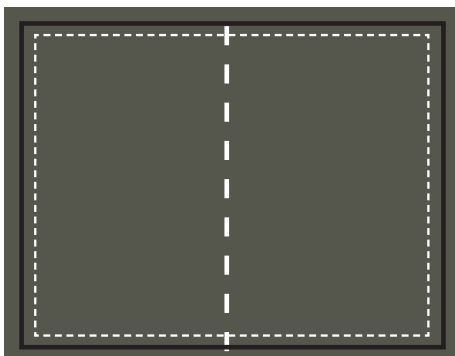


Additional opportunities

Pride Guide Advertising

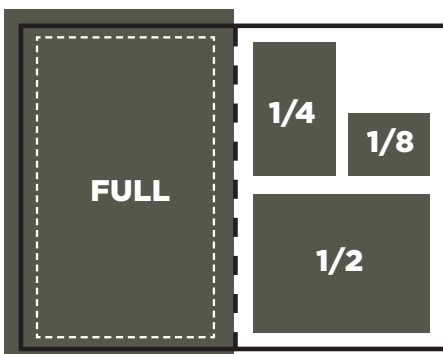
The Official Pride Guide is the premiere publication of Vancouver's world class Parade and Festival. Our in-house team packs the guide with information about official events and stage performers. We also showcase the Queer community with stories and a section featuring alternative events around the city. The Pride Guide is released the first week of July with a distribution of 12,000 covering Downtown, Yaletown, West End, Mount Pleasant, and select locations in Gastown, Olympic Village, Kitsilano and South Granville. Additional distribution channels include hotels, Tourism Vancouver centers and select TD branches.

Advertising in the **Official Pride Guide** promotes your business to a lucrative audience and directly supports the **Vancouver Pride Society**. Profits from advertising sales support Accessibility Programming including viewing stations along the parade route. Event producers and NPOs receive a free listing on VPS web & mobile app when booking any Pride Guide ad size. Ask us about booking an ongoing digital ad campaign on VancouverPride.ca or APP platform.



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: \$2,495

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

HALF PAGE: \$1,295

4.75" wide x 3.58" tall

QUARTER PAGE: \$695

2.29" wide x 3.58" tall

COMMUNITY PAGES

EIGHTH PAGE: \$395

2.29" wide x 1.77" tall
Eighth page availability on community pages only



Rates are subject to change based on Pride Guide layout.

Book your ad NOW by calling Glenn at **604-687-0955 ext 2** or **prideguide@vancouverpride.ca**



Demographic Reach

GENDER

(yearly average)

55% **45%**
male 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
27%

25-34
33%

35-44
18%

45-54
13%

55-64
6%

65+
3%

TRANSPORTATION

(yearly average)

Bicycle
21%

Drive
9%

Transit
31%

Walk
39%

94% of consumers say companies need to address human rights*

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*

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



The power of partnering with Pride

WEB & APP REACH

(July 5-August 5)

Total Page Views:

295,630

Unique Visitors

149,240

DIGITAL AD REACH

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

Total Campaign Impressions:

1,340,725

Average impressions per client

74,575

SOCIAL REACH

Pride Month Impressions

F/B 232,822 Twitter 147,700

Pride Week Impressions

F/B 124,822 Twitter 73,400

**2019 ESTIMATED
EVENT &
SOCIAL MEDIA
IMPRESSIONS**

880,500

On average,
a Facebook user has
160 friends

The average Facebook fan of
Vancouver Pride has
535 friends

Value of your investment

- Activate future customers—get them to connect online
- Brand recognition & product sampling
- Diversify your visibility and align your brand with Pride
- Build momentum for your summer campaign or brand launch
- Create a buzz for your cause campaign—donate to Vancouver Pride
- Build volunteerism & employee outreach

**GET INVOLVED NOW AS A
2020 OFFICIAL PARTNER!!**

Contact Glenn at
604-687-0955 EXT 2 or
Partnerships@vancouverpride.ca