

# Seattle International Film Festival 2023 Program

During the 2023 Seattle International Film Festival (SIFF), more than 100 films and programs will be screened at SIFF theaters and venues throughout Seattle.

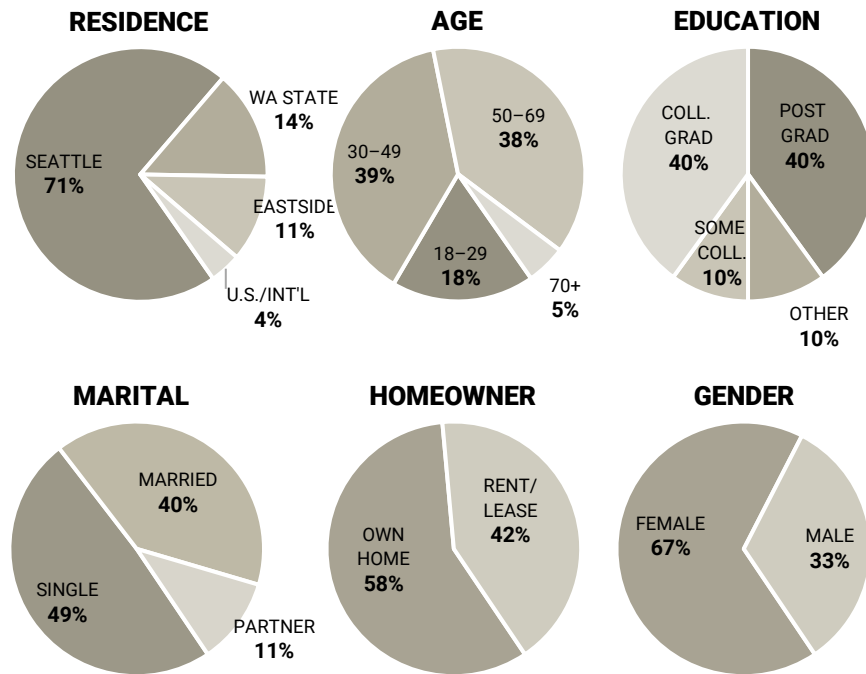
The 49th annual festival will present highly acclaimed international and independent films, drawing thousands of movie lovers to theaters. The SIFF Program provides audiences with information on the films, schedule, a map of theater locations, and more.



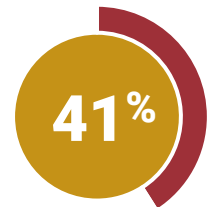


# SIFF Audience Demographics

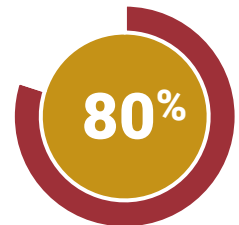
SIFF attendees are well educated, sponsor savvy, sponsor friendly, and have high disposable income. Advertising with SIFF provides a prime opportunity to speak to this valuable and influential audience. 99% of SIFF attendees are likely to recommend SIFF to others, proving that audiences are loyal and engaged throughout the entire festival.



**MAKE \$100K+/YR  
(AVG INCOME: \$97,000)**



**PATRONS USE SIFF.NET  
TO FIND INFORMATION  
ABOUT FILMS**



**encore**  
connecting arts, culture  
and community

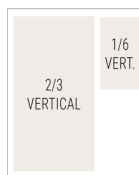
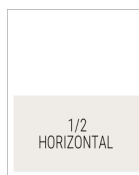
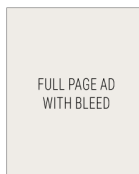
Demographic information is from SIFF's 2019 sponsorship assets.



## SIFF Program

The SIFF Program is a comprehensive hybrid of the SIFF Guide and Catalog, resources that have been trusted by SIFF audiences for decades. The SIFF Program is a resource for all films and events, informing and connecting participants during the festival.

The SIFF Program will be distributed throughout Seattle to over 1,000 locations including the SIFF box office and venues.



Program Rate Card	
Full Page	\$3,321
2/3	\$2,900
1/2	\$2,478
1/3	\$1,655
1/6	\$914

Measured in Inches, W x H	
Full page trim	8.375 x 10.875
Full page w/ bleed	8.625 x 11.125
2/3 vertical	4.75 x 9.875
1/2 horizontal	7.375 x 4.875
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875
1/6 vertical	2.25 x 4.875

Guaranteed Position Premiums	
Back cover	25%
Inside front cover	15%
Inside back cover	10%
Specific page or location	10%

Circulation: 100,000  
 Space reservation: April 7  
 Materials due: April 14  
 Run dates: May 11 – 21