

DOXA 2025

ADVERTISING OPPORTUNITIES



Photo: Taran Cheema

DOXAFESTIVAL.CA



ADVERTISE WITH DOXA!

We help you reach our patrons by ensuring your brand contributes to a meaningful experience for festival guests.

DOXA is a Vancouver based non-profit, charitable society (incorporated in 1998) devoted to presenting independent and innovative documentaries to Vancouver audiences.

Each May, an audience of **over 7,300** non-fiction cinema lovers, filmmakers, artists and industry leaders convene in downtown Vancouver to attend **DOXA Documentary Film Festival**, western Canada's largest festival devoted to the art of documentary film.

In 2024, DOXA hosted another vibrant edition of the festival, and was proud to welcome audiences, local filmmakers and international guests to theatrical venues in earnest. All were encouraged by **DOXA's integrity and commitment to community.**

Pictures above, from left: George Littlechild at the Mid-week Gala screening of *nanekawâsis*; Nardwuar with *Any Other Way* director Michael Mabbott and producer Amanda Burt; *Wilfred Buck* director Lisa Jackson. Left: 2024 Opening Night Q&A with Rohit Joseph, Shannon Walsh, Ina Fichman and Pablo Alvarez-Mesa.



Photo: Kristine Padua

THE DOXA AUDIENCE

Partner with us and promote your organization at one of Canada's premiere film events. DOXA audiences are **inspired, diverse and interested in understanding the complexity of our times** through the art and craft of documentary cinema. They attend DOXA for the public screenings, workshops, panel discussions, public forums and youth educational programs.



"This year was fantastic. Thank you for making it better and better every year... [this] festival makes me remember the importance of art in our society."

- DOXA 2024 audience member

58.2% of audiences identify as **female**

26.6% of audiences identify as **male**

7.6% of audiences identify as **non-binary**

17.7% identify as **LGBTQIA2S+**

32.9% identify as **BIPOC**

9% identify as **Deaf, disabled and/or neurodivergent**

Annual Household Income

9.9%	Under \$25K
4.2%	\$25K - \$35K
19.7%	\$35K - \$50K
18.3%	\$50K - \$75K
25.4%	\$75K - \$100K
11.3%	\$100K - \$150K
11.3%	\$150K - \$250K

Levels of Education

2.6%	High school
12.8%	Some university or college
5.1%	Vocational or certificate
36%	Bachelors degree
39.7%	Masters degree
3.8%	Doctorate degree

Age Ranges

8.9%	20-29 years old
20.2%	30-39 years old
15.2%	40-49 years old
15.2%	50-59 years old
15.2%	60-69 years old
22.8%	70-79 years old
2.5%	80+ years old



Adrianne & the Castle (dir. Shannon Walsh)

DOXA 2024 AT A GLANCE

2024 boasted a diverse slate of theatrical screenings, retrospective and guest curated programs, four Spotlight program streams, and many visiting filmmakers from Canada and abroad. In addition to the films themselves, we were proud to host a robust slate of Industry events. It was an honour to learn from the rigorous, nuanced and bold visions of so many talented doc filmmakers.

THE 2024 DOXA FESTIVAL FEATURED:

- A total of **84** films (short, mid-length and feature)
- **39** Canadian films
- **9** Industry events
- **6** social/networking events
- **47** live filmmaker Q&As
- **49** Canadian and international guests
- **12** local (BC) filmmakers
- **72** theatrical screenings



Director Shannon Walsh with avid doc lovers!

FILMS

Over the past 23 seasons, DOXA has presented **over 1,580 films from 50+ countries**, including more than 490 films selected from Canada.

VENUES

VIFF Centre, The Playhouse, SFU Goldcorp Centre for the Arts (Djavad Mowafaghian Cinema, World Art Centre), The Post at 750, and The Cinematheque serve as hubs for DOXA's in-person activities, with dozens of screenings at each of their state-of-the-art facilities located in the heart of downtown Vancouver.

"DOXA is a cultural treasure, we are blessed to have it!"

- DOXA 2024 audience member

PRINT ADVERTISING

DOXA Documentary Film Festival publishes **between 2,750 and 3,250 copies** of its festival program book each year, with a readership of **approximately 15,000 people**.

It is distributed to theatres, libraries, colleges and universities, cafes and small businesses throughout Vancouver, and is available in early April thru the run of festival dates.

DOXA's program book is also available in an **online-friendly format**, in its entirety.

50% of festival goers prefer the printed program book!

Expand your exposure, and receive a 10% discount when you bundle...

PRINT + THEATRE

Note: 5% GST will be added to the price of each purchased advertisement.



Bye Bye Tiberias (dir. Lina Soualem)



An avid reader of the DOXA program guide.

EARLY BOOKING DEADLINE: **January 31, 2025**

REGULAR BOOKING DEADLINE: **February 14, 2025**

DEADLINE FOR ARTWORK: **March 1, 2025**

Immerse yourself in the hive of human experiences.

Montreal International Documentary Festival

21 nov — 1 dec 2024

édition 27

RIDM.CA

CALL FOR ENTRIES:
FROM MARCH 1ST TO JUNE 15TH 2024

My Worst Enemy
Mads Tombs, Screenplay/Direction/Editing/Production/DOXA 2024

The Nights Still Smell of Gunpowder
Mads Tombs, Screenplay/Direction/Editing/Production/DOXA 2024

PRINT ADVERTISING

Choose between...

HALF PAGE VERTICAL

Early Bird **\$625** | Regular **\$675**

HALF PAGE HORIZONTAL

Early Bird **\$625** | Regular **\$675**

QUARTER PAGE

Early Bird **\$475** | Regular **\$525**

INSIDE FRONT COVER

Early Bird **\$1500** | Regular **\$1650**

INSIDE BACK COVER

Early Bird **\$1150** | Regular **\$1350**

REGULAR FULL PAGE

Early Bird **\$1000** | Regular **\$1100**

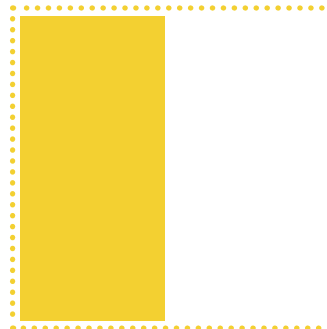


Photo by Nima Balazadeh Djavidani



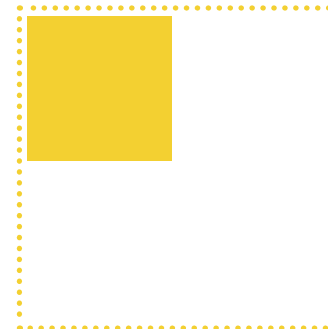
HALF PAGE HORIZONTAL

7.725" (w) x 3.725" (h)*



HALF PAGE VERTICAL

3.725" (w) x 7.725" (h)*



QUARTER PAGE

3.725" (w) x 3.725" (h)*



FULL PAGE

8.35" (w) x 8.35" (h)*
0.125" bleed on all sides



EARLY BOOKING DEADLINE: [January 31, 2025](#)

REGULAR BOOKING DEADLINE: [February 14, 2025](#)

DEADLINE FOR ARTWORK: [March 1, 2025](#)

Note: 5% GST will be added to the price of each purchased advertisement

*Ad dimensions are estimates; final specs will be provided upon purchase agreement



THEATRE ADVERTISING

On-screen theatre advertising is an expansive format, where viewers can see your message writ large during an approximately **20-minute loop** before theatrical festival screenings and industry events. In-person events and screenings will be held according to provincial health and safety guidelines.

Choose between...

ALL SCREENINGS

Early Bird **\$900** | Regular **\$975**

GALAS + WEEKENDS

Early Bird **\$675** | Regular **\$775**

WEEKDAY SCREENINGS

Early Bird **\$675** | Regular **\$775**

WEEKEND SCREENINGS

Early Bird **\$500** | Regular **\$600**

INDUSTRY EVENTS

Early Bird **\$350** | Regular **\$450**



Left: *Sugarcane* directors Julian Brave NoiseCat and Emily Kassie.

EARLY BOOKING DEADLINE: [February 28, 2025](#)
 REGULAR BOOKING DEADLINE: [March 14, 2025](#)
 DEADLINE FOR ARTWORK: [April 2, 2025](#)

Note: 5% GST will be added to the price of each purchased advertisement

NEWSLETTER ADVERTISING

DOXA's newsletter is a hub of information for audiences, partners and filmmakers, including organizational news, festival updates and events in the documentary community. With a **readership of approx. 2,500 and a 45% open rate**, the DOXA newsletter is a great place for brand visibility.

In the months prior to festival time, the DOXA newsletter is sent out every 1-2 weeks, with increasing frequency as the festival approaches. During festival time, we send out a newsletter every day.

BANNER AD (TWO INCLUSIONS)
Early Bird **\$400** | Regular **\$500**

ADDITIONAL INCLUSIONS
Per placement **\$150**

EARLY BOOKING DEADLINE: **February 28, 2025**

REGULAR BOOKING DEADLINE: **March 14, 2025**

DEADLINE FOR ARTWORK: **April 2, 2025**



Filmmaker Gianluca Matarrese

FROM OUR PARTNERS

The 48th Annual Powell Street Festival
When: August 3 & 4, 2024
Where: Venues all around the Powell St. area

The **Powell Street Festival** is a FREE 2-day public event celebrating Japanese arts and culture in Vancouver.

This year's festival includes a screening of Cindy Mochizuki's *Between Pictures: The Lens of Tamiko Wakayama* at DOXA (2024 Japan) at the Firehall Arts Centre, and a presentation of Anju Singh, Valerie Turner, and Derek Chan's *A Hyde Journal of the Plague Year* - 鼠標流行記 at Centre A.

Check out the [full program here](#)

MORE INFO

Where to next?
Carshare to get there!

MODO Carsharing Co-op
MODO is a proud Transportation Partner of DOXA! MODO is a carsharing co-op that's here to free you from the hassles of car ownership. With MODO, you don't need to choose between flexibility, budgeting or sustainability. Using MODO is easy and cost-effective!

Join MODO, the carsharing co-op that gives you access to a car but takes care of everything else!

MORE INFO

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Find out what is happening in Vancouver

DOXA
DOCUMENTARY FILM FESTIVAL

Header films: La Laguna del Sábado (Pablo Alvarez Mesa), Yitah (Jennifer Wickham, Brenda Michel, Michael Tolsted), La Laguna del Sábado (Pablo Alvarez Mesa), Trench (Jennifer Wickham, Brenda Michel, Michael Tolsted)

SHARE

FROM OUR PARTNERS

Find a Yitah screening near you!
The team behind Yitah has recently announced a slate of upcoming screenings across Canada, including Powell River and Montreal. "In the fashion of Kanmatsake: 270 Years of Resistance and Backside, Yitah provides a key cinematic record of Indigenous resistance against the settler state in Canada." (POV)

Don't miss it! [Click below](#) to see the full screening list.

LEARN MORE

FROM OUR PARTNERS

Mirage: Disused Public Property in Taiwan
A new exhibition at the Museum of Vancouver (MOV) documents 30 years of artist Yao Jui-Chung's use of photography to expose Taiwan's "mosquito halls" and how his work affected political change.

Starting in the 1970s, Taiwan invested in convention centres, sports facilities, schools and other public structures, only to abandon them—leaving them to breed mosquitoes, waste money and add to urban decay.

Yao Jui-Chung, Taiwan's leading contemporary artist and photographer, and his team, the Lost Society Document (LSD), photographed and researched these haunting, modern-day ruins. The *Mirage* exhibition features 150 black-and-white photos of these structures, the materials given to the government that led to policy changes, and Sandy Lo's documentary film, *A Rainbow Over the Ruins*, which shows behind-the-scenes footage of the 10-year project. This is the exhibition's first-ever showing in North America and is on view at the MOV now thru September 2nd, 2024.

Visit the MOV's website to learn more about *Mirage: Disused Public Property in Taiwan* ([click below](#)).

LEARN MORE

"Jam-packed with solid, multivocal, enlightening content!"

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DOXA
DOCUMENTARY FILM FESTIVAL

SHARE

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La Laguna del Soldado (dir. Pablo Alvarez-Mesa)

LET'S CHAT!

Increase your profile and engage with DOXA's audience and filmmakers by investing in documentary storytelling.

PLEASE DIRECT ALL INQUIRIES TO:

Sarah Bakke

Director of Development + Special Programs

Email: sarah@doxafestival.ca

Phone: 604.646.3200 ext 104

DOXA Documentary Film Festival

#110 - 750 Hamilton Street

Vancouver BC, V6B 2R5



Union co-director Brett Story (above). Jacob Beaton of Tea Creek, with a special guest (left).



Photo by Wren McNab