



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 discounts offered for packages.

Festival

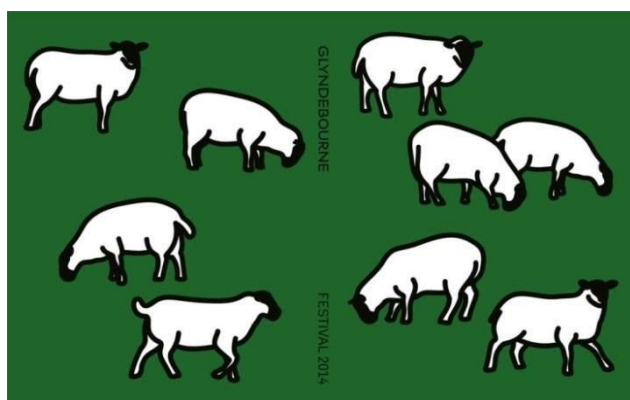
Circulation 26,000
Readership 100,000
May- August
Collector's item

Tour

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

Festival Programme Book – bookings taken until March each year

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 –bookings taken until August each year

Circulation of 10,000 annually October – December

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

1 Programme Book for all venues, all operas

Majority age 46+

Majority female

Families with older children

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

Tour Audience

High net-worth individuals:

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

Advertising Rates

	Rates
Full Page Festival Programme Book	£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	£6,000 + VAT
Package: Inside Cover Tour & Full page Festival	£6,850 + VAT
Package: Outside Back Cover Tour & Full page Festival	£7,500 + VAT