

Support Growing Room 2017: A Feminist Literary Festival

Room Magazine Sponsorship Package



About Room Magazine

Room (est. 1975) is Canada's oldest feminist literary journal. Room showcases fiction, poetry, reviews, artwork, interviews, and profiles by emerging and established writers and artists who identify as women or genderqueer. Past contributors include **Marian Engel, Carol Shields, Eden Robinson, Nalo Hopkinson, Lorna Crozier, Evelyn Lau, Ivan Coyote, Hiromi Goto, Shani Mootoo, Marie Annharte Baker, Erin Moure, Carmen Aguirre, and Sina Queyras**. Works that originally appeared in Room have been anthologized the *Journey Prize Anthology, Best Canadian Poetry, Best Canadian Essays, and Best Canadian Stories*, and have been nominated for a National Magazine Award. Room is published by the West Coast Feminist Literary Magazine Society, a collective based out of Vancouver.



About Growing Room 2017: A Feminist Literary Festival

In March 2017, the inaugural Growing Room Festival will present **40 diverse women and genderqueer authors** in **15+ events**, attracting an expected **500 readers, writers, activists and publishing industry professionals** for three days of events.



Kicking off this literary celebration is a **launch party** for Room's fortieth anniversary anthology on International Women's Day, **March 8, 2017**. This unforgettable event will feature music, food, art and appearances by some of the 80+ authors published in Room's one-of-a-kind anthology.

On **March 11-12th, 2017**, readers and writers will converge on the Creekside Community Centre in the beautiful Olympic Village neighbourhood for:

- **8 free readings** featuring local emerging and established writers
- **4 free panels** in which writers will discuss the intersections of feminism, writing and publishing
- **4 low-cost writing workshops** where writers will share and hone their skills
- **A Book and Media Fair** featuring booths from community groups, initiatives and businesses dedicated to feminism and literature
- **A gallery** featuring artwork by feminist artists previously published in Room

Growing Room is a celebration, a protest, a reflection, a re-visioning, a gathering, a question and a dream. It is the culmination of forty years of hard work and creativity and the start of a new era.



About Room's Fortieth Anniversary Anthology

Room's fortieth anniversary anthology will explore the evolution of Canadian literature over the past forty years, its intersection with the various and ever-changing definitions of feminism within Canada, and the political movements driven by these definitions. The anthology will be a unique publication in Canada's literary landscape: a political statement, a historical document, a story created by dozens of diverse voices—including some of Canada's best writers—over a forty year history. The anthology will be published in March 2017, and will be launched at Growing Room: A Feminist Literary Festival. Contributors include: **Marie Annharte Baker, Annabel Lyon, Sigal Samuel, Ayelet Tzabari, Erin Moure, Ivan Coyote, Lorna Crozier, M. NourbeSe Philip, Kate Braid, Gail Anderson-Dargatz, Jen Sookfong Lee, Evelyn Lau,** and others.

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

CONTACT
festival@roommagazine.com
www.roommagazine.com

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LITERATURE, ART, AND FEMINISM SINCE 1975

SPONSORSHIP OPPORTUNITIES

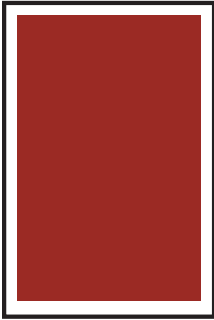
BENEFITS	FOREST \$5,000	MEADOW \$2,500	GARDEN \$1,000	FLOWER \$500	SEEDLING \$250
Signed books from Festival authors of your choice	X				
Complimentary ad on roommagazine.com	X				
Complimentary ad in an issue of <i>Room</i> of your choice (value: \$350)	Full page				
Verbal Acknowledgement at the start of Festival	X	X			
Presenting Partner Rights for a Festival event of your choice	X	X			
Complimentary ad in the Festival program	Full page	Half page	Half page		
Complimentary tickets to <i>Room</i> 's Anthology Launch Party (Mar 8)	15	10	5		
Promotional material in Festival "swag bags"	X	X	X	X	
Free One-Year Subscriptions to <i>Room</i> (value: \$35 each)	5	5	5	1	
Free copies of <i>Room</i> 's Anniversary Anthology (value: \$24 each)	10	10	5	2	2
Logo recognition in the program guide (2K printed), all festival advertising, and on roommagazine.com	X	X	X	X	X
Free entry to Festival writing workshops (value: \$15 per person)	4	4	2	1	1
Free table in our Book & Media Fair during the Festival (March 11-12, value: \$100)	X	X	X	X	X

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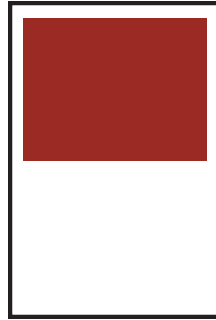
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PRINT ADS - FESTIVAL PROGRAM GUIDE



FULL PAGE

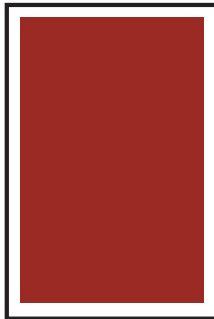
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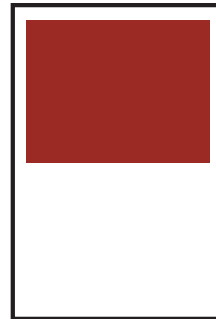
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HALF PAGE

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WEB & NEWSLETTER ADS



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

E-NEWSLETTER - FILE SPECIFICATIONS

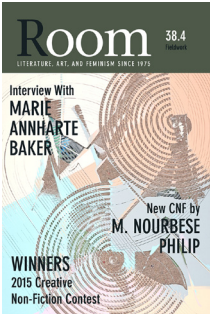
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CIRCULATION & DEMOGRAPHICS



CIRCULATION

Print Run: ~2,100 per issue
Circulation: ~1,600 per issue

AUDIENCE

~86% Canadian
~12% United States

NEWSLETTER

2,250+ Subscribers
40% Open Rate

SUBSCRIBERS: ~1,250

Institutions: 6%
Controlled: 11%
Individual: 83%

SOCIAL MEDIA

Twitter: 6,700+ Followers
Facebook: 4,350+ Likes

WEBSITE

~24,500 pageviews per month
~10,500 unique users per month



DEMOGRAPHIC STATISTICS FROM SOCIAL MEDIA

Sources: Twitter Analytics, Facebook Analytics, Google Analytics (June 2016)

~86% of Facebook fans, ~80% of Twitter followers, and ~73% of website visitors identify as women
~50% of Facebook fans and ~44% of website visitors are between the ages of 25-44
~8.9% of website visitors, 8% of Twitter followers, and 9.8% of Facebook fans live in Toronto
~6.2% of website visitors, 10% of Twitter followers, and 11.2% of Facebook fans live in Vancouver
~91% of Twitter followers show an interest in "Book news and general info"
~35% of Facebook fans have a graduate degree, and 95% have some sort of post-secondary education



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*.

CONTACT INFORMATION

SPONSORSHIP - FESTIVAL

Arielle Spence
Festival Director
festival@roommagazine.com

OTHER INQUIRIES

Meghan Bell
Publisher, *Room* Magazine
publisher@roommagazine.com

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PO Box 46160, Station D
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