



# 2022 Media Kit

Captivating explorations of  
books and ideas

Learn more at  
[writersfest.bc.ca](http://writersfest.bc.ca)

# Welcome

The Vancouver Writers Fest is one of the most celebrated and diverse literary organizations in North America, and we're proud to be part of our city's rich cultural community. For more than 30 years, we have brought readers and writers together for entertaining and provocative conversations about books and ideas.

We continue to offer Festival favourites in both digital and in-person spaces, including our **My Roots** writing workshop for immigrants in Canada; our Youth Education Programming, including **Writers in the Classroom**, which brings over a dozen authors into the classrooms of thousands of British Columbia school children; our digital **Book Club**, connecting internationally renowned authors with fans across Canada; and of course our annual Festival, which includes flagship offerings such as **The Poetry Bash**, **The Literary Cabaret** and **The Afternoon Tea**.

Our free spring reading series, **Incite**, presented in partnership with the Vancouver Public Library, with carefully curated readings and conversations with

dozens of authors, happens each year between January and May. VWF's special events and seasonal Book Club welcome world-renowned, award-winning authors such as **Ethan Hawke**, **Viet Thanh Nguyen**, **Heather O'Neill** and **Colson Whitehead** to hundreds of engaged viewers across Canada and around the globe.

One of the most important initiatives we undertake each year is our Youth Education Programming, which gives students across Metro Vancouver access to authors through virtual events, classroom visits and more, while our annual **Youth Writing Contest** affords students a creative outlet to explore their writing ability.

As you'll read in the following pages, we are passionate about deepening our connections to the community, building our audience, and sharing our mission. Further information about our organization, programming and audience can be found in the pages of this kit.



© Yasmeen Strang

*Leslie Hurtig*  
Leslie Hurtig  
Artistic Director

## At a Glance

28,300

Year-Round  
Attendees

41%

Of Attendees  
Earn \$80,000+

18,000

Newsletter  
Subscribers

19,276

Youth Participants

72

Events in 2021

125

Authors in 2021

# Main *Programming*

Sponsorships & Advertising  
Opportunities Available

Special  
Events

Seasonal  
Book Club

October  
Festival

The Vancouver Writers Fest hosts a broad range of literary events throughout the year, with an average annual attendance (including our October Festival) of more than 28,300 audience members.

Festival Programming in 2021 included:

- **70+ events** across a range of genres, from fiction to non-fiction, as well as formats, with in-person, digital, and unique, “hybrid” offerings featuring some authors “beamed” on-stage from abroad.
- **Varied event formats** including afternoon teas, a literary cabaret, trivia night, book clubs, readings and panel discussions.



**Left to Right:** Esi Edugyan and Chantal Gibson in *The Alma Lee* Opening Night Event — *Out of the Sun* (credit Dillon Byrne, 2021).

## Special Events

Conversations, interviews and presentations with high-profile, celebrated and international authors. These frequently sold-out events take place on Vancouver’s premiere stages, igniting a frenzy of conversation and book buying. Prior to the pandemic, we hosted **William Gibson** on the Stanley Industrial Alliance Stage, before pivoting online to present a live discussion with **David Mitchell**, attended by 215 fans through an exclusive book + ticket model. Special events will return in 2022.

## Seasonal Book Club

Now in its second year, our seasonal Book Club features high-profile authors in intimate virtual conversations. This quarterly event series provided readers across Canada a copy of the author’s book, and often was the exclusive Canadian launch for the biggest names of the season, including the 2021 appearances for **Ethan Hawke** (*A Bright Ray of Darkness*), **Viet Thanh Nguyen** (*The Committed*), **Rivka Galchen** (*Everyone Knows Your Mother is a Witch*), and **Colson Whitehead** (*Harlem Shuffle*).

## Incite

Presented in partnership with the Vancouver Public Library, Incite provides bi-weekly conversations with authors from January through May that are free and open to all. These events jumpstart the literary season each year by mixing the entertaining and provocative, highlighting new releases in poetry, fiction, and non-fiction. In 2021, we featured **Michelle Goode** (*Five Little Indians*), **Billy-Ray Belcourt** (*A History of My Brief Body*), and **Silvia Moreno-Garcia** (*Velvet is the Night*), among many others.

# Youth *Programming*

Sponsorships & Advertising  
Opportunities Available

Year-Round  
Events

Youth Writing  
Contest

Writers in the  
Classroom

The Vancouver Writers Fest offers a diverse range of programming and opportunities for youth in Metro Vancouver—from festival tickets to writing competitions to subsidized author outreach. Highlights include:

- **13 events** for children and youth throughout the fall Festival—all programmed with BC curriculum goals in mind.
- **19,000+ students** participated in VWF's Youth Education Programming in 2022, up 58% from 2021.
- **31 virtual author visits** to schools across Metro Vancouver, offered free of charge through Writers in the Classroom.
- **Youth Writing Contest** offering writers in grades 8—12 an opportunity to get published.



**Left to Right:** Ashley Spires presents *Burt the Beetle* to an elementary classroom virtually.

Thank you to the Vancouver Writers Fest for the virtual 'Writers in the Classroom' event with Indigenous author Michelle Good. Having an experienced author from a marginalized voice was very empowering for our students. They were able to ask Michelle Good questions on the process of writing a book that details struggles that are both personal and societal.

**Kiran Shoker, Teacher, Stratford Hall, Vancouver**

Over 100 students participated in the 'Writers in the Classroom' event with author Steven Heighton, who read from his children's book *The Stray and the Strangers*, which was inspired by his experiences as a volunteer during the Syrian refugee crisis on the Greek Island of Lesbos in 2015. Our classes have been studying immigration and learning about refugees, and this event was an incredible opportunity for our students to hear about the perilous journeys and immense challenges faced by refugees.

**Nellie Susan Wong, Tyee Elementary, Vancouver**

The Writers in the Classroom program run by the Vancouver Writers Fest is an exceptional gem. Bringing a real, living and breathing author into my classroom provided a boost of energy, not only inspiring my class in their own writing, but also demystifying the process of how one actually goes about trying to get published.

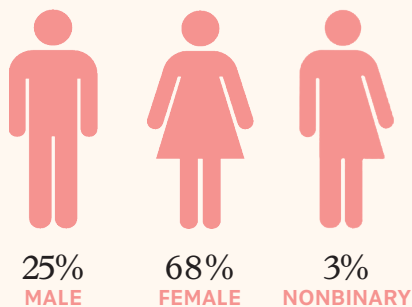
**Jordan Peters, Mark R. Isfeld Secondary, Courtenay, BC**

# Our Audience

Through surveys and within our internal data, we were shown—over and over again—that digital programming increased accessibility: having virtual options for our events removed or reduced geographic, mobility, and financial barriers. These improved options also diversified our audience significantly for the first time in several years, with a 230% increase in male-identifying survey respondents (now at 35%), a 56% increase in patrons under 55, and nearly 30% of ticket buyers reporting that they reside outside of Metro Vancouver.

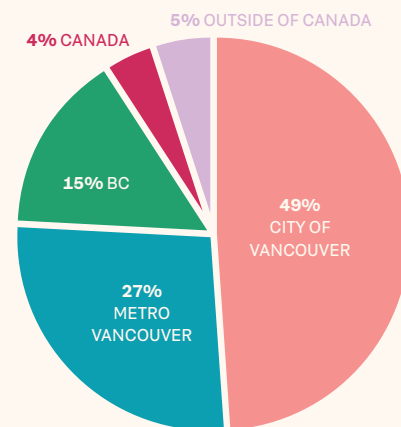
The Vancouver Writers Fest welcomes more than **22,000+** people during the Festival and **28,300+** annually. Our audience is affluent, educated and Vancouver-based.

## Gender

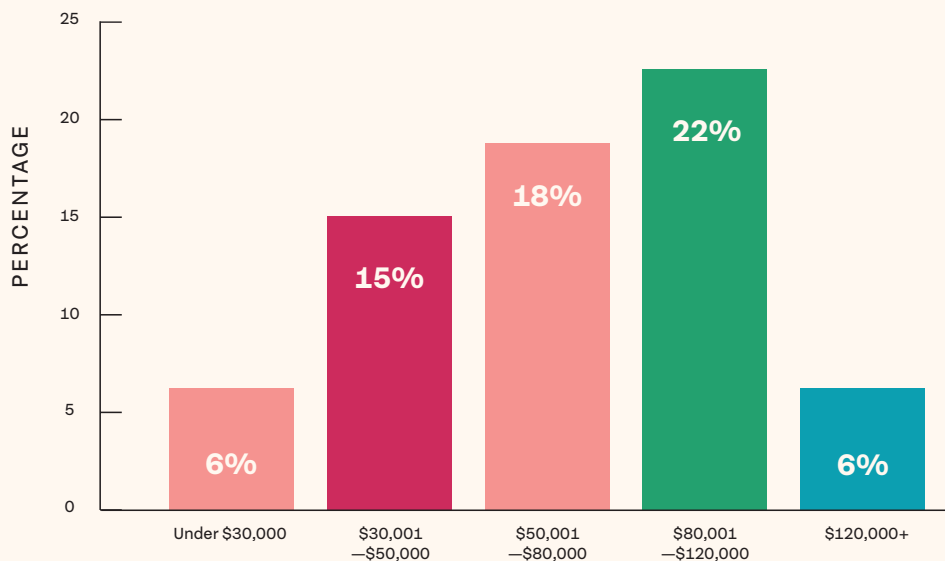


4% CHOSE TO NOT DISCLOSE

## Location



## Household Income



20% CHOSE TO NOT DISCLOSE

# Program Guide

This extensive guide to the Festival is at the heart of our marketing. An anticipated, in-depth summary of all events at the October Festival is distributed throughout Metro Vancouver and beyond, including key information, such as how to purchase tickets, author biographies and year-round information.

Distribution is managed by a team of keen volunteers who ensure programs are widely available from August to October. Since 2016, the Program Guide has been launched with extensive promotion, further increasing the anticipation of this much-loved document.

**88 page  
Festival Overview**

**20,000  
Printed & Distributed**

**1,000  
Mailed to Members**

## Strategic Distribution Points

- 21 JJ Bean locations
- All Metro Vancouver Library and Community Centres
- Select Starbucks locations
- Locations throughout Granville Island including Festival House
- Tourism Vancouver locations
- All Book Warehouse locations
- All Festival venues
- Direct mailing to our membership



## Venues & Partners

- The Sunshine Coast Festival of the Written Arts (August)
- Word Vancouver (September)
- Vancouver Writers Fest Special Events
- The Chan Centre for the Performing Arts
- The Orpheum Theatre
- Vancity Theatre
- Vancouver Art Gallery



## Contact

### Trevor Battye

Trevor Battye Advertising Sales

**EMAIL**  
trevor@tbasales.ca

**PHONE**  
778-773-9397

### Festival Dates

October 17–23, 2022

# Specs & Rates

## Festival Program Guide Ad Specs & Rates

### Ad Sizes

Size	Inches (WxH)
<b>Full Page</b>	
Live Area (safe for text).....	7.75 in x 7.75 in
Trim Size .....	8.25 in x 8.25 in
Bleed Size.....	8.5 in x 8.5 in
<b>1/2 Page Vertical</b> .....	3.75 in x 7.25 in
<b>1/2 Page Horizontal</b> .....	7.75 in x 3.5 in
<b>1/4 Page Vertical / Square</b> .....	3.75 in x 3.5 in

### Ad Rates

Size	Colour
<b>Outside Back</b> .....	\$ 4,615
<b>Inside Covers</b> .....	\$ 3,228
<b>Full Page</b> .....	\$ 2,535
<b>1/2 Page</b> .....	\$ 1,310
<b>1/4 Page</b> .....	\$ 759

### Upload Information

Files under 10MB can be mailed to: [artwork@tbasales.ca](mailto:artwork@tbasales.ca).  
Files larger than 10MB can be sent via WeTransfer.

### Closing Dates

#### Booking Deadline

Friday, June 10

#### Ad Materials Deadline

Monday, June 20

*Early Bird Discount  
of 10% Applies to Ads  
Booked by May 13.*

### File Types

Advertisers are requested to supply ads electronically  
in one of the following types:

Press-Ready PDF	300 DPI CMYK	Adobe InDesign	INDD FILE
Hi-Res Logos	AI/EPS FILE	Adobe Illustrator	AI/EPS FILE

**Note:** InDesign files should be supplied as a packaged  
ZIP file, including all fonts and graphic assets.

#### FULL PAGE

8.25 in x 8.25 in

**1/2 PAGE  
VERTICAL**  
3.75 in x  
7.25 in

**1/2 PAGE  
HORIZONTAL**  
7.75 in x 3.5 in

**1/4 PAGE  
VERTICAL**  
1.75 in x  
7.25 in

**1/4 PAGE  
SQUARE**  
3.75 in x  
3.5 in

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## Festival Dates

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## Youth Events Brochure Ad Specs & Rates

### Sponsorship

All of our children's events are listed in the Youth Events brochure, created for teachers and librarians, with information about each event plus key details about additional resources, such as bus and ticket subsidies, and the opportunity to have writers visit classrooms in Metro Vancouver during the Festival.

These brochures are sent via email and delivered to educators across Metro Vancouver, and presented at key events throughout the year, including teachers' conferences or meetings with educators.

This is an ideal advertising opportunity for organizations interested in reaching individuals working in the education sector.

**1/2 Page** ..... \$1,500

**1/2 PAGE**  
**HORIZONTAL**  
7.75 in x 3.5 in

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Press-Ready  
PDF

300 DPI  
CMYK

Adobe  
InDesign

INDD  
FILE

Hi-Res  
Logos

AI/EPS  
FILE

Adobe  
Illustrator

AI/EPS  
FILE

**Note:** InDesign files should be supplied as a packaged ZIP file, including all fonts and graphic assets.

**32+ page**

Youth Event Brochure

**1,000**

Printed & Distributed

### Strategic Distribution Points

- Schools across Metro Vancouver
- Educational conferences
- Direct to librarians, teachers and other educators



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## Books & Ideas — Online Promotions

### Books & Ideas Newsletter

Books & Ideas is the Vancouver Writers Fest's weekly e-newsletter. Each issue contains the latest book world highlights: local, national and international news, book reviews, author interviews and event listings delivered free to inboxes every Friday.

Click through rates for Books & Ideas is 3.6%—well above industry standard.

**18,000+**  
Subscribers

**3.6%**  
Click-Through Rate

### 2022 Rates

**Insertion Rate**  
\$150/ad

**Dimensions**  
600 x 100px; .png or .jpg.

*Deadline to  
Submit Artwork:  
1 day prior to publication.*

### By the Numbers

- 18,000+ subscribers and growing, all of whom have an active interest in books and literary or cultural activities.
- Affluent and well educated.
- Over 65% female.
- 29% are age 31–54 and 63% are 55 and older.
- Ads appear prominently horizontally throughout Books & Ideas.

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## Books & Ideas — Online Promotions

### Books & Ideas Audio Series

Books & Ideas Audio is a diverse, powerful selection of some of Vancouver Writers Fest's most compelling conversations. The podcast provides unprecedented access to conversations which have transcended their season: featuring world-renowned authors speaking to their work, philosophy, politics and more, and led by the incredibly talented moderators our audiences have come to know and anticipate. A new episode is published every month.

### By the Numbers

- The top three countries listeners tune in from are Canada (81%), the United States (9%), and Germany (3%).
- Our listeners are diverse: Female (66%), Male (25%), Non-Binary (4%), Undisclosed (4%).
- 68% of our podcast listeners are between the ages of 28–59.
- Our top performing episodes in 2021 was Leanne Betasamosake Simpson in Conversation with Dionne Brand, which received over 600 individual plays.

**5,087**  
Plays in 2021

**208**  
Subscribers

### 2022 Rates

**You provide a 30-second script that is read at the beginning and at the end of the podcast.**

**3 Months (3x min)**  
\$600.00

**6 months (6x min)**  
\$950.00

**12 months (12x min)**  
\$1,500.00

*Deadline to  
Submit Script:  
2 months prior to date booked.*