

allegro 2011/2012

magazine of the vancouver symphony

MEDIA KIT

“The VSO’s annual audiences are in excess of 250,000 people—the largest, most diverse and influential audience for any Arts organization in Western Canada.”



VSO

VANCOUVER
SYMPHONY
ORCHESTRA

BRAMWELL TOVEY
MUSIC DIRECTOR

Tel: 604.684.9100 Fax: 604.684.9264

601 Smithe Street, Vancouver, BC V6B 5G1
vsoallegro@yahoo.com

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magazine of the vancouver symphony



Bramwell Tovey



Bugs Bunny at the Symphony



Renee Fleming



Joyce Yang



Richie Cole

NOTE FROM THE EDITOR

How important is it for you to target passionate, loyal audiences in an environment they trust?

As the Editor of Allegro Magazine for the VSO, I know how essential targeted marketing is—especially in a world where traditional advertising channels are changing so dramatically and so quickly. As advertising budgets are being cut, we all need to be more selective with our buy and really focus in on our target audience with wise investments that work. Advertising in Allegro allows you to target your audience to an essential demographic for your product or service.

What this means to you...you gain access to an audience of influential and affluent individuals who have chosen to read our publication. VSO audiences are experiencers, and fiercely loyal to the VSO. They buy from brands who are associated with the VSO, and that speak to them directly. Allegro provides you with the perfect vehicle to accomplish this.

Anna Gove Allegro Editor
Vancouver Symphony Orchestra

allegro facts

- *Allegro Magazine* is placed into the hands of Lower Mainland concert goers over 150,000 times through the course of the season.
- 5 issues of *Allegro Magazine* will be published this season. Each contains: program notes (a necessary read at any concert), articles on composers, guest artists and upcoming events.
- *Allegro Magazine* has proven an extremely effective tool in promoting the interests of the many advertisers and sponsors who support the VSO throughout the season.

Each issue of Allegro is in active circulation to a diverse and appealing market, from six to eight weeks—resulting in a highly effective advertising vehicle.

symphony facts

- This cultural cornerstone of the arts community successfully produces more concert events in the course of their season than any other Arts Box Office west of Toronto. The VSO is the largest Arts organization west of Ontario.
- The Symphony's growing audiences are skewing younger as the most popular classical music enjoys a renaissance and social media marketing gains a foothold with new audiences.
- Symphony audiences come from throughout the Lower Mainland; the VSO performs at the Orpheum Theatre in Downtown Vancouver and twelve other venues around the Lower Mainland including in Surrey, North Vancouver and South Delta.
- Through performances by internationally-renowned guest artists such as Lang Lang, Renee Fleming, Nikki Yanofsky, Chris Botti and Jon Kimura Parker, as well as charismatic Music Director Bramwell Tovey, the Symphony stays top-of-mind in Vancouver.

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Jon Kimura Parker



Chris Botti



Lang Lang



Daniel Müller-Schott



Nikki Yanofsky

DEMOGRAPHICS

A Snapshot of Vancouver Symphony Orchestra Ticket Buyer Demographics:

AGE

55-over	36%
45-54	28%
35-44	22%
19-34	14%

EDUCATION

University Graduate	60%
University	13%
Post-High School	10%
High School Graduate	14%
Other	3%

ETHNIC/ CULTURE GROUP

British/ English	52%
Other European	21%
Asian	19%
Other	8%

GENDER

Female	60%
Male	40%

INCOME

Over \$75,000	59%
\$50,000-\$75,000	23%
\$35,000-\$50,000	7%
\$24,000-\$35,000	8%
unknown	3%

OWN/RENT RESIDENCE

Own	75%
Rent	25%

STAGE OF LIFE

Couples with no children at home	58%
Family with Teens, older children	20%
New Family with young, pre-teen children	15%
Other	7%

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RATE CARD

allegro
publishing dates
2011/2012 season

Advertise in **multiple issues** and receive substantial **discounts**

EFFECTIVE ADVERTISING • GREAT RATES • QUALITY PUBLICATION •
AFFLUENT AUDIENCE • A GREAT SEASON LINE-UP INCREASES AUDIENCE NUMBERS



Vancouver Symphony Orchestra

ISSUE ONE
Sept. 24 – Nov. 4
Booking and Material
Deadline: Aug. 24, 2011

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Nov. 5 – Jan. 16
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ISSUE FIVE
May 2 – June 11
Booking and Material
Deadline: March 28, 2012

Please note these dates may be changed to accommodate potential additional concerts.

Colour Rates	1X	3X	5X
Full Page	\$2,400.00 ea.	\$2,200.00 ea.	\$2,000.00 ea.
2/3 Page	\$1,900.00 ea.	\$1,750.00 ea.	\$1,600.00 ea.
1/2 Page	\$1,700.00 ea.	\$1,550.00 ea.	\$1,400.00 ea.
1/3 Page	\$1,450.00 ea.	\$1,300.00 ea.	\$1,200.00 ea.
1/4 Page	\$1,100.00 ea.	\$ 900.00 ea.	\$ 700.00 ea.
O.B.C (Outside Back Cover)	\$3,100.00 ea.	\$2,800.00 ea.	\$2,600.00 ea.
I.F.C (Inside Front Cover)	\$2,900.00 ea.	\$2,600.00 ea.	\$2,400.00 ea.
I.B.C (Inside Back Cover)	\$2,600.00 ea.	\$2,400.00 ea.	\$2,200.00 ea.
D.P.S (Double Page Spread)	\$3,600.00 ea.	\$3,200.00 ea.	\$3,000.00 ea.

B/W Rates	1X	3X	5X
Full Page	\$2,150.00 ea.	\$2,000.00 ea.	\$1,800.00 ea.
2/3 Page	\$1,600.00 ea.	\$1,500.00 ea.	\$1,350.00 ea.
1/2 Page	\$1,300.00 ea.	\$1,200.00 ea.	\$1,100.00 ea.
1/3 Page	\$ 950.00 ea.	\$ 875.00 ea.	\$ 800.00 ea.
1/4 Page	\$ 800.00 ea.	\$ 725.00 ea.	\$ 600.00 ea.
O.B.C (Outside Back Cover)	N/A	N/A	N/A
I.F.C (Inside Front Cover)	N/A	N/A	N/A
I.B.C (Inside Back Cover)	N/A	N/A	N/A
D.P.S (Double Page Spread)	N/A	N/A	N/A

Rates do not include HST, Ad Make-up or Production. All rates are quoted as net.

Note: Camera ready artwork must be provided, please refer to mechanical specifications

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MECHANICAL SPECS

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ad sizes

Full page specifications	Imperial		Metric	
	Width	Depth	Width	Depth
Image page (live area)	4 5/8"	7 5/8"	118mm	194mm
Trim size	5 3/8"	8 1/4"	137mm	210mm
Bleed size	5 5/8"	8 1/2"	143mm	210mm

Fractional units

1/2 Horizontal	4 5/8"	3 3/4"	118mm	95mm
1/2 Vertical	2 1/4"	7 5/8"	57mm	194mm
2/3 Vertical	4 5/8"	5"	118mm	127mm
1/3 Horizontal	4 5/8"	2 1/2"	118mm	64mm
1/4 Horizontal	4 5/8"	1 13/16"	118mm	46mm
1/4 Vertical	2 1/4"	3 3/4"	57mm	95mm

Double Page Spread

Image size (live area including gutter)	10"	7 5/8"	254mm	194mm
Trim size	10 3/4"	8 1/4"	273mm	210mm
Bleed size	11"	8 1/2"	279mm	216mm

Options for supplying artwork:

Via Email—ads 5mb or less may be emailed to basicelementsdesign@shaw.ca.

Via FTP—ads 5mb or larger may be uploaded to the VSO ftp site.

address: [ftp.vancouverSymphony.ca](ftp://ftp.vancouverSymphony.ca) **user name:** vsoallegro **password:** bud1ty4res

Guidelines for emailing OR uploading to ftp site:

Please "stuff" or "zip" all files, use proper file extension names—ie .tif .eps etc—this helps avoid corruption. When uploading to the ftp site please be sure to use the binary 'binhex' method of compression with appropriate ftp uploading software (ie. Fetch).

Guidelines for all methods:

The following Macintosh files are acceptable:

Illustrator CS4 eps files, Freehand 10 eps files, Photoshop CS4 (300 dpi all common formats), Indesign CS4, high resolution PDF files preferred (300dpi, fonts embedded).

All files should be sent with appropriate fonts, high-resolution (300 dpi) images, quality logos and a full colour printout when possible. **Note:** if a full colour, quality match-print is not provided (inkjet and laser not included), Allegro shall not be held responsible for colour matching or other graphic anomalies. Lo-res pdf files can be sent for comparison purpose ONLY—one of the above file formats must also be sent. Spot colours should be converted to four colour.

For bleed ads: Please keep critical matter 3/8" from the sides of the ad and 1/4" from the top and bottom of each page. 2 page spreads with live material bleeding across the gutter should have 1/8" clearance of critical matter from each side of the centre gutter.

Files that are not acceptable include:

Pagemaker, Quark, Corel Draw (or other PC software), or higher versions of the acceptable software listed above.

General Information

- No additional charges for bleed ads
- Materials due—4 weeks prior to issue date
- Allegro is printed at 300 lpi offset sheet-fed
- Ad design is available for additional fees

Allegro Magazine is published 5 times per season by The Vancouver Symphony



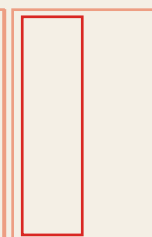
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Half Page
Horizontal



Half Page
Vertical



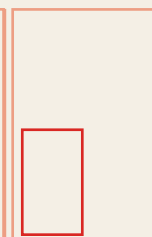
2/3 Page
Horizontal



1/3 Page
Horizontal



1/4 Page
Horizontal



1/4 Page
Vertical

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MAGAZINE OF THE VANCOUVER SYMPHONY

ADVERTISING AGREEMENT / INSERTION ORDER

allegro
publishing dates
2011/2012 season

Client / Advertiser

Contact

Email

Billing Address

Telephone

Fax

Issue Number(s) *(please check box(es))*

 1 2 3 4 5

Ad Size

 1/4 1/3 1/2 2/3 full Vertical horizontal

Ad Colour

 Colour Black and White

Ad Cost

Additional Charges

(excluding any additional prep charges or applicable taxes)

Terms & Conditions

1. The Advertiser agrees to honour each recipient the product(s) as advertised
2. The Advertiser agrees that *Allegro Magazine* and/or the Vancouver Symphony Society liability hereunder shall not exceed an amount equal to the total consideration actually paid by the Advertiser to *Allegro Magazine* and/or the Vancouver Symphony Society.
3. Advertisers and agencies assume liability for all content and all responsibility for any claims and cost arising therein against *Allegro Magazine* and/or the Vancouver Symphony Society.
4. All material will be destroyed after one year, unless otherwise indicated by the Advertiser.
5. Advertisements are non-cancelable after the material deadlines. Full charges will apply on after-deadline cancellations.

Billing Terms: All Monies Due On Receipt of Invoice

Cheques Payable to: Vancouver Symphony, Attn: Anna Gove

Special Instructions or Placements:

Authorized By

Date

Title

Account Executive

Payment Method

 Cash Cheque MasterCard Visa American Express

Credit Card number

Expiry date

Signature

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