

Aldeburgh Festival



12 – 28 June 2026

Advertising Pack

Aldeburgh Festival

The inaugural Aldeburgh Festival was held in 1948 and to this day it is the pre-eminent contemporary classical music festival with an unparalleled record for commissioning new work. Each Festival we sell 20,000+ tickets to over 80 concerts, walks, talks and more.

A pilgrimage for classical music lovers, the Festival is hosted annually for two weeks in June, and sells over 24,000 tickets each year, drawing our largest international audience to Snape Maltings, our sister site in Aldeburgh, and many venues across Suffolk.

In June 2026, Britten Pears Arts will be hosting the 77th Aldeburgh Festival.



The Proms may be the biggest classical festival in Britain, but the Aldeburgh Festival is the most perfectly formed

The Telegraph, 2025



About the Book...

Our Aldeburgh Festival Book, the perfect accompaniment for Festivalgoers, contains extensive programme notes, a rich collection of interviews, and all the information audiences need to enjoy the two-week Festival.

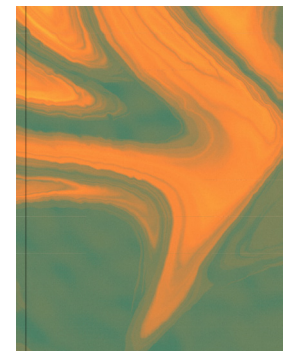
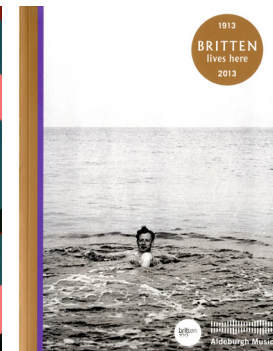
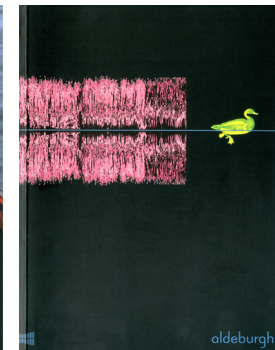
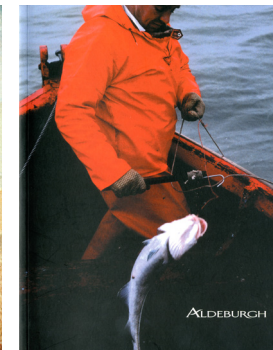
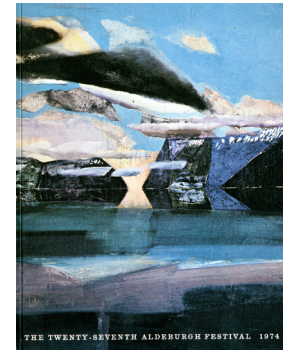
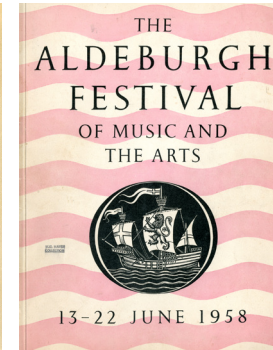
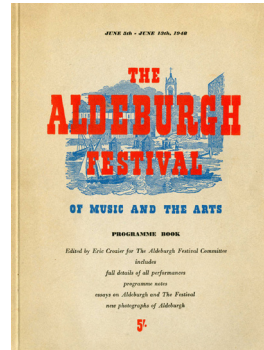
Available to buy in our shops at Snape Maltings and at The Red House, Aldeburgh, we also gift the Book to visiting artists and our 150+ volunteers who support the running of the Festival, meaning the Book truly reaches regional, national and international audiences.

This Book has become a collector's item and coffee table staple for many Festivalgoers, with its cover design changing each year to reflect the themes of the contemporary Festival.

The Festival Book offers prime opportunity to showcase the best of our regional enterprises to our arts-loving local, national and international audiences.

Circulation
2000 copies

Number of days of performances
17 days



Our audience

60%

of our audiences for the Festival
came from outside of Suffolk

50+

Majority age of our
audience

43k

Festival visitors at
Snape Maltings

20%

from London

500,000

Annual
visitors

2.2%

of bookers were international

1/4

'Commuterland Culturebuffs' predominantly middle-aged group of older families and empty nesters, with considerable disposable income and time to indulge in a wide range of interests.

27%

'Metroculturals' an active, educated, prosperous, ethnically diverse and liberal-minded group who choose the urban lifestyle, specifically for the broad range of cultural opportunities it offers.

Aldeburgh Festival

Artwork deadline 1 April 2026

Colour Half Page **£600** (price exclude VAT)

Colour Full Page **£1,000** (price exclude VAT)

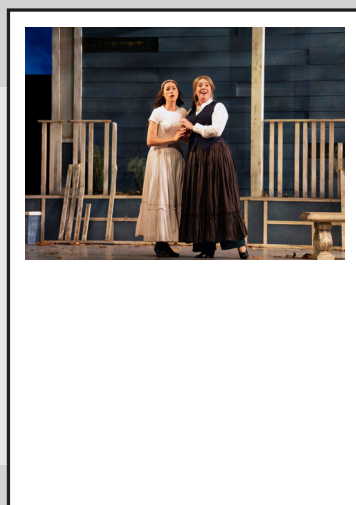
- Adverts are preferred as composite CMYK PDFs (we would recommend using the PDF/X-1a or PDF/X-4a settings).
- We **cannot** accept artwork produced in 'Word', 'Powerpoint', 'Publisher' or 'CorelDRAW' unless supplied as a PDF.
- If a font is not embedded into a PDF, then we may not be able to process 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

Contact us

This is an unmissable opportunity to align your brand with the international-renowned Aldeburgh Festival and connect with our audiences.

To confirm your advert, or to find out more, please contact:

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