About VIFF

As one of the largest film festivals in North America, VIFF sees a loyal and passionate audience of 140,000 during the 16 day festival. This year’s festival dates are September 26 - October 11, 2019.

The two key sources of film and scheduling information are viff.org and The Complete Guide.

About The Complete Guide

The Complete Guide is a high quality, full color, 110 page publication which provides comprehensive information needed by film-lovers as they track those films that are a “must see.” In addition to film attendees using the Guide as a key resource, our international guests, sponsors and media utilize the information contained inside as well. The Complete Guide for 2019 will be unveiled at the VIFF Media Conference on September 4th and will be in wide release through October 11th.

Audience

The VIFF Audience is:
- is well educated
- is urban
- is devoted to the film festival
- is representative of all age groups (18 - 65+)
- has an average household income over $72,000

Distribution

This free resource is distributed throughout the Lower Mainland, including the Vancouver core, at bookstores, libraries, coffee shops, community gathering places, arts and culture organizations, and partner organizations. A full list of last year’s distribution partners is available at: goviff.org/ProgramGuide

Publication Format

VIFF’s format, at 9.125” x 10.25”, stands out among other like publications and your ad is showcased on high quality 45 lb #4 gloss paper.

1 page - full sheet
9.125” x 10.25”
0.125” bleed
Cost: $2,200 + $110GST
Total: $2,310

1/2 page vertical or horizontal
3.94” x 9.375” or 8.25” x 4.5”
Cost: $1,500 + $75GST
Total: $1,575

1/4 page
3.94” x 4.5”
Cost: $800 + $40GST
Total: $840

Submission Guidelines

- Ads must be submitted as PDF, press-quality Adobe Acrobat 4.0 or higher, all fonts saved as outlines, high-res CMYK images OR
- TIFF, 300dpi, CMYK.
- Deadline for ad submission is July 31st, 2019

For Information & Purchasing

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**VIFF 2018 Reach**

**Audience Results**
- **91%** rate their experience at VIFF as “Good” or “Excellent”
- **68%** saw more than three films
- **55%** have attended for five or more years
- **26%** were new to the festival
- **35%** under 34
- **29%** Age 35 – 54
- **36%** Age 55+
- **55%** Female
- **45%** Male

**Social Media**
- **313,381,754** Impressions
  - Across all platforms
  - (Facebook, Twitter, Instagram)
- **19,824** Blog Views
- **30,100** Followers
- **35,800** Followers
- **6,552** Followers

**Email Marketing**
- **1,626,598** Impressions
  - via email correspondence
- **54,712** Subscribers

**Website Traction**
- **444,268** Users
- **919,752** Sessions
- **4,535,626** Page Views

**Advertising Campaign Results**
- **312,029,097** Impressions received across all advertising platforms
- **$889,770** approximate value of advertising campaign

**Press Coverage**
- **2,336** Stories received across print, TV, radio and online outlets
- **$11,926,469** Earned media ad value
- **1,289,347,987** Earned media impressions