

VANCOUVER
WRITERS
FEST

2026 Media Kit

Captivating explorations of
books and ideas

Learn more at
writersfest.bc.ca

Welcome

Now in its 39th year, 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. We connect readers of all ages with the power of storytelling, and books, through our year-round programming and flagship Festival.

Audiences returned with enthusiasm to our **October Festival** in 2025, selling out over a third of the events. Eager audience members filled our theatres to hear from acclaimed authors, and **Guest Curator Canisia Lubrin**. The varied lineup included the return of cherished flagship events like **The Poetry Bash**, **The Literary Cabaret**, **Lyrics Night**, and **The Afternoon Tea**.

Virtual programming remains highly sought after among our audiences—particularly those who, for a range of reasons, are unable to join us in-person. Our **Digital Festival** returned in its fourth year in December, featuring 27 specially curated events from our Festival, available for on-demand viewing over the winter holidays and beyond.

Our popular year-round programming continues to grow, including our new **Books & Ideas** literary and social series which sold out multiple events on Granville Island; **My Roots** writing workshop for immigrants in Canada; our free spring reading series, **Incite**, presented at and in partnership with the Vancouver Public Library; and a dazzling array of **Special Events**, featuring some of the biggest names in contemporary literature.

One of the most important initiatives we undertake each year is our Youth Education Programming. Our **Writers in the Classroom** program brings authors into the classrooms of thousands of British Columbia school children, while our annual **Youth Writing Contest**, which provides two contests for different grade levels, affords students an outlet to explore their creativity.

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

34,647

Year-Round
Attendees in 2025

41%

Of Attendees
Earn \$80,000+

13,200+

Newsletter
Subscribers

14,532

Youth Participants

130

Events in 2025

\$200,000

In Annual Book Sales

Main *Programming*

Sponsorships & Advertising
Opportunities Available

October Festival

Books & Ideas

Special Events

Digital 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 30,000 audience members.

Our **October Festival Programming** in 2025 included 87 events across a range of genres, from fiction to non-fiction, as well as formats—we were thrilled to welcome 146 local and international writers to Granville Island.

The festivities continued with the fourth annual **Digital Festival** in December, featuring 27 of the most intriguing, edifying, and entertaining events professionally recorded at our flagship Festival.



Pictured: Canisia Lubrin, Maria Reva, Kyle Edwards, and Jeremy Tiang at the 2025 October Festival (photo: Dillon Byrne).

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. Our Special Events lineup in 2025 included internationally renowned authors such as **R. F. Kuang, Arundhati Roy,** and **Margaret Atwood.** In 2026 we have hosted revered author and writing instructor **George Saunders,** and look forward to an event with **Ann Patchett,** the award-winning author of *Commonwealth* and *Bel Canto.*

Books & Ideas

Launched in January 2025, *Books & Ideas* is a highly popular new event series from the Vancouver Writers Fest, running biweekly on Granville Island. With an intimate theatre venue and a pop-up bar for socializing, attendees are invited to connect with other members of the local literary community. Our 2025 lineup featured authors from various genres, including **Barry Sonnenfeld, Neko Case, Scott Turow,** and **Robert Macfarlane.** Our 2026 program will welcome **Michael Ondaatje, Yann Martel,** and **Tayari Jones,** among other literary icons.

Digital Festival

Virtual programming remains highly sought after among our audiences. For the past four years, we've been thrilled to offer the Digital Festival, featuring a curated selection of 25+ professionally filmed events from our flagship October Festival. Audiences from across the country and beyond tune in for these events, which are available for viewing over the winter holidays through a pay-what-you-can pass. Featured authors included **Miriam Toews, Cory Doctorow, Kiran Desai, Timothy Snyder, Emma Donoghue,** and 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:

- **23 events** for children and youth throughout the fall Festival—all programmed with BC curriculum goals in mind.
- **14,532 students** participated in VWF's year-round Youth Education Programming in 2025, with **1,102** students supported through Festival ticket and bus subsidies.
- **25 author visits** to schools across Metro Vancouver, offered free of charge through Writers in the Classroom, which has served over **200 schools** since the program began.
- **Youth Writing Contest** offered two contests for students—one for grades 5–7 and the other for grades 8–12.



Pictured: Caroline Adderson presents to an elementary school classroom at a 2025 Writers in the Classroom event.

Thank you so much to the Vancouver Writers Fest for organizing an afternoon with graphic novelist Johnnie Christmas for my students. What an incredible experience for the kids to have a chance to spend some time with a real author and be able to ask any burning questions they had... As a writing teacher I learned so much from this event, and I am inspired to try all kinds of new projects with the kids based on the discussions that took place during the event.

Bronwen Keddie, Lord Strathcona Elementary, Vancouver

Thank you so much for the amazing opportunity to virtually meet with Lawrence Hill! What a treat! I feel like our students were very lucky to have the privilege to meet such an esteemed author. Responses from the students were enthusiastic. It was lovely to see the number of students showing their writing or sharing their ideas with their teachers, classmates and me... I am very much appreciative that the Vancouver Writers Fest is able to offer such amazing opportunities to our students.

Nellie Susan Wong, Tyee Elementary, Vancouver

This was such an amazing opportunity for my students especially because we have not been able to attend the Writers Fest in the fall due to Covid restrictions, but even if we could have, this “meet the author” exceeded what we could do on a field trip. Jen [Ferguson] tailored the event to the needs of my students, allowing them to have an inside look at the writing and publishing process... I felt the authors, genres and writing styles offered in the Meet the Author events were diverse and appealing to many of my classes.

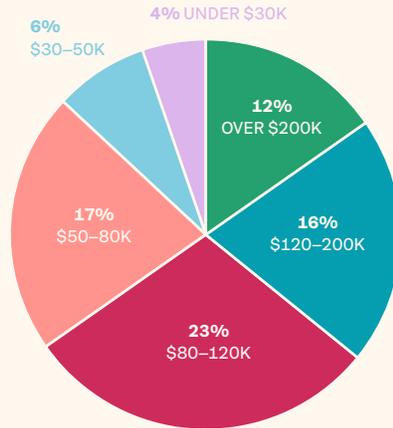
Michelle Jensen, Samuel Robertson Technical School, Maple Ridge

Our Audience

Our surveys and internal data show that our audience members are engaged, curious, arts and culture enthusiasts. 75% attended other arts or literary events in the previous year, and close to 50% purchase a book by a featured author, either before the Festival or at our pop-up bookstore. We are invested in marketing as well as accessibility measures, in order to reach an ever growing number of community members.

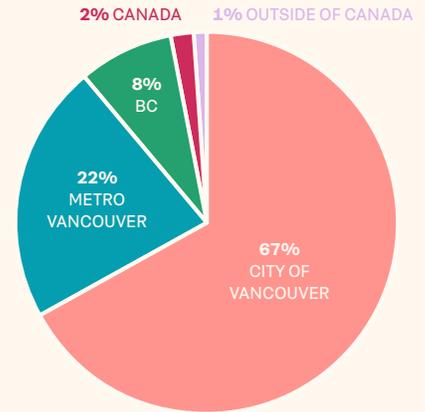
The Vancouver Writers Fest welcomes more than **25,000+** people during the Festival and **32,000+** annually. Our audience is open-minded, educated, and primarily Metro Vancouver-based.

Household Income

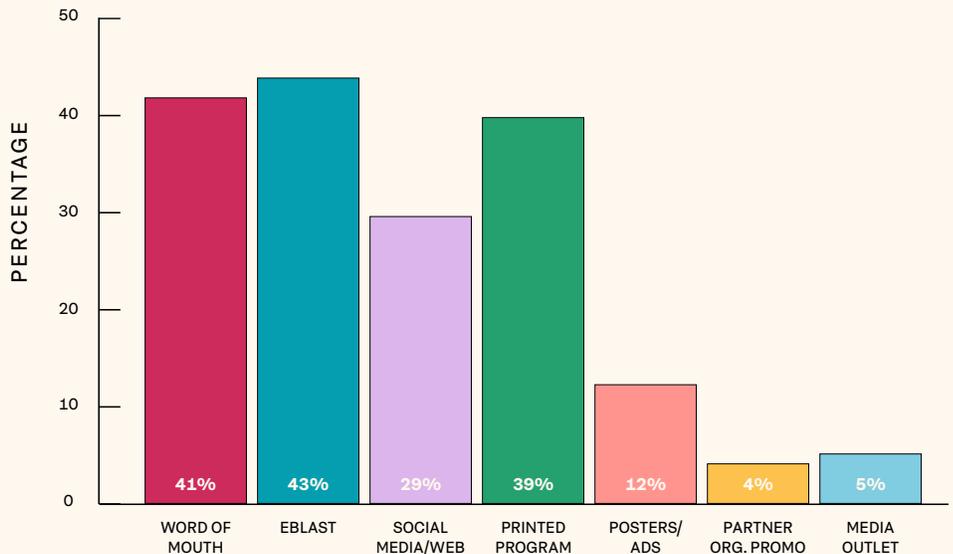


22% CHOSE NOT TO DISCLOSE

Location



How Patrons Discover the Festival



DATA COLLECTED FROM OUR 2025 FESTIVAL FEEDBACK SURVEY

Program Guide

80 page Festival Overview

1,730 Mailed to Members & Teachers

25,000 Copies Distributed Across Metro Vancouver

This extensive guide to the Festival is at the heart of our marketing. An anticipated, in-depth summary of all youth and adult events at the October Festival is distributed across a **50 km range, 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. In 2023, the number of copies printed annually was increased by 3,000 in order to meet growing demand.

79.8% of Patrons Consult the Program Guide
When Deciding Which Events to Attend

60% of Patrons Consult the Program Guide
More than Twice

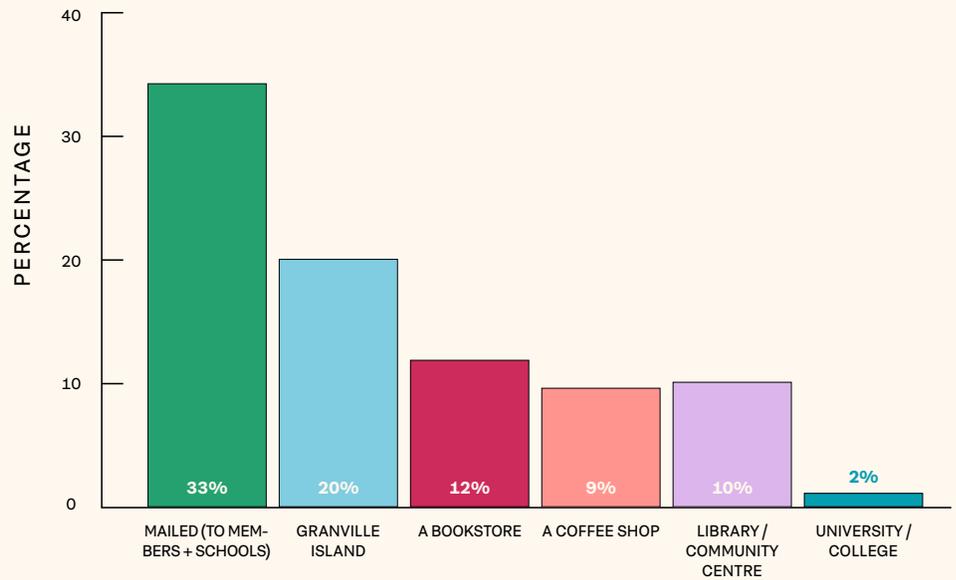
Examples of Distribution Points

- JJ Bean locations
- Vancouver Public Library and Metro Vancouver Library and Community Centres, including the Tri-Cities and Langley
- Select Starbucks locations
- Tourism Vancouver locations
- All Book Warehouse locations
- Kidsbooks
- Upstart & Crow
- Iron Dog Books
- Massy Books
- Pulpfiction Books
- Additional independent bookstores across Vancouver
- Word Vancouver (September)
- The Chan Centre for the Performing Arts
- The Orpheum Theatre
- Vancity Theatre
- Vancouver Art Gallery
- SFU Woodward's
- The Cultch
- Norman & Annette Rothstein Theatre
- Granville Island Theatre District
- Locations throughout Granville Island including Festival House
- Our Festival and Special Event venues
- Direct mailing to members and teachers

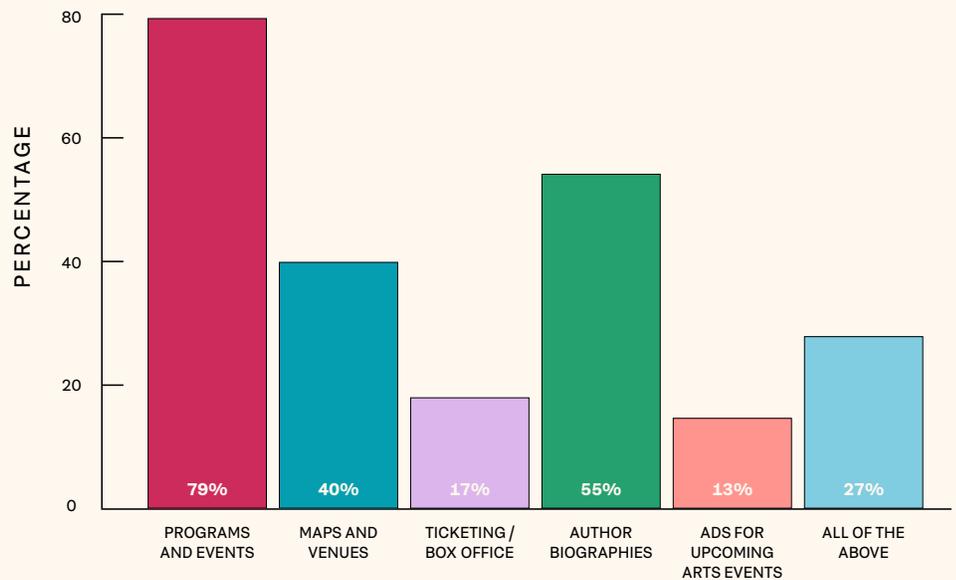


Program Guide Additional Statistics

Where Patrons Pick Up the Program Guide



Information that Patrons Find Most Useful



DATA COLLECTED FROM OUR 2025 FESTIVAL FEEDBACK SURVEY

Specs & Rates

Contact

Trevor Battye

Trevor Battye Advertising Sales

EMAIL
trevor@tbasales.ca

PHONE
778-773-9397

Kyra Droog

EMAIL
artwork@tbasales.ca

Festival Dates

October 19–25, 2026

Festival Program Guide Ad Specs & Rates

Ad Sizes

Size	Inches (WxH)
Full Page	
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
½ Page Vertical	3.75 in x 7.25 in
½ Page Horizontal	7.75 in x 3.5 in
¼ Page Vertical / Square	3.75 in x 3.5 in

Ad Rates

Size	Colour
Outside Back	\$ 3,695
Inside Covers	\$ 3,395
Full Page	\$ 2,945
½ Page	\$ 1,695
¼ Page	\$ 875

Upload Information

Files under 10MB can be mailed to: artwork@tbasales.ca.
Files larger than 10MB can be sent via WeTransfer.

FULL PAGE
8.25 in x 8.25 in

½ PAGE VERTICAL
3.75 in x 7.25 in

½ PAGE HORIZONTAL
7.75 in x 3.5 in

¼ PAGE VERTICAL
1.75 in x 7.25 in

¼ PAGE SQUARE
3.75 in x 3.5 in

Closing Dates

Booking Deadline
Friday, July 10

Ad Materials Deadline
Friday, July 24

Early Bird Discount of 10% Applies to Ads Booked by April 10.

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.

Contact

Trevor Battye

Trevor Battye Advertising Sales

EMAIL
trevor@tbasales.ca

PHONE
778-773-9397

Kyra Droog

EMAIL
artwork@tbasales.ca

Newsletter Dates

Every Friday evening

Specs & Rates

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.

The average open rate is 53% and the click rate is 3.7%—above industry standard.

13,200+
Subscribers

3.7%
Click-Through Rate

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

Ad Sizes and Rates

Size	Rate
600 x 100px Horizontal	\$175/ad
600 x 600px Book Feature with Text ...	\$200/ad

**600 x 100px
HORIZONTAL**
.png or .jpg

BOOK FEATURE

Promote your title to thousands of avid readers.

Book cover (.png or .jpg)
+ 200 word blurb

Upcoming From Book*hug Press

— Advertisement —



Eleship: An Unrequited Affair
by Tree Abraham

Richly-illustrated and annotated, eleship blends personal reflections, research, and Greek philosophy to intimately explore the complexities of love: deconstructing and reimagining its shapes and expressions with uniquely imaginative insights.

In that first year after my admission of love, there were starts and stops transitioning from being housemates and friends into an undefined eleship. A few days after my birthday, I was lying on the couch dripping heartache inchoate of my soon-to-be unrequited love, you were sitting next to me stroking my hair. This was the last time it would be simple, you illimitably unfiltered, us a weightless relation. I couldn't have known it then, how we would be redefined in a moment like nothing had come before and tomorrow would never arrive. All at once our loose grains of sand hardened into a glassy mass, and that year, and all of our years in relation to one another thereafter, would forever remain a conundrum of flash and rock.

Desktop browser

Upcoming From Book*hug Press

— Advertisement —



Eleship: An Unrequited Affair
by Tree Abraham

Richly-illustrated and annotated, eleship blends personal reflections, research, and Greek philosophy to intimately explore the complexities of love:

Mobile

Specs & Rates

Contact

Trevor Battye

Trevor Battye Advertising Sales

EMAIL
trevor@tbasales.ca

PHONE
778-773-9397

Podcast Dates

The first of every month*

*some exceptions

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 of the Books & Ideas Audio podcast is published on the first of every month.

By the Numbers

- The top three countries listeners tune in from are Canada (67%), the United States (17%), and the United Kingdom (4%).
- Our listeners are diverse: Female (52%), Male (31%), Non-Binary (8%).
- Our audience spans all ages, with 46% of listeners between the ages of 35–59.
- 36,500 all-time podcast plays.

4,569
Plays in 2025

542
Spotify followers

2026 Rates

You provide a 30-second script that is read by the host, OR a 30-second audio clip that is played, 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:
1 month prior to date booked.*