

# VIFF 2022 Advertising

The annual Vancouver International Film Festival is a showcase of exceptional cinema in one of the world's most beautiful cities. The 41st Vancouver International Film Festival will run from September 29 to October 9, 2022.

In 2022, VIFF will present approximately 120 features and 80 shorts and expand the frame with talks, conferences, performances and other unique events that celebrate film and film culture. At this time, we anticipate VIFF will see every one of our official selections screen in cinemas. A collection of titles will also be made available for online viewing.

## Festival Program Guide

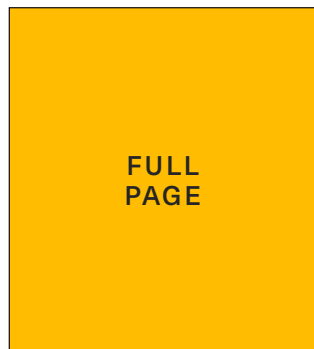
The festival program guide is a high quality, full color, 80 page printed publication, which provides audiences with comprehensive information about all the films and events taking place at VIFF. The free publication is the go-to reference for many film-goers, industry guests, sponsors and media in the lead-up to and throughout the 11-day Festival.



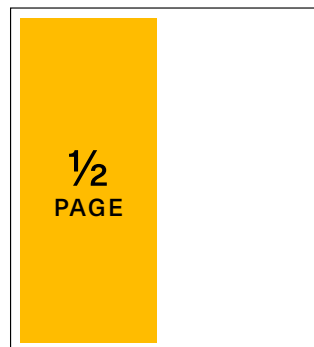
## Distribution

25,000 copies of the 2022 festival program will be printed and distributed throughout Metro Vancouver, including libraries, bookstores, coffee shops, community centres and arts and cultural organizations. The guide will be available from September 15 and will be in wide release until the end of the Festival on October 9. A PDF copy of the guide will also be available to download on [viff.org](http://viff.org).

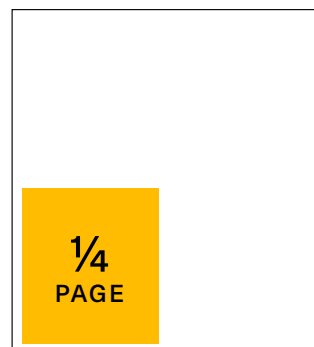
## Mod Sizes & Rates



**9.125" x 10.25"**  
+ 0.125" bleed on all sides  
\$2,400 + GST



**3.94" x 9.375"**  
\$1,700 + GST



**3.94" x 4.5"**  
\$950 + GST

## File Submission Guidelines

- Submit art as Press-Quality PDFs, Acrobat 4.0 or higher, Image Quality set at Maximum, *without crop or bleed marks*
- Ensure raster images have an Effective 300 PPI
- Build and export in CMYK workflow (SWOP2006\_Coated3v2)
- Outline all fonts

*PNG, JPG, PSD and TIFF files will not be accepted.*

## Deadline

Deadline for ad artwork submission is **August 15, 2022**. Please submit files to [artwork@tbsales.ca](mailto:artwork@tbsales.ca)

### Advertising Contact

Trevor Battye  
[trevor@tbsales.ca](mailto:trevor@tbsales.ca)

# VIFF 2021 By the Numbers



## Festival Highlights

Total Festival Admissions & Views  
**170,263**

Films  
**210**

Countries Represented  
**52**

World Premieres  
**24**

North American Premieres  
**26**

Post-screening Interviews and Q&As  
**106**

Talks and Events  
**27**

Participating Filmmakers & Artists  
**438**

## Audience Demographics

### Pronouns

she/her  
**53%**

he/him  
**46%**

they/them  
**1%**

### Age

18-24  
**18%**

25-34  
**29%**

35-44  
**15%**

45-54  
**14%**

55-64  
**12%**

65+  
**12%**

### Trends

New to the Festival  
**26%**

Saw more than 5 films at the Festival  
**49%**

Have a post-secondary or graduate degree  
**78%**

## Website & Eblasts

### Website

Page Views  
**2,223,518**

Users  
**160,746**

Sessions  
**304,374**

Mobile  
**60%**

Desktop  
**36%**

Tablet  
**4%**

### Eblasts

Subscribers  
**44,319**

Eblasts sent during festival campaign  
**28**

Campaign Impressions  
**859,790**

Outreach open rate  
**36.34%**

## Marketing & Media Campaigns

### Organic Social Media

Twitter Impressions  
**23,305,253**

Instagram Impressions  
**3,264,184**

Facebook Impressions  
**3,808,535**

### Earned Media

Media Impressions  
**5,018,132,277**

Media Value  
**\$46,417,724**

### Advertising

Campaign Impressions  
**33,291,218**

Media Value  
**\$524,842**

**Total Organic & Paid Impressions  
62,937,025**



### Advertising Contact

Trevor Battye  
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**VIFF** Centre

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