



## Glyndebourne Advertising Opportunities

Glyndebourne audiences are made up of business leaders, philanthropists, art lovers and decisions makers. They are stylish, mature and sophisticated in their tastes, and sometimes a little eccentric.

With all Festival visitors coming from ABC1 and over 9,000 Festival Society Members, Glyndebourne Programme Book advertising offers an excellent way to promote your brand, launch new products or reach a targeted audience.

Advertising is offered in the Festival and Tour Programme Books, with complimentary Festival tickets and discounts offered for packages.

### **Festival**

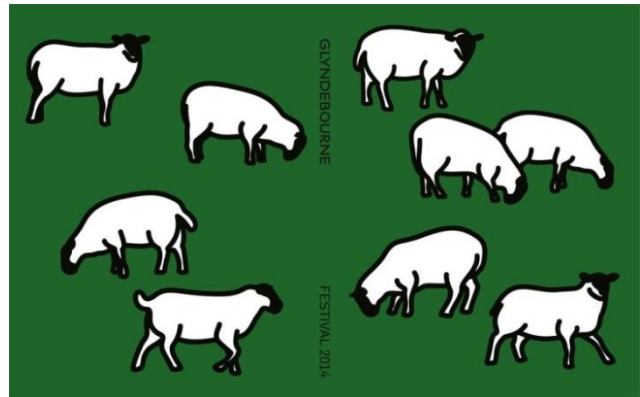
Circulation 24,000  
Readership 100,000  
May- August  
Collector's item

### **Tour**

Circulation 10,000  
October – December  
Available to buy at Glyndebourne and  
each of the regional Tour Venues

## Festival Programme Book – reserve by Friday 15 February 2019

Readership of 100,000 annually May – Aug  
 Majority age 46+  
 Slight majority female  
 Majority married  
 Audience base:  
 40% South East  
 35% London  
 15% National UK audience  
 10% International



### Glyndebourne Members

High net worth individuals:  
 85%+ from most affluent Mosaic profiles  
 (UK av 19%)

- City Prosperity 45%, Prestige Positions 19% and Country Living 21%

9,000 Members plus all cast, orchestras and creative teams receive a complimentary copy

## Tour Programme Book – reserve by Friday 16 August 2019

Circulation of 10,000 annually October – December

Venues: Glyndebourne, Canterbury, Milton Keynes, Norwich, Woking, Liverpool

1 Programme Book for all venues, all operas

Majority age 46+

Majority female

Families with older children

92% of our audience for performances at Glyndebourne is drawn from London and the South East

### Tour Audience

High net-worth individuals:

- City Prosperity 7%, Prestige Positions 16% and Country Living 27%

## Glyndebourne Advertising Rates

	Number of premium Festival tickets included	Rates
Full Page Festival Programme Book	2	£5,000 + VAT
Tour Page	-	£2,000 + VAT
Tour Half Page	-	£1,050 + VAT
Tour Inside Cover	-	£2,500 + VAT
Tour Outside Cover	-	£3,500 + VAT
Package: one full internal page in each publication	4	£6,000 + VAT
Package: Inside Cover Tour & Full page Festival	4	£6,850 + VAT
Package: Outside Back Cover Tour & Full page Festival	4	£7,500 + VAT