

2024 Media Ticketing Info Sheet

Adelaide Fringe offers Media Accreditation through an application process. Accredited media are an integral part of Adelaide Fringe and play an important role in supporting artists and venues in their success. Our Media Ticketing Coordinator provides support and information to accredited media and events opting to allocate media review tickets throughout the Fringe season.

Accreditation Types

Fringe offers two types of accreditation – Review Accreditation and Online Accreditation.

Both include:

- online access to publicity materials uploaded by Fringe artists such as images, biographies, media releases and contact details
- the option to receive media releases and updates from the Adelaide Fringe publicity team

Review Accreditation is suitable for media wanting to request complimentary media tickets for reviewing purposes. Review Accreditation is granted to reviewers who are from a reputable and proven publication.

Online Accreditation is suitable for media who will not be reviewing shows but are still covering the event (ie you do not require complimentary media tickets). This accreditation is generally for media from new or unverified publications or where there is not a platform to publish reviews.

Media Ticket Allocation

Artists have nominated whether they will offer one or two complimentary reviewer tickets per media outlet per event. Kids & Family events offer two tickets so that a child can accompany you if you wish. Reviewers are welcome to purchase additional tickets or contact the Media Ticketing Coordinator to apply for an additional ticket in extenuating circumstances.

If you have accessibility requirements and are requesting a companion card ticket, you may be asked to show your Companion Card for your booking request and at the venue.

How to Submit Reviews

You will have access to the “Fringe Feed” portal to upload your reviews which will appear on the Adelaide Fringe website. If approved by artists, it will appear on their event web listing as well. Both the event listing feature and the Fringe Feed will include a URL to the full review on your publication’s online platform. Our team will track the submission of reviews and ensure that all accredited reviewers are publishing reviews for the Fringe shows they attend.

Publishing and Uploading reviews

We require media who are allocated a media review ticket to publish the review via your outlet and upload your review to the Fringe Feed portal within 48 hours of attending the event.

Non-Attendance

If you book a Media review ticket and find you are no longer able to attend, we ask that you advise Fringe by emailing the Media Ticketing Coordinator no later than 48 hours prior to the event so that the ticket can be released for sale. Failure to do so may result in your accreditation being revoked.

Adelaide Fringe publicity team info

As part of your media accreditation, Adelaide Fringe gives you the option to receive media releases and updates from the Adelaide Fringe publicity team.

Media Passes

Media passes are no longer issued as accredited Media are required to show their e-ticket to gain entry to Fringe events.

My Fringe Planner

My Fringe Planner is a handy resource on our website making scheduling your reviewing timetable even easier.

Support from Us

If at any time you have any questions about the festival, ticketing or your reviews, please get in touch. We are available via email or phone on every day of the festival.

We look forward to working with you for Fringe 2024!

MediaTIX

Email mediaticketing@adelaidefringe.com.au

Media Ticketing Hotline 08 8100 2021

136 Frome St, Adelaide SA 5000 | **Respectfully operating on Kaurna Land**