

## The Festival

Buxton Festival is a 19-day summer arts event showcasing the finest opera, music and literature. It is held in an historic spa town, set in the beautiful Peak District - a perfect marriage of culture and countryside.

In 2009 we sold 41,500 tickets to the Festival. Our audience come back year on year as they know that Buxton Festival means quality and value for money in a relaxed friendly atmosphere. Our commitment to good service was acknowledged in 2009 when the Festival won a Silver Award at the Enjoy England Excellence Awards for Best Tourism Experience.

What the press think:

Buxton comes across as a model of a modern, media-conscious culture hub: a happy marriage of music opera and books...it is an innovative, well-run and successful cultural event.

*The Observer*

The little miracle that is Buxton Festival - the UK's most unpretentious and best-value-for-money summer opera event - continues to astonish...I don't know how they manage it...

*The Sunday Times*



## Our Audience

Every year we sell over 40,000 tickets for the Festival. Our audience typically:

- are 45 years and older
- are retired or in professional and managerial careers
- read the Guardian, Times or Telegraph
- enjoy travel and visiting arts events in the UK

Some facts and figures:

- 41,500 tickets sold in 2009
- 99% rate the Festival as good or excellent
- 82% have been to the Festival 3 or more times
- 48% stay one night or more in Buxton



## Advertising Benefits

- Directly target thousands of festival-goers with one cost-effective advert
- Maximise the benefits to your business with the influx of visitors throughout July
- Associate your business with one of the UK's leading arts events
- Position your brand as an arts supporter

**Special introductory offers are available...**



## Brochure

Our brochure marks the launch of each new Festival season. It is the main point of reference for our audience when planning their visit to Buxton. It details every Festival event and has key sections on where to eat, where to stay and what to do while in Buxton and the Peak District.

Advertising in the brochure is the perfect opportunity to target a highly receptive audience - it will highlight your business to the 15,000 households who use the publication to plan their visit.

Advertise special rate, pre- and post-theatre menus, attractions and events in July.

**Advertise from £80 plus VAT**  
**Print run: 15,000**  
**Copy Deadline: January 2010**



## Programme Book

This prestigious 160-page annual is the Festival-goers' bible. It details every event and includes directors' notes and in-depth articles.

The programme is sold at all Festival venues during the 19-day event.

It offers an ideal opportunity to raise your profile with our audience and highlight any special offers.

Its beautiful presentation and unique content has all the desirability of a coffee table publication and is something that our audiences then to keep and collect.

**Advertise from £200 plus VAT**  
**Print run: 4,000**  
**Copy deadline: May 2010**



## Mail Inserts

Throughout the year we keep in touch with our audience and our members group - The Friends of Buxton Festival - with newsletters and direct mailings.

Including a leaflet in a Festival mailing will enable you to reach our core supporters directly.

We send information to 2,800 addresses in January, April, August and November.

We can arrange additional mailing to target specific sections of our database. This is a cost-effective way to advertise events and special offers outside the Festival season.

**Rates from 10p plus VAT per leaflet.**

**We have frozen our 2009 rates for 2010 to help small businesses**

## What Next?

To discuss your advertising options, request a booking form, or find out more about sponsorship please contact Claire Rhodes by telephone: **01298 70395**, or email: [claire@buxtonfestival.co.uk](mailto:claire@buxtonfestival.co.uk)