

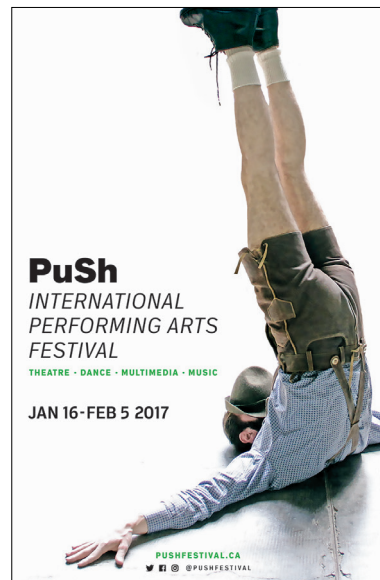
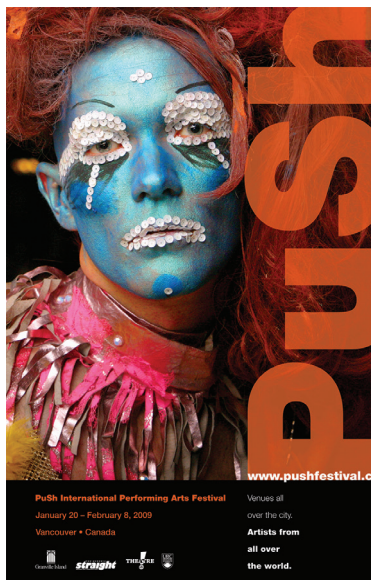


PuSh

INTERNATIONAL PERFORMING ARTS FESTIVAL



FESTIVAL DATES: January 21–February 9, 2020



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INTERNATIONAL PERFORMING ARTS FESTIVAL



TOP PERFORMANCE TYPES OF INTEREST*

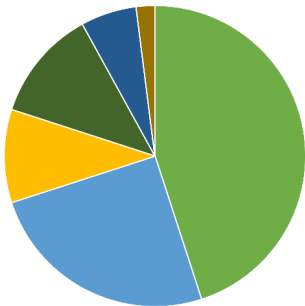
79% THEATRE **58%** DANCE **58%** MUSIC

37% LIKELY TO TRY A NEW PRODUCT OR SERVICE FOR THE FIRST TIME IF IT SPONSORS THE FEST

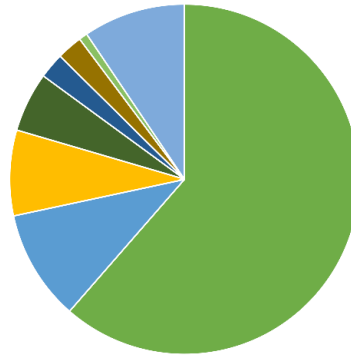
92% LIKELY TO RETURN NEXT YEAR

94% WOULD RECOMMEND THE FESTIVAL TO FRIEND/COLLEAGUE

4.43 OVERALL ENJOYMENT
OUT OF 5



45% UNIVERSITY GRADUATE
25% POST-GRAD STUDY
10% COLLEGE GRADUATE
12% SOME UNIVERSITY
6% SOME COLLEGE
2% HIGH SCHOOL



COMMUNICATION PREFERENCES

75% EMAIL
13% FACEBOOK
10% MAIL
7% INSTAGRAM
3% TWITTER
3% TEXTS
1% PHONE CALL
12% OTHER

58%

GO OUT FOR DINNER AT LEAST ONCE A WEEK

52%

GO OUT FOR DRINKS AT LEAST ONCE A WEEK

36% FIRST TIME FESTIVAL ATTENDEES

86% RESIDE IN METRO VANCOUVER

25% UNION MEMBERS

*Survey respondents could select multiple answers.
Date from Audience Survey conducted at the 2019 Festival

Photo of 209 Youth Assembly, credit: Gabriel Martins

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INTERNATIONAL PERFORMING ARTS FESTIVAL

47%

of audience members plan
their festival experience
as soon as they get the
Program Guide

PROGRAM GUIDE DISTRIBUTION

In November, PuSh distributes **20,000** program guides to all:

- JJ Bean coffee shops
- Choices Market locations
- Public libraries
- Select neighbourhood shops all over the city

The guide will also be distributed to Festival venues, including:

- Roundhouse Community Arts and Recreation Centre
- SFU Woodward's (Goldcorp Centre for the Arts)
- York Theatre
- The Cultch
- The Dance Centre
- Waterfront Theatre
- The Firehall
- ANNEX
- The Vogue
- The Russian Hall
- Italian Cultural Centre
- The Nest
- Centre A
- Audain Gallery
- Or Gallery
- Western Front
- Frederic Wood Theatre
- SFU Fei & Milton Wong Theatre
- Arts Club Theatre Company
- Vancouver Playhouse
- Vancouver Public Library
- Vancouver Art Gallery
- Performance Works
- Queen Elizabeth Theatre



Photos from Program Launch event and Opening Night Party, credits: Tim Matheson, Sarah Race

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INTERNATIONAL PERFORMING ARTS FESTIVAL

Festival Program Guide

EARLY BIRD: August 4, 2019

ALL ARTWORK: September 20, 2019

Distribution

November 2019–February 2020

Note: all PuSh donors receive a copy



PROGRAM GUIDE AD SIZES

FULL PAGE

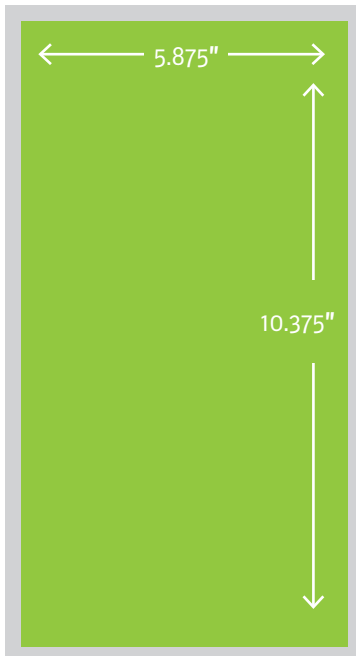
5.875" x 10.375"

Early bird price:

\$2,125

Price:

\$2,500



1/2 PAGE

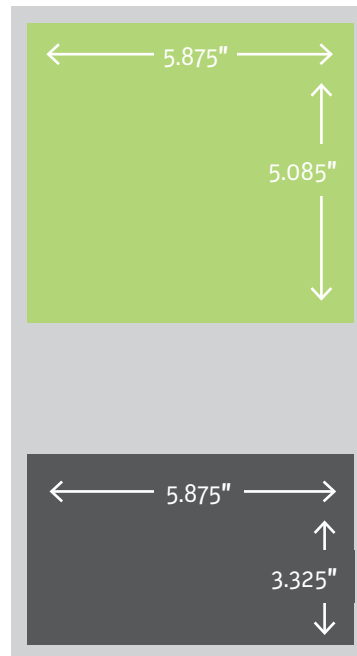
5.875" x 5.085"

Early bird price:

\$1,275

Price:

\$1,500



1/3 PAGE

5.875" x 3.325"

Early bird price:

\$1,040

Price:

\$1,155

ART GUIDELINES

FOR BEST RESULTS:

- Submit high-resolution full colour PDFs, type elements outlined, and *without cropmarks*

- Prepare your art in CMYK using the SWOP2006_Coated3v2 ICC profile, downloadable here:

http://www.color.org/registry/SWOP2006_Coated3v2.xalter

SUBMIT AD ARTWORK TO:

artwork@cleversmedia.com

1/4 PAGE

2.85" x 5.085" (vertical)

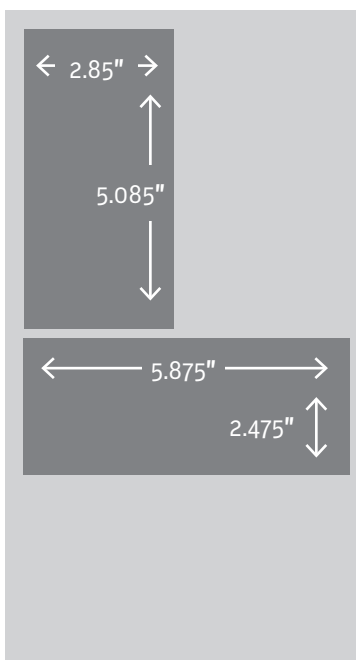
5.875" x 2.475" (horizontal)

Early bird price:

\$850

Price:

\$945



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INTERNATIONAL PERFORMING ARTS FESTIVAL

"I really loved how the Industry series directly engaged in some challenging and important conversations. ... It felt bold and necessary. Thank you!"

— 2019 Industry Delegate

PUSH INDUSTRY GUIDE

In the 15 years since its founding, the PuSh International Performing Arts Festival has become known as a broker of international partnerships, a meeting place for creative minds, an incubator of brilliant new work, and a showcase of some of Canada's best performance artists. If you are an artist or an artistic producing company, The PuSh Festival Industry Series creates an excellent opportunity to promote your upcoming work during this world-renowned festival.



INDUSTRY AUDIENCE

This program targets industry professionals including producers, artistic directors, festival curators, presenters, and programmers. The Assembly Guide is an excellent opportunity to promote artist training and residency programs, skill-based/technical courses, workshops, production expertise, venue and equipment rentals, and so forth.

DISTRIBUTION

PuSh Assembly events run during the PuSh Festival and are promoted separately from the main performance events via the PuSh Industry program guide. **The Industry guide is distributed in January by direct mail to the 300+ industry professional delegates who are attending and/or performing in PuSh.** It's also circulated openly during the Festival and Assembly events.

Photos from PuSh Assembly: Industry Series events including Keynote with Dawn Jani Birley, Credits: Sarah Race, Robyn Pekar, Tim Matheson



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INTERNATIONAL PERFORMING ARTS FESTIVAL

Industry Guide

DEADLINE: November 29, 2019

ARTWORK: December 13, 2019

Distribution

January–February 2020

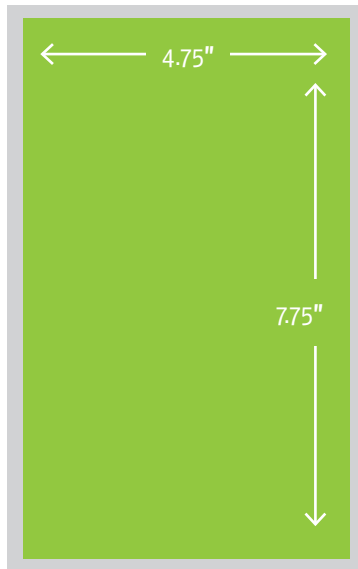


INDUSTRY GUIDE AD SIZES

FULL PAGE

4.75" x 7.75"

Price:
\$400



ART GUIDELINES

FOR BEST RESULTS:

- Submit high-resolution full colour PDFs, type elements outlined, and *without* cropmarks

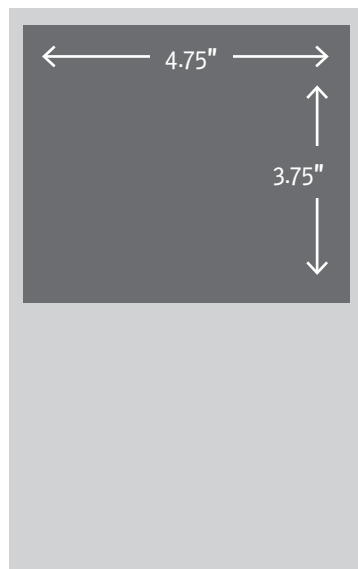
- Prepare your art in CMYK using the SWOP2006_Coated3v2 ICC profile, downloadable here:

http://www.color.org/registry/SWOP2006_Coated3v2.xalter

1/2 PAGE

4.75" x 3.75"

Price:
\$275



SUBMIT AD ARTWORK TO:
artwork@cleversmedia.com

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FESTIVAL

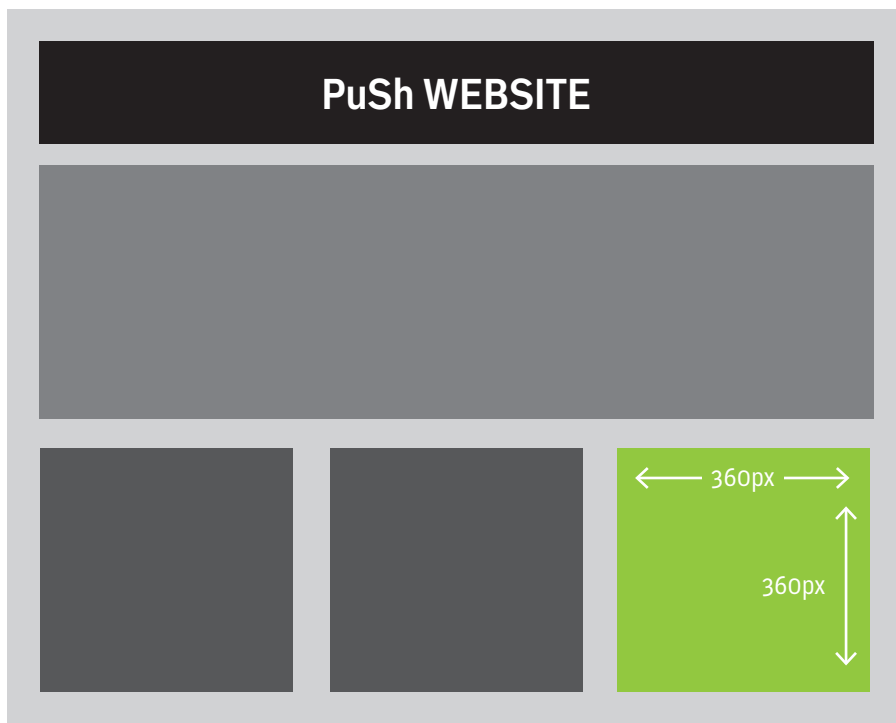
PuSh web ads
receive an average of
85 clicks per ad

PuSh e-newsletters
have a **30% open rate**,
which is roughly double
the industry average

DIGITAL REACH & AD SIZES

PuSh's website has **82,000** annual website visitors. Our social media influence grows each year; We have nearly **10,000 Twitter** followers, **9,500+ Facebook** followers/likes, and **3,000 Instagram** followers.

We have more than **4,500 e-newsletter subscribers**. According to our 2019 Festival Survey, **78%** of PuSh patrons prefer to be communicated with through email.



1-MONTH WEB AD + 1 E-NEWS AD BUNDLE

360px x 360px (web)
600px x 100px (e-news)

SUBMIT AD ARTWORK TO:
artwork@cleversmedia.com

Price:
\$300 (Mar - Sept)
\$400 (Oct - Feb)

