

Support Growing Room 2019: A Feminist Literary Festival

Room Sponsorship Package



About Room Magazine

Room (est. 1975) is Canada's oldest feminist literary journal. Room showcases fiction, poetry, reviews, artwork, and interviews by writers and artists who identify as women (cis and trans), trans men, Two-Spirit, or non-binary. Works that originally appeared in Room have been anthologized in the *Journey Prize Anthology*, *Best Canadian Poetry*, *Best Canadian Essays*, and *Best Canadian Stories*, and have been nominated for National Magazine Awards in the fiction, poetry, and one-of-a-kind categories. Room is published by the West Coast Feminist Literary Magazine Society, a collective of staff and volunteers based out of Vancouver.



Growing Room 2019: A Feminist Literary Festival

From **March 8-17, 2019**, the third annual Growing Room festival will present **100+ diverse women and genderqueer authors** in **50+ events**, attracting an expected **1,000+ unique readers, writers, activists**, and **publishing industry professionals** for ten days of workshops, panels, and special events in various venues around Vancouver. The first two festivals attracted **500 unique attendees** and **600 unique attendees** respectively, and averaged a total attendance of approximately 1,500. Room is committed to inclusion and accessibility, and registration for panels and readings at the festival will be pay-what-you-can or by-donation. Growing Room is a celebration, a protest, a reflection, a re-visioning, a gathering, a question, and a dream.

Praise for Growing Room

"The new guard of CanLit has arrived, and it is young, diverse, wired—and passionately political."—*The Toronto Star*

"I found the audiences at Growing Room to be some of the most respectful I've ever been a part of, and it was beyond wonderful to hear from panels of entirely women. I didn't realize how much I needed events like this until I was at one."

"I loved how accessible the events were and naturally the quality of the work was fantastic. The intersection of literature and feminism is such a pertinent and great space to be in."

"It was so stimulating, diverse and well organized—heartbreaking and heart warming."

"I felt I'd come home. I finally found a Festival (conference) where the presenters were talking about me. My issues, my struggles. I will be back for sure."

"I really loved it! . . . Loved how accessible it was to low income folks like myself, and how welcoming it was to people outside of the writing community."

"So impressed with all the hard work that went into the festival . . . I admire the Room Collective and the community you are helping to build in Vancouver. Thank you."

"LOVE THIS FESTIVAL. The people who run it seem amazing. Thank you!"

MAILING ADDRESS
PO Box 46160, Station D
Vancouver, BC V6J 5G5

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publisher@roommagazine.com
www.roommagazine.com/festival

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Sponsorship Levels

Room Sponsorship Package

All sponsors and partners will also be thanked on social media (Facebook and Twitter), and in an e-newsletter about the festival.

\$250+ (Seedling)

- **Logo recognition** in the program guide (2,500+ printed and distributed across the Lower Mainland), all festival marketing materials (in 2017 and 2018, this included 10 transit shelter ads across the City of Vancouver for four weeks, an ad in *The Georgia Straight*, and 500 posters), and on roommagazine.com.
- **One one-year subscription** to *Room* magazine, for an individual or an organization.
- **Two comp tickets** to the Opening Night Party on March 8, 2019.

\$500+ (Flower)

- **One half-page ad** in the festival program (2,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors and volunteers.
- **Logo recognition** in the program guide, all festival marketing materials, and on roommagazine.com.
- **One one-year subscription** to *Room* magazine, for individuals or an organization.
- **Two comp tickets** to the Opening Night Party on March 8, 2019.

\$750+ (Garden)

- **One full-page ad** in the festival program (2,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors and volunteers.
- **Logo recognition** in the program guide, all festival marketing materials, and on roommagazine.com.
- **Two one-year subscriptions** to *Room* magazine and **four comp tickets** to the Opening Night Party on March 8, 2019.

\$1,000+ (Meadow)

- **One three-month web ad** on roommagazine.com (scheduled according to availability)
- **One full-page ad** in the festival program (2,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors and volunteers.
- **Logo recognition** in the program guide, all festival marketing materials, and on roommagazine.com.
- **Three one-year subscriptions** to *Room* magazine and **six comp tickets** to the Opening Night Party on March 8, 2019.
- **Two free spots in Growing Room workshops** of your choice (confirm ASAP as spots fill quickly).

\$2,500+ (Forest)

- **Verbal acknowledgement** at the start of all festival events and **presenting partner rights** for a festival event of your choice.
- **One full-page ad** in an issue of *Room*.
- **One six-month web ad** on roommagazine.com (scheduled according to availability)
- **One full-page ad** in the festival program (2,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors and volunteers.
- **Logo recognition** in the program guide, all festival marketing materials, and on roommagazine.com.
- **Four one-year subscriptions** to *Room* magazine and **eight comp tickets** to the Opening Night Party on March 8, 2019.
- **Three free spots in Growing Room workshops** of your choice (confirm ASAP as spots fill quickly).

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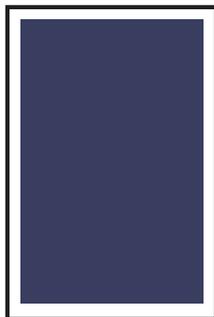
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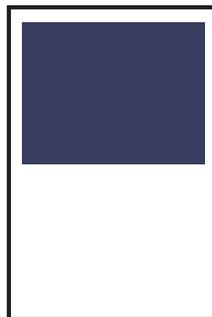
PRINT ADS—FESTIVAL PROGRAM GUIDE

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FULL PAGE

Size: 5" x 8"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$300 (\$400 for back cover)



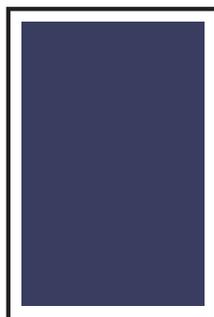
HALF PAGE

Size: 5" x 3.875"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$175

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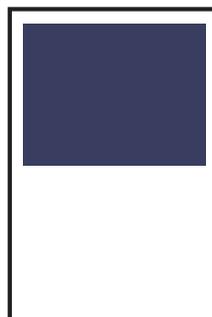
PRINT ADS—ROOM MAGAZINE

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FULL PAGE

Size: 4.5" x 7.5"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$350 (\$500 for inside cover)



HALF PAGE

Size: 4.5" x 3.625"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$200

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WEB & NEWSLETTER ADS

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WEBSITE - FILE SPECIFICATIONS

Dimensions: 220 pixels x 250 pixels
Maximum file size: 100kb
Maximum animation loops: 3 loops or 15 seconds
Accepted formats: JPG, PNG, GIF
\$175 for 3 months / \$300 for 6 months

E-NEWSLETTER

Email advertisement is available on a case-by-case basis, and is exclusive to literary content. If you are a sponsor and would like to discuss this option, please let us know.

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Just The Numbers: Circulation & Statistics (December 2018)

Room Sponsorship Package



CIRCULATION

Print Run: 2,900+ per issue
Circulation: 1,925+ per issue

SUBSCRIBERS: 1,650+

Institutions: 5.0%
Individual: 95.0%
Canadian: 84.6%
International: 15.4%

ALSO AVAILABLE . . .

in 80+ libraries in Canada & the US
in bookstores in Canada & the US
digitally on Pressreader

SOCIAL MEDIA

Twitter: 9,500+ Followers
Facebook: 6,750+ Likes
Instagram: 1,650+ followers

NEWSLETTER

2,700+ Subscribers
35.5% Open Rate

WEBSITE

~26,500 pageviews per month
~12,000 unique users per month



DEMOGRAPHIC STATISTICS FROM SOCIAL MEDIA

Sources: Twitter Analytics, Facebook Analytics, Google Analytics (August 2017)

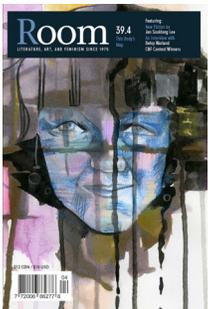
80% of Facebook fans, 84% of Twitter followers, and 74% of website visitors identify as women
54% of Facebook fans and 48.5% of website visitors are between the ages of 25-44
18.4% of website visitors, 21% of Twitter followers, and 15% of Facebook fans live in British Columbia
90% of Twitter followers show an interest in "Book news and general info"
75% of Twitter followers show an interest in "Non Fiction", and 61% show interest in "Memoirs"



HIGHLIGHTS FROM THE 2016 READER'S SURVEY

Total Number of Readers in Sample: N=246 / Total Number of Subscribers in Sample (S=139)

15.4% of *Room* readers identify as students.
92% of subscribers and 94% of *Room* readers identify as a feminist.
80.5% of readers say that the fact that *Room* is "by and about women" is important to them.
68.7% of readers say that one of the main reasons they read *Room* is to "support women's literature".
46% of readers who owned at least one copy of *Room* (N=211) say that multiple people read their issues.
70% of subscribers said they planned on renewing their subscription to *Room*.



HIGHLIGHTS FROM THE 2018 GROWING ROOM AUDIENCE SURVEY

Total Number of Attendees in Sample: N=91

88% of attendees reported that they saw themselves and their experiences represented on stage
85% of attendees reported that they were more likely to buy a book by a Growing Room author
42% of attendees who visited a sales table bought a book by a Growing Room author
66% of attendees reported that they were more likely to attend another literary events in Vancouver
74% of attendees said they attended Growing Room to support / discover feminist literature
54% of attendees reported that one of the reasons they attended was the pay-what-you-can model
86% of attendees were local to Metro Vancouver (14% were tourists)

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