

UBUD
WRITERS
& READERS
FESTIVAL



PHOENIX
COMMUNICATIONS

PROGRAMME BOOK RATE CARD

Advertise in the Festival Programme Book

**Ubud Writers & Readers Festival
21-25 October 2026**

ubudwritersfestival.com

f i X c | @ubudwritersfest

THE FESTIVAL

Held annually in Ubud, Bali's cultural heartland, the Festival is Southeast Asia's flagship literary organisation. Praised worldwide for its diverse and intimate programme, the Ubud Writers & Readers Festival gathers over 200 of the world's most exciting writers, thinkers, and performers for five days of electrifying conversation, thoughtful debate, and joyful celebration of literary culture.

This year's Festival takes a fresh look at the world with award-winning authors and journalists, artists, changemakers, and innovators through an array of conversations and events, from author talks and panel discussions to workshops, literary lunches, live performances, late-night comedy, and spoken word galas, as well as book launches that celebrate literature and creative expression across disciplines.

The four-day programme will be guided by the theme *Samarasā: Awareness. Empathy. Action.*, which originates in Sanskrit philosophy and emphasises the harmony between Citta (mind), Rasa (heart), and Karsa (action). It invites reflection on how thought, feeling, and action can exist in harmony, with awareness bringing clarity, empathy building connection, and action turning insight into purpose.

“

Through the lens of *Samarasā*, we explore the forces that shape us to find a perfect balance of awareness, empathy, and action. From the technological to the spiritual, the personal, and the environmental, we trace the cycles of our existence - not just to understand where we have been, but to guide humanity toward where we must go: a future defined by compassionate response.

Janet DeNeefe

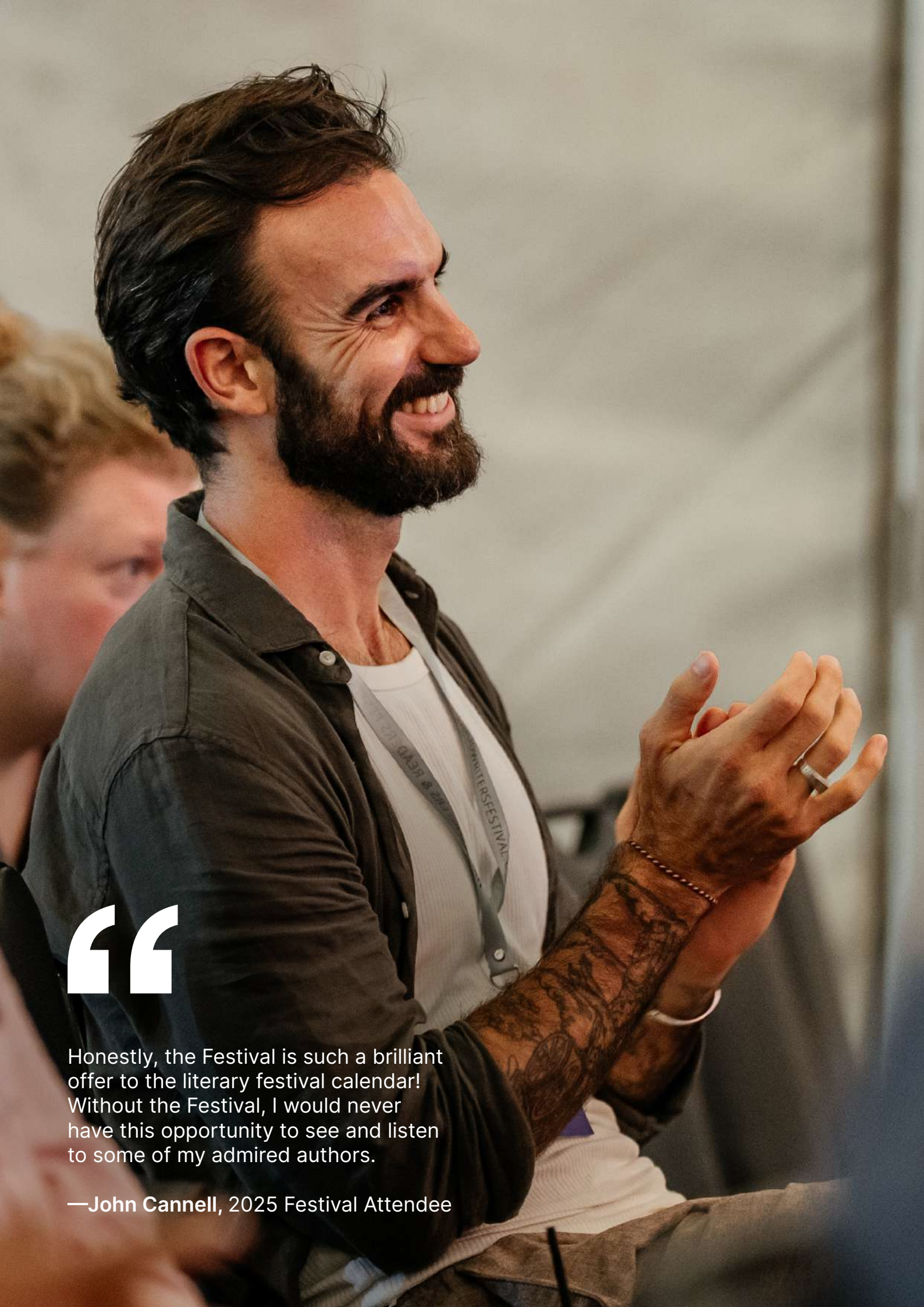
Festival Founder and Director



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The bold claim is that this festival changes lives. This is true. The chance meetings, conversations, sessions, launches, dinners, drinks and chats all add up to an experience far in excess of the sum of its parts. Back on home turf, my head is turned towards wider horizons.

—The Sydney Morning Herald



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Honestly, the Festival is such a brilliant offer to the literary festival calendar! Without the Festival, I would never have this opportunity to see and listen to some of my admired authors.

—John Cannell, 2025 Festival Attendee

THE AUDIENCE AT A GLANCE

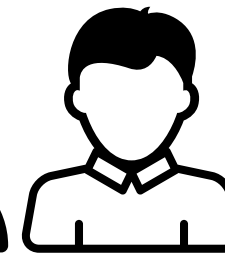
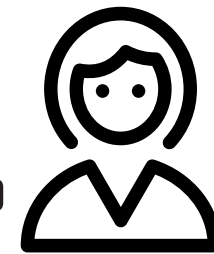
Reflecting the diversity of its programming, the Festival attracts a wide-ranging audience, which survey results show is roughly evenly split between Indonesian and international participants. Overall, our audience tends to be culturally active, with a wide range of interests, and both media-literate and socially savvy.

GENDER

What is your gender?

74.6%

Female



23.7%

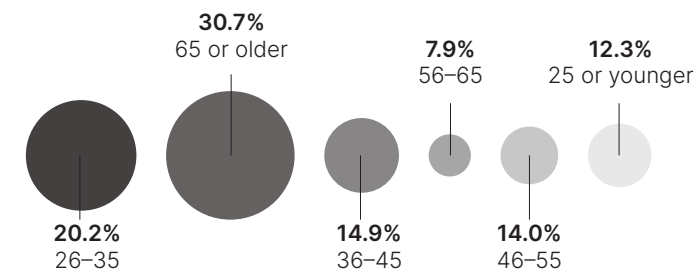
Male

1.8%

Prefer not to say

AGE BRACKET

What is your age?



CITIZENSHIP



PROGRAM EXPERIENCE

Attendees demonstrate strong satisfaction with the Festival programme, achieving an overall average satisfaction score of 3.9 out of 5. The breakdown across individual programme categories reveals:

- 4.2 Main Programme
- 3.7 Masterclasses
- 3.9 Special Events
- 3.9 Book Launches
- 3.7 Film Screenings
- 3.8 Music & Performances

OCCUPATION

What is your occupation status?

- 38.6% Employed full-time
- 22.8% Self-employed
- 16.7% Retired
- 7.8% Employed part-time
- 4.4% Unemployed
- 4.4% Working reduced hours
- 3.5% Student
- 1.8% Engaged in home duties

TOP VISITOR ORIGIN

What is your country of residence?

- Indonesia
- Australia
- United States
- United Kingdom
- Netherlands
- Malaysia
- Singapore

PROMOTER SCORE

With an overall promoter score of 4.5 out of 5, this reflects a strong likelihood of attendees recommending the Festival to others.

The numbers listed are from the 2025 Festival.

ADVERTISE WITH US

The Programme Book is the essential guide to the Festival, the go-to resource festival-goers turn to for the full programme, ticketing information, maps, and more. With over 3,000 copies printed and placed directly in the hands of festival-goers, speakers, partners, volunteers, and friends of the Festival, it's one of our most valuable pieces of print.

OUTSIDE BACK COVER (OBC)

SPECIAL RATE: IDR 12,500,000 + 11% PPN

- 1x full-page (OBC) ad in Festival Program Book 2026
- 1x e-news inclusion during Festival 2026 with teaser text, image, and click-through link
- 1x social media post on Festival 2026 with teaser text and image
- 1x logo as an advertising partner on Festival 2026 website

INSIDE FRONT COVER (IFC) OR INSIDE BACK COVER (IBC)

SPECIAL RATE: IDR 10,000,000 + 11% PPN

- 1x full-page (IFC or IBC) ad in Festival Program Book 2026
- 1x e-news inclusion during Festival 2026 with teaser text, image, and click-through link
- 1x social media post on Festival 2026 platforms
- 1x logo as an advertising partner on Festival website

FULL PAGE (FP)

SPECIAL RATE: IDR 8,000,000 + 11% PPN

- 1x full-page ad in Festival Program Book 2026
- 1x e-news inclusion during Festival 2026 with teaser text, image, and click-through link
- 1x social media post on Festival 2026 with teaser text and image
- 1x logo as an advertising partner on Festival website

HALF PAGE (HP)

SPECIAL RATE: IDR 5,000,000 + 11% PPN

- 1x half-page ad in Festival Program Book 2026
- 1x e-news inclusion during Festival 2026 with teaser text, image, and click-through link
- 1x social media post on Festival 2026 with teaser text and image
- 1x logo as an advertising partner on Festival 2026 website

KEY NUMBERS:

3000 Program Booklets, distributed festival-wide
26,000+ Newsletter Subscribers
48,000+ Combined Social Media Followers

“

The Festival felt like returning to a place that has been waiting patiently for stories. I have taken with me the generosity of the Balinese, of the Festival team, the voices of writers and artists, and the hum of gamelan drifting from somewhere.

—Banu Mushtaq,
International Booker Prize Winner

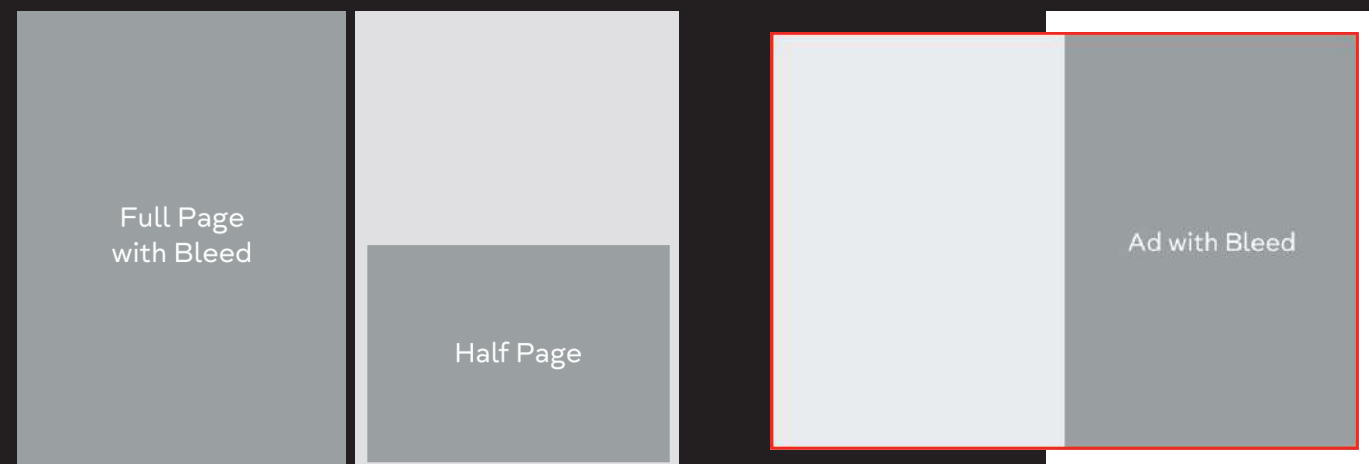


DIMENSIONS & SPECIFICATIONS

Choose one of the following bundles:

To ensure your ad fits perfectly in our Program Book, please review the following format specifications. Adhering to these guidelines will help your ad look its best.

BLEED & SAFETY



AD SIZES

Full Page: width 21 cm x height 25 cm
Half Page: width 17,5 cm x height 10,5 cm

ARTWORK REQUIREMENTS

Format for print: PDF / JPG / TIFF / PSD in CMYK only
Bleed for full page ad: add 0,3 cm to each side
Artwork for print should be flattened
Resolution for print in minimum 300 dpi
Resolution for digital in 72 dpi
Social Media posts must be in text and photo format,
no flyers permitted in feeds

BLEED SIZES

0,3 cm
-

DEADLINES

Booking: 30 September 2026
Artwork: 4 October 2026

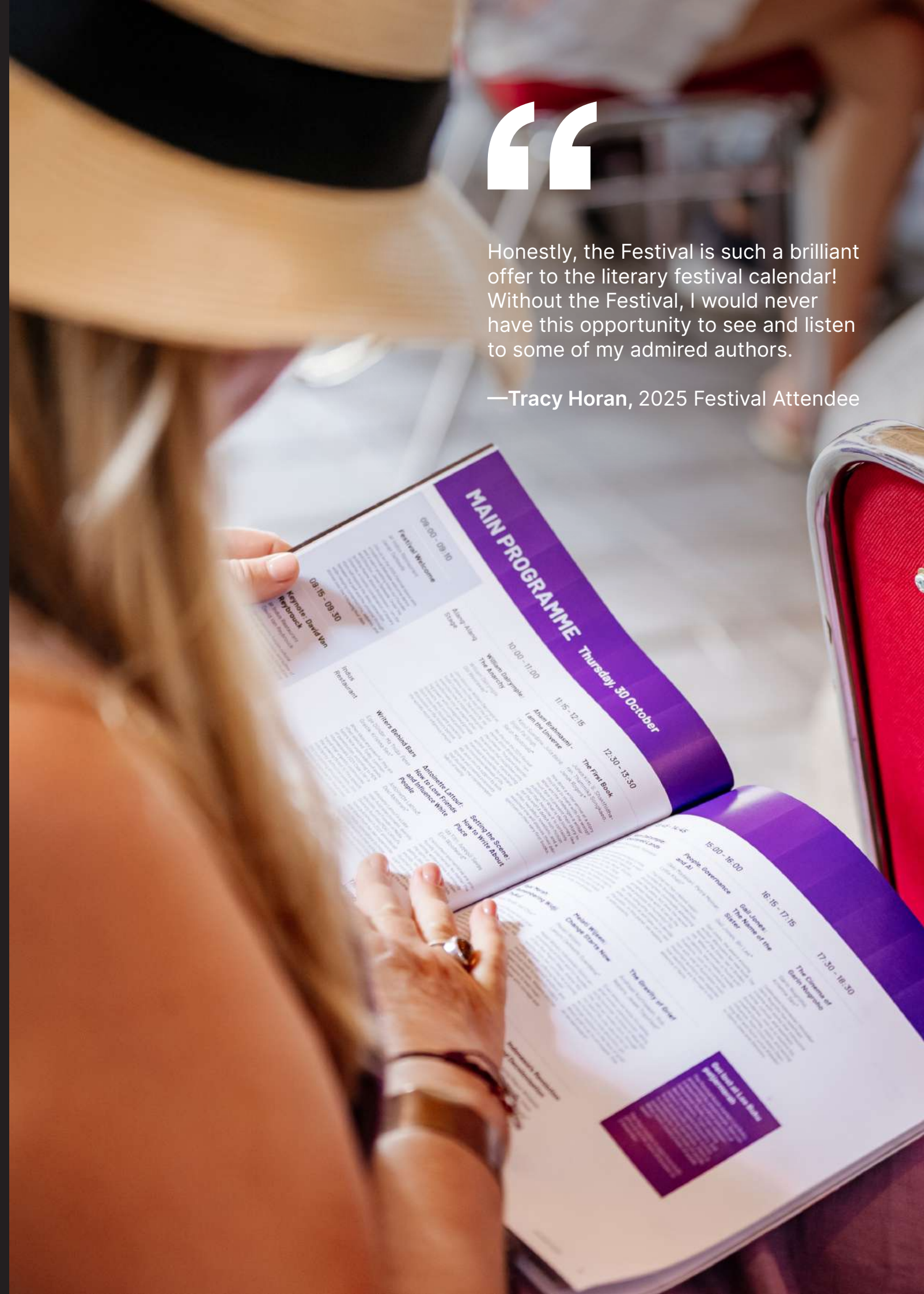
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Honestly, the Festival is such a brilliant offer to the literary festival calendar! Without the Festival, I would never have this opportunity to see and listen to some of my admired authors.

—Tracy Horan, 2025 Festival Attendee



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What I appreciate most about Ubud Writers & Readers Festival is the absence of censorship. Ideas and conversations flow in all directions, boldly and vibrantly, just as they should.

—Isabelle Amy, 2025 Festival Attendee



LET'S TALK!

Ready to put your brand in front of thousands of festival-goers? Secure your spot in this year's Festival Programme Book. Get in touch with our publishing partner today:

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Kerobokan, Bali

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