

Tell us a bit about the creative

team working on this project?

The Russian Revolution

was written by myself, based on a

new story only the same have

been changed to protect the

guilty? I take the lead on vocals,

can and drums, backed by three

musicians.

WHEN & WHERE: 11-18 Feb, Adelaide Fringe, Studio 7, Gardens

ON Unusually Delightful

THE RUSSIANS OF BARCELONA

Interviewed by Sophie MacRae

Describe your show in a nutshell. Take a trip to

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