


**BRITTEN**PEARS  
ARTS



# The seventy-fifth Aldeburgh Festival of Music and the Arts





The Aldeburgh Festival has been a pilgrimage for lovers of classical music and culture since 1948. Every June it brings together international stars, world class ensembles, new commissions and world-premieres on the stretch of Suffolk coast which so bewitched its founder, composer Benjamin Britten.

In June 2024, Britten Pears Arts will be hosting the 75th Aldeburgh Festival. Complementing this landmark will be the iconic, Aldeburgh Festival programme book. Containing extensive programme notes, a rich collection of essays and photographs, and all the information audiences need to enjoy the Festival, the book offers a prime opportunity for businesses to:

- Reach our Festival audience members, with over 20,000 tickets sold
- Promote your brand
- Feature in 2,000 copies of our most coveted print material
- All advertisers featured in the Aldeburgh Festival book, will also have their hyperlinked logo listed on the Corporate Supporters page of the Britten Pears Arts website.



# The Statistics





## Aldeburgh Festival 2023

- **98** concerts, walks, tours and more over 2 weeks
- **57%** of tickets were bought by supporters and members
- **29%** of bookers were new to our database
- **43%** were from Suffolk and a further 17% had London addresses
- **2000** copies of the Aldeburgh Festival Programme Book printed
- **94%** of respondents to our post-Festival survey classed their experience as very good or good.





Aldeburgh has evolved since Britten's death, but its essence remains. Dedication to new generations is fierce, as it always was, but the atmosphere is more open, less cliquey. Across a fortnight of concerts, 45 premieres will have been performed. (The BBC Proms 2023, over eight weeks and 71 concerts, is doing well with 23.) To hear so much, of such high quality and variety, marked this as a standout year for Aldeburgh.

- **Fiona Maddocks,**  
**The Observer**

The finest annual fixture in  
the British music calendar

- **Camden New Journal**

New music and new  
thinking illuminate

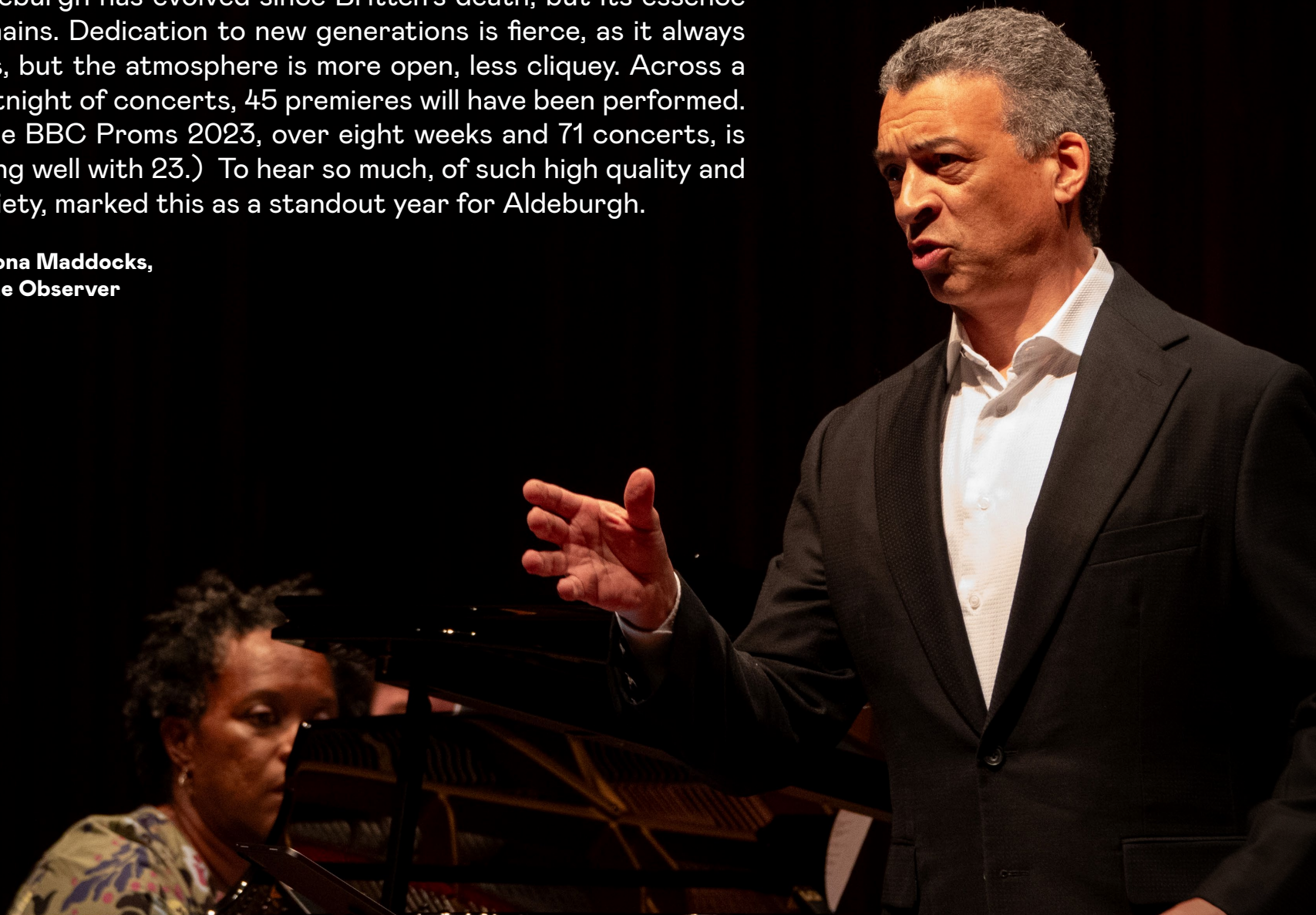
- **The Guardian**

Prospering today as a  
showcase for the new and  
inventive in music

- **Financial Times**

Masterpieces made over,  
reimagined, and reborn  
beside the Suffolk sea

- **The Arts Desk**







# Advertising Rate

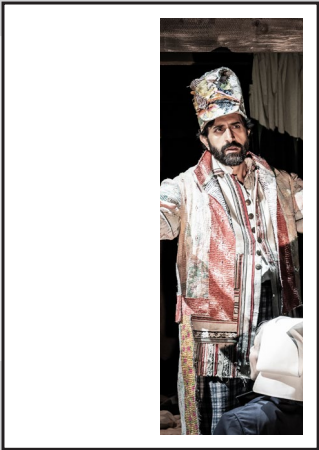


# Aldeburgh Festival (Artwork deadline 1 April 2024)

Colour Half Page	£650	(price exclude VAT)
Colour Full Page	£1,100	(price exclude VAT)
Colour Inside Back Cover	£1,700	(price exclude VAT)
Colour Inside Front Cover	£1,700	(price exclude VAT)

- Please send adverts to Cecily Harper [charper@brittenpearsarts.org](mailto:charper@brittenpearsarts.org) by 1 April 2024.
- Adverts are preferred as composite CMYK PDFs (we would recommend using the PDF/X-1a or PDF/X-4a settings).
- We **cannot** accept artwork produced in 'Word', 'Powerpoint', 'Publisher' or 'CorelDRAW' unless supplied as a PDF.
- If a font is not embedded into a PDF, then we may not be able to process the file or it may not print properly. **PDFs need to be created with the fonts embedded.** It is **not** advisable to edit PDFs by typing changes into old adverts.
- Text, graphics and logos etc. should be placed no closer than 3mm from the trim or spine.
- All files should be set at actual size (plus bleed if required) see advert dimensions below.

Half Page (Portrait)



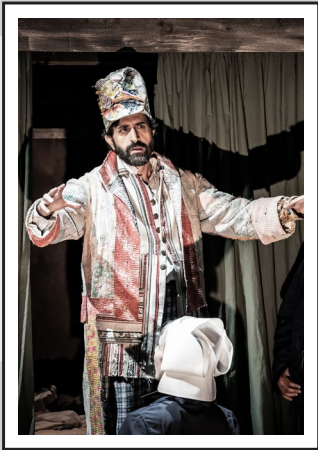
W: 74.5mm x H: 210mm  
Option 1

Half Page (Landscape)



W: 154mm x H: 103mm  
Option 2

Full Page (without bleed)



W: 154mm x H: 210mm  
Option 1  
sits on page within copy area

Full Page (with bleed)



W: 175mm x H: 241mm  
Option 2  
This is the finished page size 3mm  
bleed is required on all edges



If you would like to find out more, please contact

**Cecily Harper**  
**Corporate Partnerships Officer**  
[charper@brittenpearsarts.org](mailto:charper@brittenpearsarts.org)