



For Sale

Location: **Brisbane**
Asking: **\$299,000**
Type: **Services-Other**

Established Fantasy Reader Community and Events Platform

This is not simply an events business, it is an opportunity to acquire an established, highly engaged community and the platform built around it. Created for fantasy readers, book lovers and immersive-experience enthusiasts, the business has developed a loyal audience across Australia through large-scale gala events, reading retreats, international tours, memberships, online Dungeons & Dragons, merchandise and smaller themed experiences.

At the centre of the business is a substantial direct audience, including an 11,000+ member private Facebook community, approximately 17,000 Instagram followers, 12,000 TikTok followers and a 12,000-person email database. This gives an incoming owner immediate access to a highly engaged customer base with proven participation across events, memberships, travel, merchandise and community experiences.

Highlights

- * Highly engaged fantasy books community across social media and email
- * 11,000+ members within the private Facebook community
- * Approximately 300 recurring paid members generating ~\$55,500 annually
- * Flagship gala events capable of generating \$100,000+ profit individually
- * Established events delivered across major Australian cities
- * International travel experiences with further tours already planned
- * Multiple complementary revenue streams from the same customer base
- * Established relationships with major booksellers and publishing organisations
- * Flexible contractor-led operating model with limited fixed staffing overheads
- * Strong repeat participation across events, memberships, retreats, travel and merchandise
- * Significant opportunity to expand event frequency, merchandise, e-commerce and international experiences

For a purchaser, the real value lies in acquiring the audience, brand, relationships and infrastructure together. Rather than starting with a concept and searching for customers, the incoming owner steps into an established community that can continue to be engaged and monetised through an expanding range of experiences and products.

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LINK Business Brisbane
Broker Ref: BR02036



With fantasy and immersive entertainment continuing to attract mainstream attention, this represents an exciting opportunity for an events operator, lifestyle brand, publisher, retailer or entrepreneur seeking a distinctive platform with an established following and meaningful growth potential.

Asking Price: \$299,000 WIWO

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