



winter mission

2023/24 ADVERTISING PARTNERSHIP PACKAGE



About Intermission

INTERMISSION HAS ONE MAIN OBJECTIVE: GET MORE PEOPLE WATCHING THEATRE

Since its inception in 2016, Intermission Magazine has been Toronto's premier digital theatre and performance publication. First launched by The Company Theatre, the online magazine is designed to fill an ever-increasing gap in the arts media environment in Canada, offering a platform to artists and audiences alike to have important conversations about all aspects of the performing arts industry. In the past decade, **performing arts coverage in Canada has declined by as much as 80%**. But as entertainment sections have shrunk and broadcast arts reporters have all but disappeared, Intermission has continued to flourish, steadily increasing the amount of original feature writing we produce and curating a highly respected theatre and performing arts review practice.

At Intermission, we aim to place theatre and the performing arts into the larger context of a well-lived life, inspiring a more active, diverse, and engaged audience and community.

SINCE 2016, OUR SITE HAS BEEN VIEWED BY MORE THAN

1 million
UNIQUE VISITORS

| | |
|---------|--------------------------|
| 17,150+ | AVERAGE MONTHLY VISITORS |
| 3,150+ | ARTICE ALERT SUBSCRIBERS |
| 4,100+ | TWITTER FOLLOWERS |
| 2,175+ | INSTAGRAM FOLLOWERS |
| 2,475+ | FACEBOOK FOLLOWERS |

**based on Intermission's 2023 readership and statistics*

It is widely accepted that the arts do not exist in a silo — both artists and audiences benefit from access to quality arts journalism to contextualize the work, inspire connections to the work, and further encourage dialogue about works of art and the role they play in our lives. Intermission is committed to offering honest, engaging, and informative theatre content to amplify and change the conversation about the Canadian performing arts.



Fall on Your Knees - Photo by Dahlia Katz



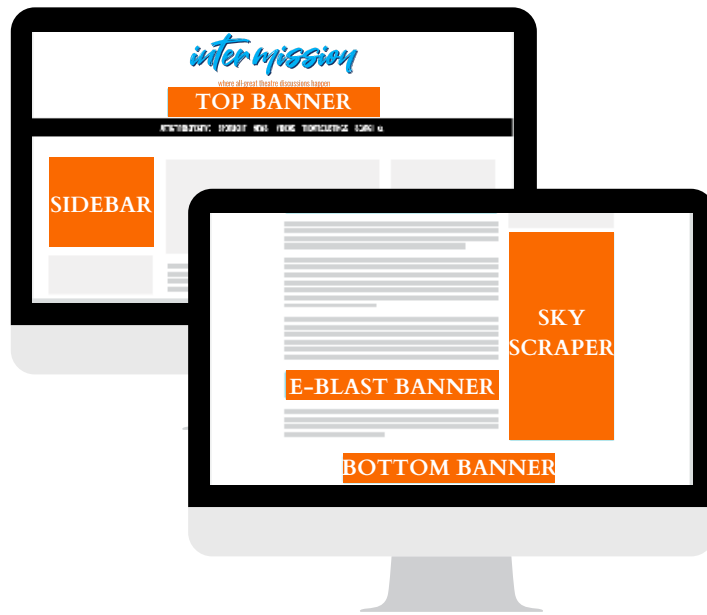
Partnership Proposal

TOGETHER, WE CAN CHANGE THE CONVERSATION SURROUNDING CANADIAN THEATRE

Intermission Magazine's publishing model is centered around partnership with performing arts organizations across Canada. Our advertising partnerships offer an effective combination of banner advertising on our website and our regular article alerts e-newsletter, paired with supported editorial content which we publish and boost across our social media platforms. Our editorial team works with our partners to identify the focus of content pieces, which are then written independently of our partner organizations to maintain editorial integrity and thereby the value of the content itself. In a nutshell, the more ads you purchase, the more content we create to supplement those ads.

We've priced our advertising partnerships according to market values. The price for each package is based solely off the number of impressions you buy, to ensure that you're only paying for ads, and never for content. Additionally, with our sliding scale partnership model, the higher the impression count, the lower the CPM.

Additionally, since February 2022, Intermission has regularly reviewed work across Ontario. Our reviews are published independently of the supported content model. An Intermission partnership does not guarantee favourable review coverage.



RECENT PARTNERSHIPS:

- BUDDIES IN BAD TIMES
- CANADIAN STAGE
- COUNTY STAGE COMPANY
- CROW'S THEATRE
- FACTORY THEATRE
- GREAT CANADIAN THEATRE COMPANY
- MYSEUM OF TORONTO
- NIGHTWOOD THEATRE
- OTTAWA FRINGE
- OUTSIDE THE MARCH
- PLAYWRIGHTS CANADA PRESS
- RAW ACTOR STUDIO
- SOULPEPPER
- STAGECOACH PERFORMING ARTS
- STRATFORD FESTIVAL
- TARRAGON THEATRE
- THEATRE PASSE MURAILLE
- TO LIVE
- TORONTO FRINGE
- ...AND MORE!



Ad Partnership Options

FOUR OPTIONS DESIGNED TO SUIT YOUR BUDGET AND YOUR NEEDS

We believe that the combination of ads and creative content is key: every time we publish a Creative, Spotlight, or Bonus article as part of your partnership, we send an article alert to our entire list of subscribers. We'll post every piece, including News articles, across our social media channels, to broaden your reach and audience even further.

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

CREATIVE CONTENT:

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

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

CREATIVE CONTENT:

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

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

- \$200 Facebook Promotional Budget

CREATIVE CONTENT:

- 2 Creative articles (Feature article, In Conversation, Artist Perspective)
- 2 News articles
- 1 Bonus piece

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

- \$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 Bonus piece



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

[To Train or Not to Train: Exploring Stratford's Birmingham Conservatory](#), by Jessica Watson

In Conversation

A short profile of one or more artists and their current artistic process, based on a conversation between those artists and a journalist and written in a narrative style

[Stone by Stone: In Conversation with The First Stone's Donna-Michelle St. Bernard and Nawa Simon](#), by Amira Benjamin

Artist Perspective

A subjective and honest personal essay written by an artist

[Why is Canadian Theatre So Russian Right Now?](#), by Andrew Kushnir

NEWS ARTICLES

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

[As You Like It: A Radical Retelling Arrives at Ottawa's Great Canadian Theatre Company](#), by Aisling Murphy

BONUS PIECES

Our bonus articles follow a flexible model – we'll work with you to discover elements of your company or show that you'd like to showcase. Whether it's an Instagram takeover from an artist, a brief written profile on a member of your creative team, or a creative photo essay published on our site, the options are endless.



Da Kink in My Hair - photo by Dahlia Katz



Spotlight Articles

BRINGING AUDIENCES A CLOSER GLIMPSE INTO THE LIVES AND CAREERS OF CANADA'S MOST ILLUSTRIOUS THEATRE ARTISTS

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

Each Spotlight includes original photography by Intermission 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.

Samples pictured left to right

Spotlight: [Seana McKenna](#), by Martin Morrow

Spotlight: [Soheil Parsa](#), by Karen Fricker

Spotlight: [Anne-Marie MacDonald](#), by Carly Maga



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THANK YOU.

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

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