

2026 Festival Advertising

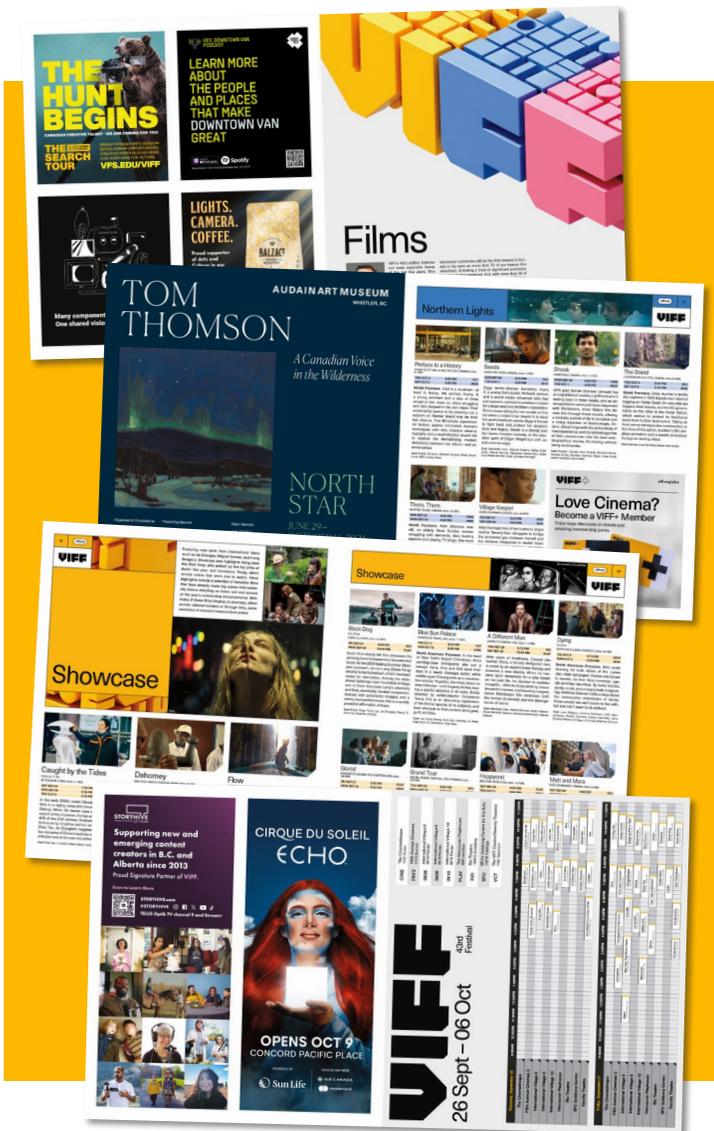
The annual Vancouver International Film Festival is a showcase of exceptional cinema in one of the world's most beautiful cities. The 45th Vancouver International Film Festival will run from October 1 to October 11, 2026.



In 2026, VIFF will present approximately 270 films from across the world and expand the frame with talks, conferences, live performances and other unique events that celebrate film and film culture. Throughout the 11 day festival, over 500 screenings will take place in 9 venues throughout Vancouver.

Festival Program Guide

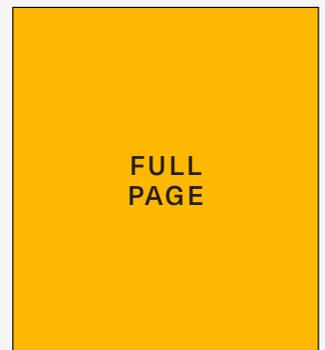
The festival program guide is a high quality, full color, 80 page printed publication, which provides audiences with comprehensive information about all the films and events taking place at VIFF. The free publication is the go-to reference for many film-goers, industry guests, sponsors and media in the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



Distribution

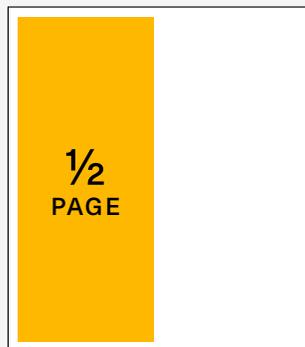
20,000 copies of the 2026 festival program will be printed and distributed throughout Metro Vancouver, including libraries, bookstores, coffee shops, community centres and arts and cultural organizations. The guide will be available from September 10 and will be in wide release until the end of the Festival on October 11. A PDF of the guide will also be available to download on viff.org.

Mod Sizes and Rates



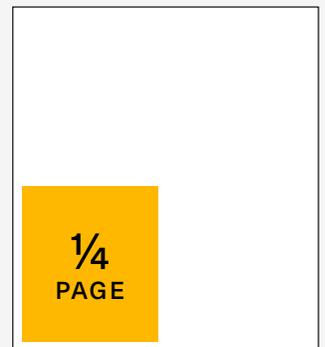
FULL PAGE

9.125" x 10.25"
+ 0.125" bleed on all sides
\$2,800 + GST



1/2 PAGE

4" x 9.5"
\$1,900 + GST



1/4 PAGE

4" x 4.5675"
\$1100 + GST

File Submission Guidelines

- Submit art as Press-Quality PDFs, Acrobat 4.0 or higher, Image Quality set at Maximum, *without crop marks in bleed*
- Ensure raster images have an Effective 300 PPI
- Build and export in CMYK workflow (SWOP2006_Coated3v2)
- Outline all fonts

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

Deadline

Booking deadline: **August 8**

Artwork submission deadline: **August 14**

Please submit files to advertising@viff.org

Advertising Contact

advertising@viff.org

VIFF 2025 By the Numbers

Festival Highlights

<p>106,107 Total Festival Admissions</p> <p>276 Films</p> <p>70 Countries Represented</p>	<p>26 World Premieres</p> <p>39 North American Premieres</p> <p>137 Post-screening Interviews and Q&As</p>	<p>92 Industry Events & Artist Talks</p> <p>844 Participating Filmmakers</p>
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Audience Demographics

<p>Pronouns</p> <p>57% she/her</p> <p>42% he/him</p> <p>1% they/them</p>	<p>Age</p> <p>3% 18-24</p> <p>28% 25-34</p> <p>17% 35-44</p> <p>11% 45-54</p> <p>17% 55-64</p> <p>25% 65+</p>	<p>Trends</p> <p>19% New to the Festival</p> <p>51% Have attended the Festival for 5+ years</p> <p>86% Rate their experience as good or excellent</p> <p>82% Have a post-secondary or graduate degree</p>
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Website

2,927,545
Page Views

360,705
Users

712,725
Sessions

Eblasts

58,080
Subscribers

139
Eblasts sent during festival campaign

2,448,552
Campaign Impressions

46.8%
Outreach open rate

Marketing & Media Campaigns

<p>Organic Social Media</p> <p>3,992,801 Instagram Impressions</p> <p>1,852,189 Facebook Impressions</p> <p>662,930 YouTube Impressions</p>	<p>Advertising</p> <p>60,460,181 Campaign Impressions</p> <p>\$642,455 Media Value</p>
<p>Earned Media</p> <p>3,675,788,339 Media Impressions</p> <p>\$34,000,584 Media Value</p>	<p>Total Organic & Paid Impressions</p> <p>106,219,434</p> <p><small>Includes paid advertising (traditional and digital) + all social media (paid and organic)</small></p>

