

WANDSWORTH ARTS
FRINGE
WANDSWORTHARTSFRINGE.COM
3-19 MAY



MEDIA PACK



in partnership with

enable
leisure & culture

ABOUT WANDSWORTH ARTS FRINGE (WAF)

Wandsworth Council's Wandsworth Arts Fringe (WAF) is an open access fringe festival that shakes up South West London annually with an arts extravaganza. A much-loved fixture in the borough's cultural calendar, WAF features local stars and home-grown talent, as well as high-profile touring artists from across the globe.

The delightfully diverse array of events that comprises WAF attracts audiences of all ages, from across Wandsworth and beyond. With growing audiences and a spectacular festival lined up for 2019, make the most of our advertising opportunities and celebrate our tenth anniversary with us.

KEY STATISTICS FROM WAF 2018

AUDIENCES
20,000+

EVENTS
180+

WEBSITE
PAGE VIEWS BETWEEN
MARCH-MAY

189,103

WEBSITE USERS BETWEEN
MARCH-MAY

42,611

VENUES
56

AUDIENCES WHO RATED
THEIR WAF EXPERIENCE
'EXCELLENT' OR 'GOOD'

98%

ARTISTS
737



ADVERTISING

We print 20,000 brochures, and distribute these across the borough and beyond. The brochures are in circulation from March for approximately two months, and go to all WAF venues and key locations in and around the borough. These include:

- Galleries
- Cafes and bars
- Primary, secondary and special schools
- Libraries
- Arts centres
- Local shops and businesses
- Theatres
- Pubs
- Religious buildings
- GP surgeries
- Restaurants
- Museums
- Other public areas

The brochure is also uploaded to the WAF, Wandsworth Council and Enable Leisure and Culture websites.



PRINT ADVERTISING RATES (A5, FULL COLOUR)

ALL PRICES EXCLUDING VAT

FULL PAGE OPTIONS

Back page	£650
Inside front	£525
Inside back	£450

HALF PAGE OPTIONS

Inside front	£325
Inside back	£325
Inside	£300

QUARTER PAGE OPTIONS

Inside	£200
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BOOKING

Please note that back page, inside front and inside back pages are prime advertising spots and always sell early. As such these sites are only available as full and half pages.

ARTWORK SPECIFICATIONS

ADVERTISING SPECIFICATIONS	
ALL ADVERTS SHOULD BE SUPPLIED AS 'PRESS READY' PDF X1A FILES	
Full page (A5 portrait)	148 x 210mm with 5mm bleed. No trim marks
Half page (landscape)	129.5 x 90mm no bleed
Quarter page (portrait)	63.5 x 90mm no bleed

CONTACT

Hannah Keating at hkeating@enablelc.org to book your advert.

DEADLINES

- Bookings close Wednesday 6 February
- Artwork deadline Wednesday 13 February

We also offer digital advertising options, please get in touch for further details.

EMAIL ADVERTISING (TO OUR SPECIALIST DATABASE OF 2,000+)	
EMAIL BANNER	
One banner in one WAF email update	£50
Two banners in two WAF email updates	£100
Three banners in three WAF email updates	£120
SPONSORED CONTENT (75 WORDS AND AN IMAGE)	
One feature	£50
Two features	£100
Three features	£120