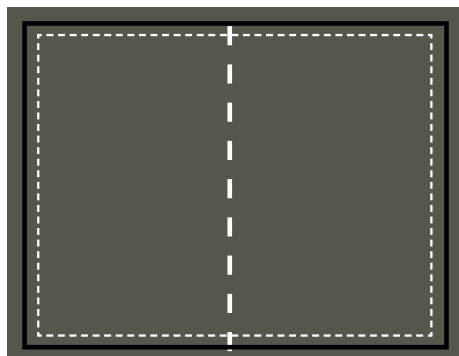
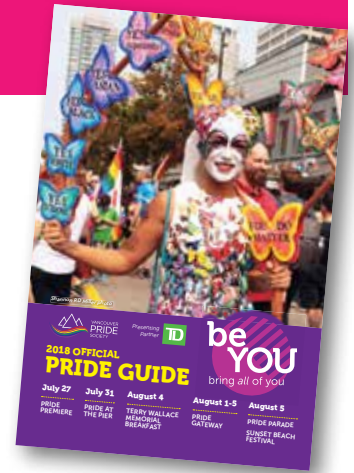


# Additional opportunities

## Pride Guide Advertising

The **Official Pride Guide** is the premiere publication of Vancouver's world class Parade and Festival. Our in-house team packs the guide with information about official events and stage performers. We also showcase the Queer community with stories and a section featuring alternative events around the city. We produce a quality publication which is released the first week of July with an advanced distribution of 12,000 within the downtown core, Commercial Drive area. Additional distribution channels included hotel partners, Tourism Vancouver centers and select TD branches.

Advertising in the Official Pride Guide promotes your business and directly supports Vancouver Pride Society. Profits from advertising sales support Accessibility Programming including viewing stations along the parade route. Event producers and NPO's receive a free listing on VPS web & mobile app when booking any Pride Guide ad size. Ask about booking an off-season digital ad campaign or home page WRAP around.

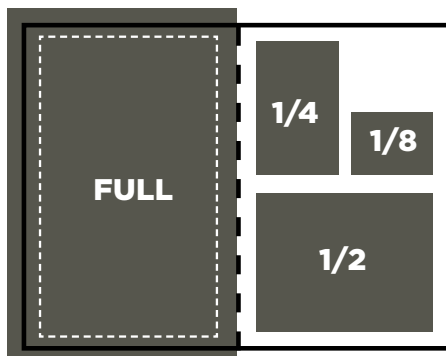


### 2 PAGE SPREAD: \$4,495

Trim: 10.5" wide x 8" tall  
 Safe Image Area: 10" wide x 7.5" tall, plus a 0.5" strip down the centre to account for page break  
 Bleed: 0.25"

### FULL PAGE + SPONSORED CONTENT: \$4,495

Trim: 5.25" wide x 8" tall Bleed: 0.25"  
**Editorial campaign on Vancouver Pride mediums: TWO news posts on website, TWO newsletter features, 6 month digital ad campaign.**  
*VPS can provide a writer to develop your editorial campaign.*



### EIGHTH PAGE: \$395

2.29" wide x 1.77" tall  
*Space is limited in this category*

### QUARTER PAGE: \$695

2.29" wide x 3.58" tall

### HALF PAGE: \$1,295

4.75" wide x 3.58" tall

### FULL PAGE: \$2,495

Trim: 5.25" wide x 8" tall  
 Safe Image Area:  
 4.75" wide x 7.5" tall  
 Bleed: 0.25"



To book your ad, contact **Glenn**, our Partnership Coordinator, at **604-687-0955 ext 2** or [prideguide@vancouverpride.ca](mailto:prideguide@vancouverpride.ca)



# Demographic Reach

## GENDER

(yearly average)

**52%** male  
**48%** female

**95% of consumers said they are more likely to switch brands to support a cause\***

## ATTENDANCE GROUP

(yearly average)

**1 person**  
22%

**2-4 people**  
61%

**5-8 people**  
17%

## AGE

(yearly average)

**15-24**  
23%

**25-34**  
33%

**35-44**  
24%

**45-54**  
12%

**55-64**  
5%

**65+**  
3%

## TRANSPORTATION

(yearly average)

**Bicycle**  
21%

**Drive**  
9%

**Transit**  
31%

**Walk**  
39%

**41% said they consider Pride Partners when making relevant purchases\***

## ATTENDANCE TREND

(yearly average)

**Yes, have been before**  
62%

**No, this is first time**  
38%

**87% said they are more likely to support a business that partners with Pride\***

\*Stats compiled by TheSocialSkinny.com

Photo credit: Ziyang Zhang





# The power of partnering with Pride

## WEB & APP REACH

(June 11-August 12)

Total Page Views:

**425,515**

Unique Visitors

**205,785**

On average,  
a Facebook user has  
**160 friends**

The average Facebook fan of  
Vancouver Pride has  
**535 friends**

## Google Searches

Vancouver Pride continues to be the most searched summer festival in metro Vancouver. Celebration of Lights which hosts their events during Pride week, receives less than 50% of the searches compared to VPS.

Vancouver Jazz Festival receives less than 35% of the Google searches compared to Vancouver Pride Parade during its peak week.

## Comparative analysis of Google searches for prominent festivals in Vancouver



Annual web search average

## SOCIAL REACH

(June 11-August 5)

Pride Season Impressions

**F/B 224,285 Twitter 190,355**

Pride Week Impressions

**F/B 135,210 Twitter 120,425**

**2018 ESTIMATED  
EVENT &  
SOCIAL MEDIA  
IMPRESSIONS**

**975,000**

## DIGITAL AD REACH

Via VPS web & mobile app platforms  
(June 11-August 12)

Total Campaign Impressions:

**1,750,145**

Average impressions per client

**98,675**