



winter mission

2022/23 PARTNERSHIP PACKAGE



About Intermission

INTERMISSION IS AN ONLINE THEATRE ARTS MAGAZINE WITH ONE OBJECTIVE: GET MORE PEOPLE WATCHING MORE THEATRE

Intermission Magazine is an audience development platform created by and for the theatre community: our objective is to get more people watching more theatre. We're proud to offer you a new way to tell your stories, build relationships through engagement, and keep your audiences connected to your work.

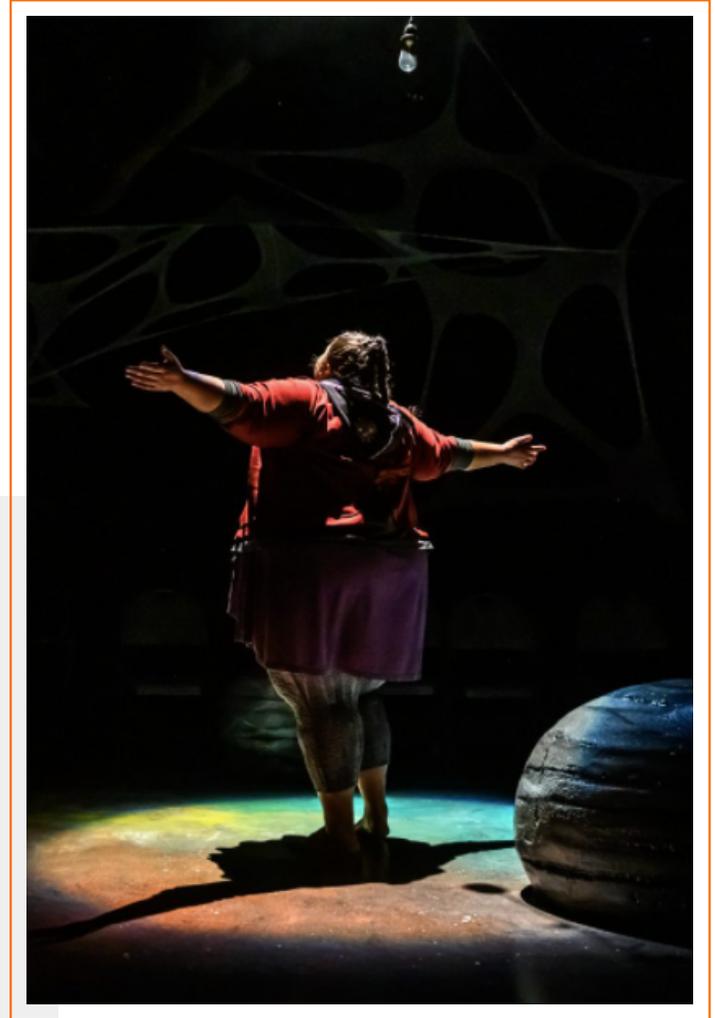
We are committed to offering honest, engaging, and informative theatre content that will amplify and change the conversation about Canadian theatre.

INFORMATION

1 We're passionate about keeping our readers up-to-date and in-the-loop when searching for their next theatre experience: *Intermission* provides a comprehensive directory of everything that's going on in the theatre community at that particular moment in time.

INSPIRATION

2 Audiences are made up of busy people, often with limited budgets. A night at the theatre can be a big commitment of time and resources that can't be inspired by advertisements alone. We create honest, vulnerable, and informative content that engages audiences in new ways and helps forge real connection.



Yolanda Bonnell in bug. Photo by Dahlia Katz



Partnership Proposal

AS A VALUED PART OF THE PERFORMING ARTS LANDSCAPE, WE INVITE YOU TO PARTNER WITH US IN CHANGING THE CONVERSATIONS SURROUNDING CANADIAN THEATRE

Over the past six years, *Intermission* has built up a vital and dynamic national audience eager to consume and interact with the performing arts. Becoming a partner not only means raising your visibility to audiences, it also means contributing to the sustainability of an essential platform for arts journalism.

We work to fuel ticket sales and increase the number of people attending shows: every advertising dollar spent with us is putting money directly back into the arts.



Hailey Gillis, Peggy Baker, Walter Borden, Erin Sheilds, Jani Lauzon - Photos by Dahlia Katz

RECENT PARTNERSHIPS:

BUDDIES IN BAD TIMES
CANADIAN STAGE
CROW'S THEATRE
FACTORY THEATRE
GCTC
MYSEUM OF TORONTO
NIGHTWOOD THEATRE
OUTSIDE THE MARCH
PLAYWRIGHTS CANADA
PRESS
SOULPEPPER
STRATFORD FESTIVAL
TARRAGON THEATRE
THEATRE PASSE
MURAILLE
TO LIVE
TORONTO FRINGE



Ad Partnership Options

FOUR OPTIONS DESIGNED TO SUIT YOUR BUDGET AND YOUR NEEDS - THE LARGER THE PACKAGE, THE BETTER THE VALUE

Our advertising partnerships are built with your company in mind. We believe that the combination of ads and creative content is key: We'll create a variety of published content to fuel your ads and help audiences discover your work.

\$1,500 **60,000 Impressions**

- Banner advertising across the site + e-blasts
- Regular inclusion in our social media posts

CREATIVE CONTENT:

- 1 Creative article (Feature article, In Conversation, Artist Perspective)

\$2,000 **100,000 Impressions**

- Banner advertising across the site + e-blasts
- Regular inclusion in our social media posts

CREATIVE CONTENT:

- 1 Creative article (Feature article, In Conversation, Artist Perspective)
- 1 News article
- 1 piece in the Insider Intel series

\$4,000 **260,000 Impressions**

- Banner advertising across the site + e-blasts
- Regular inclusion in our social media posts
- \$200 Facebook Promotional Budget

CREATIVE CONTENT:

- 2 Creative articles (Feature article, In Conversation, Artist Perspective)
- 2 News articles
- 1 piece in the Insider Intel series

\$6,000 **480,000 Impressions**

- Banner advertising across the site + e-blasts
- Regular inclusion in our social media posts
- \$200 Facebook Promotional Budget

CREATIVE CONTENT:

- 3 Creative articles (Feature article, In Conversation, Artist Perspective)
- 1 Spotlight with original photography by Dahlia Katz
- 2 News articles
- 1 piece in the Insider Intel series



Advertising Breakdown

WE'RE HERE TO SPREAD YOUR COMPANY'S NEWS AS FAR AND WIDE AS POSSIBLE THROUGH SITE-WIDE, SOCIAL MEDIA, AND EMAIL ADVERTISING

Banner Ad Promotion

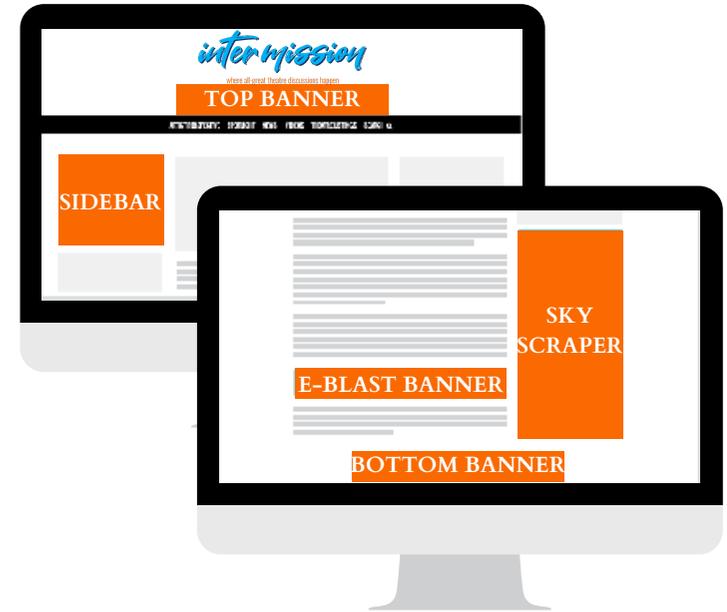
Intermission offers a number of advertising opportunities via the ad zones located throughout our site and within our article alert emails. We've found that animated .gif files work best to create a compelling campaign and result in higher click rates, but we're happy to work with static .jpeg files as an alternative option. We guarantee that once we've received your ad creatives, they're incorporated into our site with ample time to receive their maximum potential for impressions.

Facebook Promotion

If you've purchased a package that includes Facebook promotion, we'll make sure your articles reach as many viewers as possible. We'll dedicate resources to boosting your Creative Articles on Facebook to ensure maximum reach and engagement with your desired target audience.

Social Media Promotion

We'll include you in *Intermission's* ongoing social media communications - posts about your company's news and articles, retweets - the works!



Placement	Size
Top Banner	728 x 90
Sidebar Banner	300 x 250
Skyscraper Banner	300 x 600
Bottom Banner	728 x 90
E-Blast Banner	728 x 90



Content Breakdown

CREATIVE ARTICLES

Feature Article

A third-person analytic or exploratory reflection on the theme of a production or its creation process, written by an arts journalist

- Sample: [Navigating Art and Censorship](#), by Rachel Chen

Artist Perspective

A subjective and honest personal essay written by an artist

- Sample: [Confessions from Theatre School](#), by Megan Robinson

In Conversation

A first person, artist-told article written in a question/answer format from a conversation between an artist and journalist

- Sample: [In Conversation: Carolyn Fe, Chloé Hung, and Courtney Ch'ng Lancaster](#), by Justine Abigail Yu

FACT-BASED ARTICLES

News Piece

An announcement highlighting community work, related programming, casting or other exciting stories for release

- Sample: [Changes 2020 Dora Mavor Moore Awards Ancillary Award Winners](#), by Mae Smith

Insider Intel

An article from one of our series of informative, factual, evergreen content focused on various themes surrounding the theatre experience

- Sample: [What to Expect at... Crow's Theatre](#), by Jessica Watson



A Streetcar Named Desire - photo by Dahlia Katz



Spotlight Articles

AUDIENCES WANT TO CONNECT WITH YOU AND YOUR COMPANY — OUR SPOTLIGHT PIECES BRING THEM A CLOSER LOOK AT THE LIFE AND CAREER OF THEIR FAVOURITE ARTISTS

A Spotlight piece is a long-form article highlighting the life and career of a mid- to late-career artist: their beginnings, career path, and future plans. Written in reflection by a professional journalist, close friend, or colleague, these articles are deeply personal and full of heart: we interview related voices and chat with the subject, creating an intimate profile of some of Canada's most beloved artists.

Each Spotlight includes original photography by our resident photographer, Dahlia Katz. She takes the time to create unique and visceral images for each piece, reflecting the journey of the artist she captures.



Sample

Spotlight: Soheil Parsa, by Karen Fricker | original photos by Dahlia Katz



Our Initiatives

OUR READERS ARE LOOKING FOR AN ALL-IN-ONE DIGITAL EXPERIENCE: THAT'S WHY WE'VE SPENT THE PAST TWO YEARS EXPANDING OUR OFFERINGS TO KEEP AUDIENCES EXCITED AND INFORMED ABOUT THE STATE OF CANADIAN THEATRE

It's not enough for us to just publish written content. We're always searching for new ways to serve our large and loyal reading base while attracting new readers: in short, we're passionate about providing them with the best Canadian theatre content possible.

Theatre Listings

Launched in 2021, our Theatre Listings Service is the prime destination for audiences to discover what's playing on stages across the country. With over 50 companies already registered, we have big dreams for the future: this year, we're focusing on our National Theatre Listings expansion, to better serve our readers from coast to coast.

Backstage Boutique

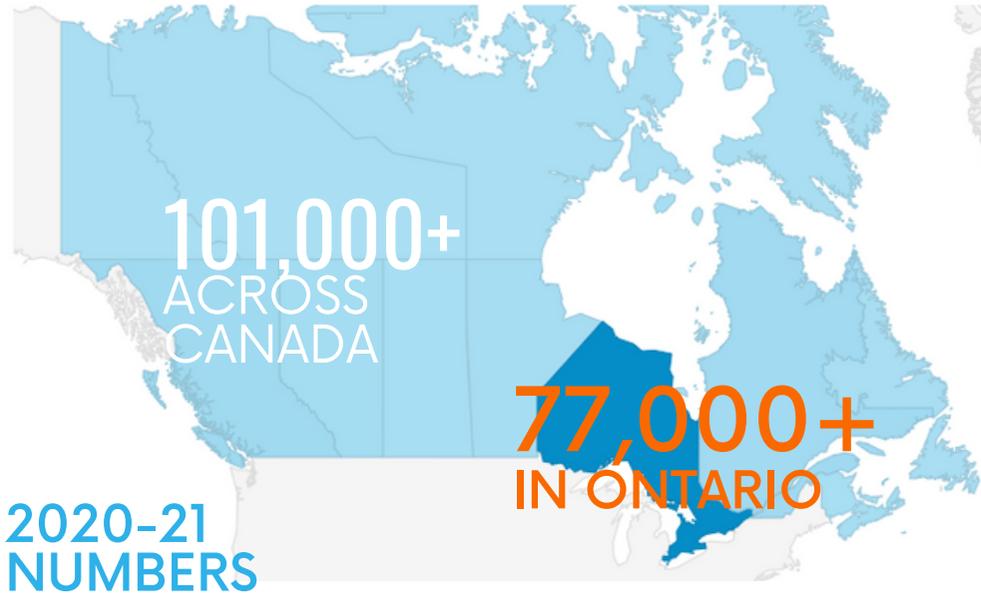
We're passionate about giving back to artists, not only by providing them with a platform for their art, but also by ensuring they get fair compensation for their work. That's why we created the Backstage Boutique, an online merch store offering readers unique and exciting theatre-inspired gifts and apparel! The proceeds of every sale go directly to the artists, with profits being split 50/50 between the designer and the arts charity of their choice.

Reviews

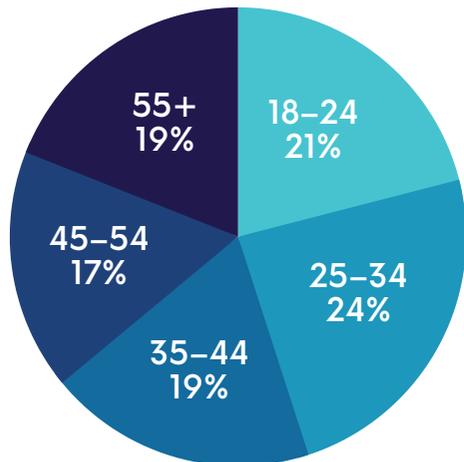
After a five-year hiatus, *Intermission* reviews are back and better than ever. Our team of passionate writers and critics is available and excited to attend and review shows across Ontario, serving the arts community by spreading the word about their current and up-and-coming productions.



Our Audience



8,300+	AVERAGE MONTHLY VISITORS
2,600+	ARTICE E-BLAST SUBSCRIBERS + 1,600 Nappoholics subscribers
4,100+	TWITTER FOLLOWERS
1,900+	INSTAGRAM FOLLOWERS
2,700+	FACEBOOK FOLLOWERS



SINCE 2016, OUR SITE HAS BEEN
VIEWED MORE THAN
1,000,000
TIMES BY OVER
442,000
UNIQUE VISITORS

INTERESTS



Connect with Us



PHILIP RICCIO
PUBLISHER



JANICE PETERS GIBSON
DIGITAL MANAGER



AISLING MURPHY
SENIOR EDITOR



JESSICA WATSON
EDITOR | MARKETING ASSISTANT



DAHLIA KATZ
RESIDENT PHOTOGRAPHER

THANK YOU.

For more information, or to purchase an Intermission ad partnership package, contact

janice@intermissionmagazine.ca

intermission



www.intermissionmagazine.ca



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