GLYNDEBOURNE

Programme Book Advertising Rate Card 2021

Festival Programme Book

Since it was first produced in 1952, the Glyndebourne Festival Programme Book has become a collector's item and presents an exceptional opportunity to build your brand profile. Editorial content is curated by a range of distinguished contributors and each year the cover of the Programme Book is designed by an internationally renowned artist. Cover artists have included David Hockney, Grayson Perry and Anish Kapoor.

Readership: 100,000 Circulation: 24,000 May - August
One full page colour: £5,000 (+VAT)

Single page trim size: 314 (h) x 245mm (w)
Overall single page size with 3mm image bleed to all edges: 320 (h) x 251mm (w)

Tour Programme Book

Glyndebourne Tour Programme Book advertising offers an excellent way to reach business leaders, philanthropists, art lovers and decision makers across the South East of England and beyond. The Tour 2021 Programme Book covers the whole Tour season and is on sale at Glyndebourne and at each of our four regional venues - Milton Keynes, Canterbury, Norwich and Liverpool

Readership: 40,000 Circulation: 10,000 October - December
• Half Page £1,050 + VAT • Full Page £2,000 + VAT • Inside Covers £2,500 + VAT
• Outside Back Cover £3,500 + VAT

Single page trim size: 215mm(h) x 215mm(w) Full page bleed: 221mm(h) x 221mm(w)
Half page trim size: Vertical: 204mm(h) x 96mm(w) Horizontal: 96mm(h) x 204mm(w) Please note that this is not a standard paper size

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Packages

Advertise in both Programme Books with a discount
• Full Page Tour + Full Page Festival £6,000 + VAT
• Tour Inside Cover + Full Page Festival £6,850+ VAT
• Tour Outside Back Cover + Full Page Festival £7,500 + VAT

Deadline for booking: Friday 12 March 2021
Deadline for copy: Friday 19 March 2021

To discuss your requirements, please contact *advertising@glyndebourne.com*

PLEASE NOTE:
• Glyndebourne Corporate Members receive a rate card discount.
• Adverts supplied are subject to the approval of the Editor who also reserves the right to decline any advert.
• We cannot guarantee a position in the Festival programme unless it has been agreed in writing before publication.