



Contact

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Vancouver Fringe Festival *September 7-17, 2017*

Pick of the Fringe *September 20-24, 2017*

Theatre for Everyone

The Vancouver Fringe is a celebration of theatre. Over 11 days more than 90 theatre companies come together to share their creativity on stage. The uniqueness of the Fringe comes from the “everyone is welcome” selection technique—Mainstage shows are literally drawn from a hat, while Bring Your Own Venue (BYOV) artists find their own venue, some of them in surprising locations! The Fringe revels in its identity as part theatre, part party. Every night of the Festival, there’s free live music and performances at the Fringe Bar. The Fringe is a cultural experience unlike any other!

Program Guide Statistics

100+ distribution points in Metro Vancouver, including **30+ Blenz Coffee locations**, university campuses, arts venues, and independent businesses along Commercial Drive, Main Street, West 4th, and Downtown, as well as **15+ Fringe Festival venues**

76,000 combined total reach including print and online impressions with a 4-minute average read time online

60% of Fringe Patrons pick up print program before the Festival

30% of Fringe Patrons download a copy before the Festival

At A Glance

- **More than 90 performance companies at 15+ venues performing 700 times**
- Un-juried, uncensored theatre that supports the freedom of artistic expression
- Stages for emerging talent as well as critically acclaimed local, national, and international artists
- 100% of regular box office revenue is returned to performers

Reader Statistics

43% are 35 years old or younger

59% Female; 39% Male; 1% Trans*/Gender neutral

- 39% report annual income above \$50,000-\$250,000
- Fringers live all over Vancouver with concentrations in Kits, the West End & East Vancouver
- Fringe goers are pleasure seekers, spending their income on clothing, music, entertainment, and dining out.
- Most have active lifestyles, including running, biking, skiing, kayaking & yoga.
- **Fringers are entering their prime purchasing years for investing in a first home or condo, seeking a new car, buying updated furniture and electronics, or upgrading their education.**

Comments From Fringe Patrons

“I look forward to the Vancouver Fringe Festival every year. It’s my favourite cultural event of the year. I love bite-sized theatre.”

“It is the best thing about September! I so MUCH appreciate the enthusiasm and talent of the performers.”

“Loved every minute of it! Vancouver desperately needs more theatre so I’m thankful for things like Fringe that bring theatre to all kinds of different people.”

“I love the magic of Fringe—the way that you end up seeing shows you hadn’t planned on seeing, the element of chance and not knowing what it will be like.”



Important Dates

Ad Space Booking Deadline:
June 9, 2017

Artwork Deadline:
June 23, 2017

Publication Date:
July 25, 2017

Advertising Rates (non-commissionable)

Size	Full Colour (CMYK)
Inside Front Cover (full page)	\$2,863.50
Inside Back Cover (full page)	\$2,739
Full Page	\$2,490
1/2 Page	\$1,290
1/4 Page	\$650
1/8 Page	\$325

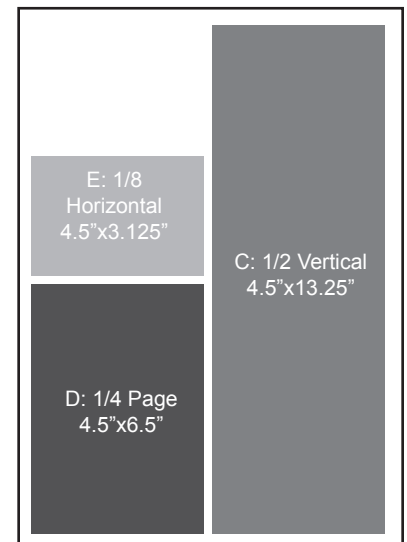
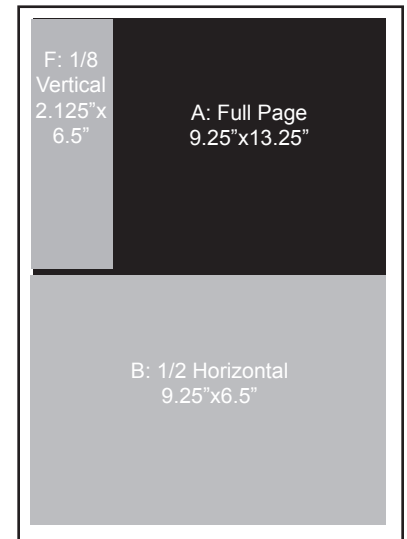
Mechanical Requirements (in inches)

Type Page : 9.25" x 13.25"

Trim Page : 10" x 14"

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Unit	Width	Height
A: Full Page	9.25"	13.25"
B: 1/2 Horizontal	9.25"	6.5"
C: 1/2 Vertical	4.5"	13.25"
D: 1/4 Page	4.5"	6.5"
E: 1/8 Horizontal	4.5"	3.125"
F: 1/8 Vertical	2.125"	6.5"



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Get in our Newsletter!

The Fringe has one of the most popular newsletters around with content readers actually spend time with! The Fringe's e-news is sent to more than 20,000 theatre and culture lovers on a monthly basis, with more frequent emails leading up to and during the Festival. Newsletter ads are coveted, with only two ad spaces per issue.

Newsletter ads are clickable links. When booking, don't forget to send us a web address to direct people to.

For newsletter schedule and booking, please contact Milly Ferronato at 604.541.4177, or milly@cleversmedia.com. Newsletter ads are booked on a first come, first served basis.

Size	Full Colour (RGB)
554 wide x 100 high (pixels)	\$225

Please submit all files to Trista@cleversmedia.com with the subject line "FRINGE NEWSLETTER AD." We accept JPEG documents only. No crop marks please. Please include all linked files and fonts and the link you'd like to use.