

UBUD
WRITERS
& READERS
FESTIVAL



FESTIVAL PROMOTIONAL PACKAGE

Ubud Writers & Readers Festival
21-25 October 2026

ubudwritersfestival.com

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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.

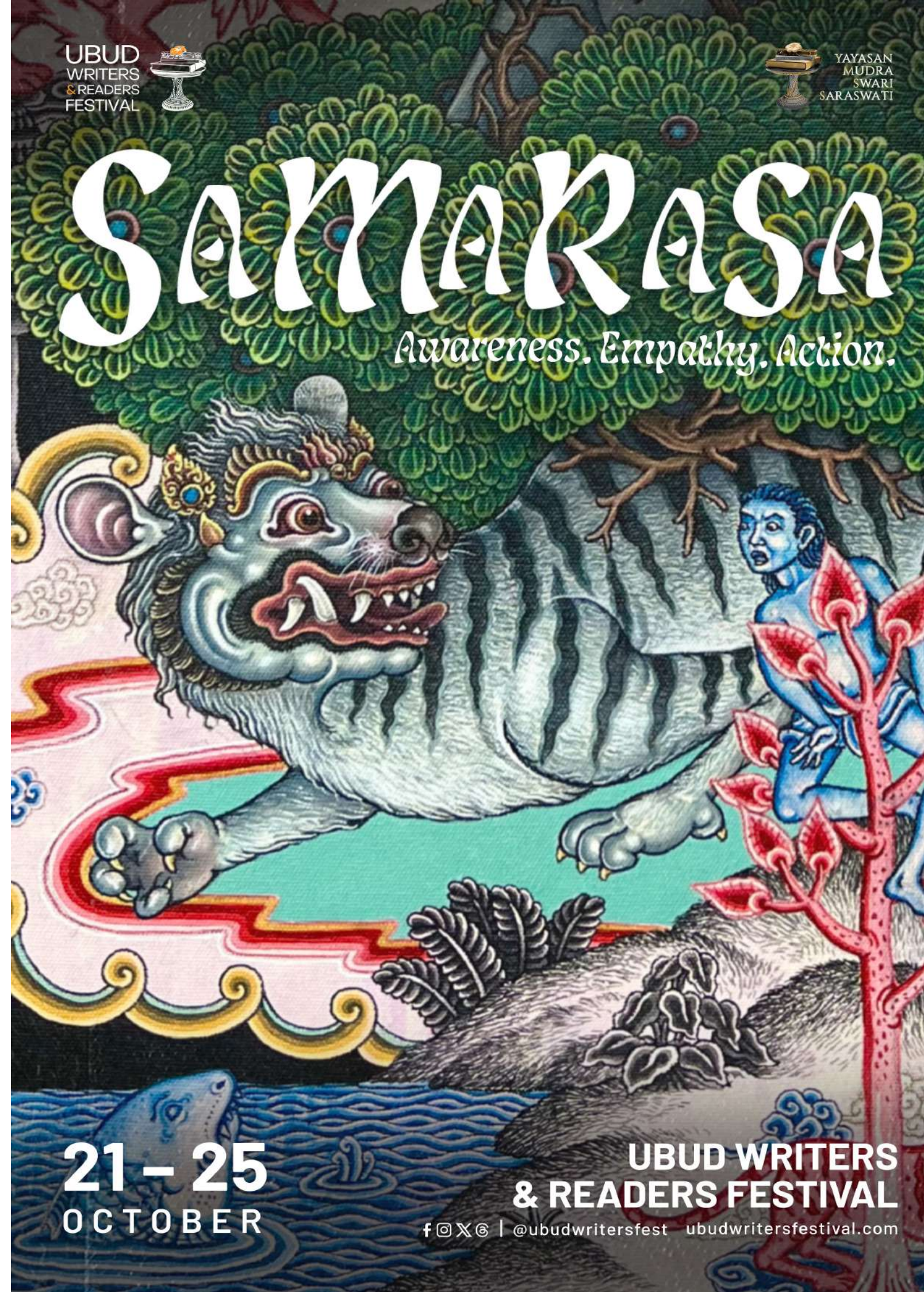
The four-day programme will be guided by the theme *Samarasā: Awareness. Empathy. Action.*, which originates in Sanskrit philosophy and emphasises the harmony between Citta (mind), Rasa (heart), and Karsa (action). It invites reflection on how thought, feeling, and action can exist in harmony, with awareness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

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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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YAYASAN
MUDRA
SWARI
SARASWATI

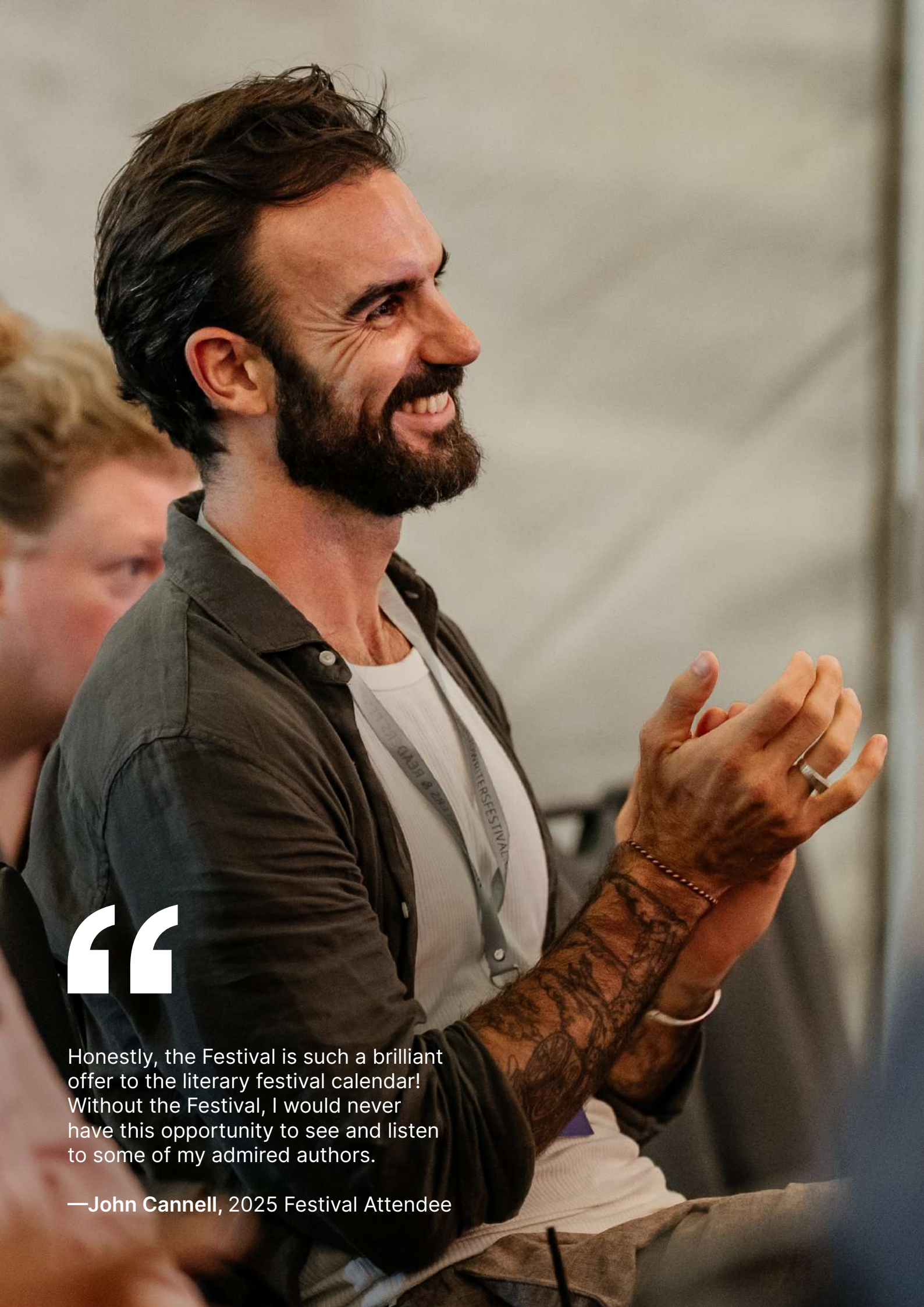
SAMARASA

Awareness. Empathy. Action.

21 – 25
OCTOBER

UBUD WRITERS
& READERS FESTIVAL

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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 FESTIVAL AT A GLANCE

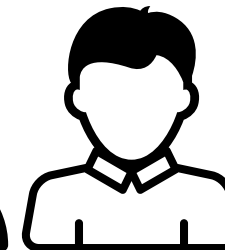
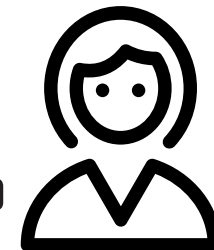
The Ubud Writers & Readers Festival is one of Asia's most celebrated and diverse literary festivals. For over twenty years, it has brought together the world's greatest literary minds in extraordinary conversation, drawing thousands of attendees annually.

GENDER

What is your gender?

74.6%

Female



23.7%

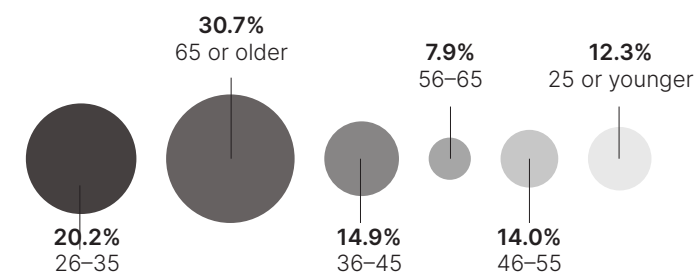
Male

1.8%

Prefer not to say

AGE BRACKET

What is your age?



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

CITIZENSHIP

50.9%

Indonesian Citizen

49.1%

International Citizen

PROGRAMME SNAPSHOT

- 82 Main Programme
- 27 Special Events
- 13 Masterclasses
- 13 Art & Cultural Workshops
- 37 Book Launches
- 6 Art Exhibitions
- 11 Film Screenings
- 2 Satellite Events

DIGITAL MARKETING

- Website Views: 166,278+
- Newsletter Subscribers: 24,709+
- Newsletter Average Open Rate: 35.5%
- Instagram Total Followers: 44.9K+
- WhatsApp Total Contacts: 9,590+

PRINT COLLATERALS

- Flyers: 5,500
- Posters: 300
- Programme Book: 3,000
- Billboards: 2
- Videotron: 2

Figures are based on the 2025 Festival. Digital marketing numbers are measured over a 90-day peak period during the same festival year.



MERCHANDISE OPPORTUNITIES

Promote your brand with our exclusive t-shirt and tote bag sponsorship opportunities. Get seen by thousands of attendees and make your mark at our 2026 Festival.

T-SHIRT

Become part of their cherished memories and a highly visible supporter by securing the exclusive right to feature on the back of 50 premium quality t-shirts. These complimentary t-shirts will be worn by speakers, volunteers, staff, and partners throughout the 4-day Festival weekend, serving as a beloved keepsake and often spotted for years after the event.

Price: IDR 9,000,000

TOTE BAG

Have your brand carried by festival-goers, during the Festival and beyond. Secure exclusive rights to the back of 100 goodie bags, distributed to speakers, sponsors, media, and volunteers. It's a sought-after item that becomes essential as attendees navigate the Festival.

Price: IDR 7,500,000





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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

ONLINE PROMOTION

Advertise in the Festival newsletter and website to connect with thousands of readers with an active interest in books, literature, and culture.

NEWSLETTER PLACEMENT

Want to reach thousands of subscribers with a genuine interest in books and literary and cultural activities across Indonesia and beyond? Advertise in our newsletter, sent monthly, and weekly in the two months leading up to the Festival.

BY THE NUMBERS:

- 24k+ and growing subscribers with a keen interest in literary and cultural activities.
- 175,131 newsletter openings during the three-month festival period.
- 3.9% click-through rate, well above the industry standard.

SPECIFICATIONS & RATES:

- Scripted placement options only. No banner option.
- Content deadline: one month prior to the newsletter edition.
- All-year pricing: IDR 3,000,000 per placement.
- Festival month pricing: IDR 5,000,000 per placement.

WEBSITE

Looking to stand out on the Festival website, with around 170k monthly page views? Reach a diverse audience with interests spanning literature, arts, and culture.

BY THE NUMBERS:

- 166,278 page views during the festival period
- 59,342 users visited during the same period
- Top locations: Indonesia, Australia, and the United States

SPECIFICATIONS & RATES:

- Scripted placement on the 'Your Visit' page at ubudwritersfestival.com/your-visit, as one of the first three visible options. No banner option.
- Content deadline: one week before placement.
- All-year pricing: IDR 4,000,000 for a 30-day placement.
- Festival month pricing: IDR 7,000,000 for a 30-day placement.

COMBO NEWS & WEBSITE

Combined rate for one newsletter placement and a 30-day website placement on the 'Your Visit' page:

- All-year pricing: IDR 6,000,000
- Festival month pricing: IDR 10,000,000

FILM ADVERTISEMENT

Ready to shine on the big screen and promote your brand? Showcase your commercial at the Festival's free nightly film screenings.

Your promotion will continuously play alongside other advertisements for ten minutes before and after the screenings and between films according to the following schedule:

BY THE NUMBERS:

- One main screen venue and one mini screen venue
- Seven films featured during the Festival
- Around 1,000+ viewers over the three screening days

SPECIFICATIONS AND RATES:

- Video duration ideally one minute
- Alang-alang at Taman Baca: Screen size: 3×4 M (ratio 16:9)
- Formats: .mov or .mp4
- Screening days: Thursday, Friday, Saturday
- Price: IDR 7,500,000 per teaser

FILM SCREENING SCHEDULE

Day	Location	Time	Estimate Audience
Thursday	Agung Stage @Taman Baca (Festival Hub)	19:00 - 22:00	150-250
Friday	Agung Stage @Taman Baca (Festival Hub)	19:00 - 22:00	150-250
Saturday	Agung Stage @Taman Baca (Festival Hub)	19:00 - 22:00	150-250

Note that all numbers are based on the 2025 Festival evaluations.



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For the past several years, the Festival has truly made Indonesian literature feel at home in its own country, and for this I offer my thanks.

—Ratih Kumala, Indonesian Author

VENDOR OPPORTUNITIES

Our Festival is a fantastic opportunity for high-quality beverage and handmade arts and crafts vendors. Choose between an array of exhibition options we have for you:

BOOK STORE



Space	: 3.5 m wide × 3 m deep
Table	: 3 pieces (60 cm × 180 cm)
Chairs	: 3 pieces (banquet chairs)
Electricity	: 3,000 watts
Water Resource & Sink	: Shared
Access	: 2 × 4-Day Festival Passes + 6 × Vendor Access
Availability	: 2 units
Price	: IDR 15,000,000

KOPI KORNER



Space	: 3 m wide × 3 m deep
Table	: 2 pieces (60 cm × 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: 5,000 watts
Water Resource & Sink	: Built-in stall
Access	: 2 × 4-Day Festival Passes + 6 × Vendor Access
Availability	: 1 units
Price	: IDR 12,000,000 (Early Bird until 15 September) IDR 16,000,000 (Regular)

BAZAR STALL



Space	: 2 m wide × 2.5 m deep
Table	: 2 pieces (60 cm × 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: 3,000 watts
Water Resource & Sink	: Shared
Access	: 2 × 4-Day Festival Passes + 4 × Vendor Access
Availability	: 23 units
Price	: IDR 10,000,000 (Early Bird until 15 September) IDR 15,000,000 (Regular)

FESTIVAL BAR



Space	: 2 m wide × 2.5 m deep
Table	: 2 pieces (60 cm × 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: 3,000 watts
Water Resource & Sink	: Shared
Access	: 2 × 4-Day Festival Passes + 4 × Vendor Access
Availability	: 2 units
Price	: IDR 10,000,000 (Early Bird until 15 September) IDR 15,000,000 (Regular)

UMBRELLA STALL



Space	: Umbrella (2 m diameter)
Table	: 1 piece (60 cm × 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: 1,000 watts
Water Resource & Sink	: Shared
Access	: 1 × 4-Day Festival Passes + 3 × Vendor Access
Availability	: 2 units
Price	: IDR 4,500,000 (Early Bird until 15 September) IDR 6,000,000 (Regular)

Please note:

- The main festival venue will be open from Thursday, 21 October to Sunday, 25 October, between 09:00 and 21:00.
- Food vendors, we strongly encourage you to consider the environmental impact of your packaging.



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Literature and the arts is essential in any society; and Ubud Writers & Readers Festival does such an excellent job in nourishing this role both in Indonesia and beyond. Ubud is dear to my heart; the collision of writers and artists from all corners of the world that makes up the unique spirit of the Festival; the bottomless generosity of the Balinese; the sticky days and cooler nights.

—Nick Cave, Australian Musician and Actor

UPGRADE YOUR EXPOSURE

Add our festival marketing package and enjoy various marketing inclusions before and during the Festival, including:

- Newsletter placement to our 24k+ and growing subscribers.
- Festival website listing with thousands of page visitors.
- WhatsApp blast inclusion to our 9,500+ and growing database.
- Social media promotion on Instagram, Facebook, X, and Threads.

RATES:

- Newsletter: IDR 3,000,000 for one placement in one newsletter edition.
- Website: IDR 4,000,000 for a 30-day placement.
- WhatsApp: IDR 3,000,000 for a single placement blast.
- Social Media: IDR 4,000,000 for a single shoutout on Instagram, Facebook, X, and Threads.

SPECIFICATIONS:

- Newsletter: Scripted placement options; no online banner option.
- Website: Scripted placements on the 'Your Visit' page at ubudwritersfestival.com/your-visit, as one of the first three visible options. No online banner option.
- The deadline to submit content is two weeks prior to publication.

ADVERTISE IN OUR PROGRAMME BOOK

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.

Get in touch with our publishing partner today:

PT Phoenix Communications

Jalan Pengubengan Kauh No. 99
Kerobokan, Bali

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Apphia Angel

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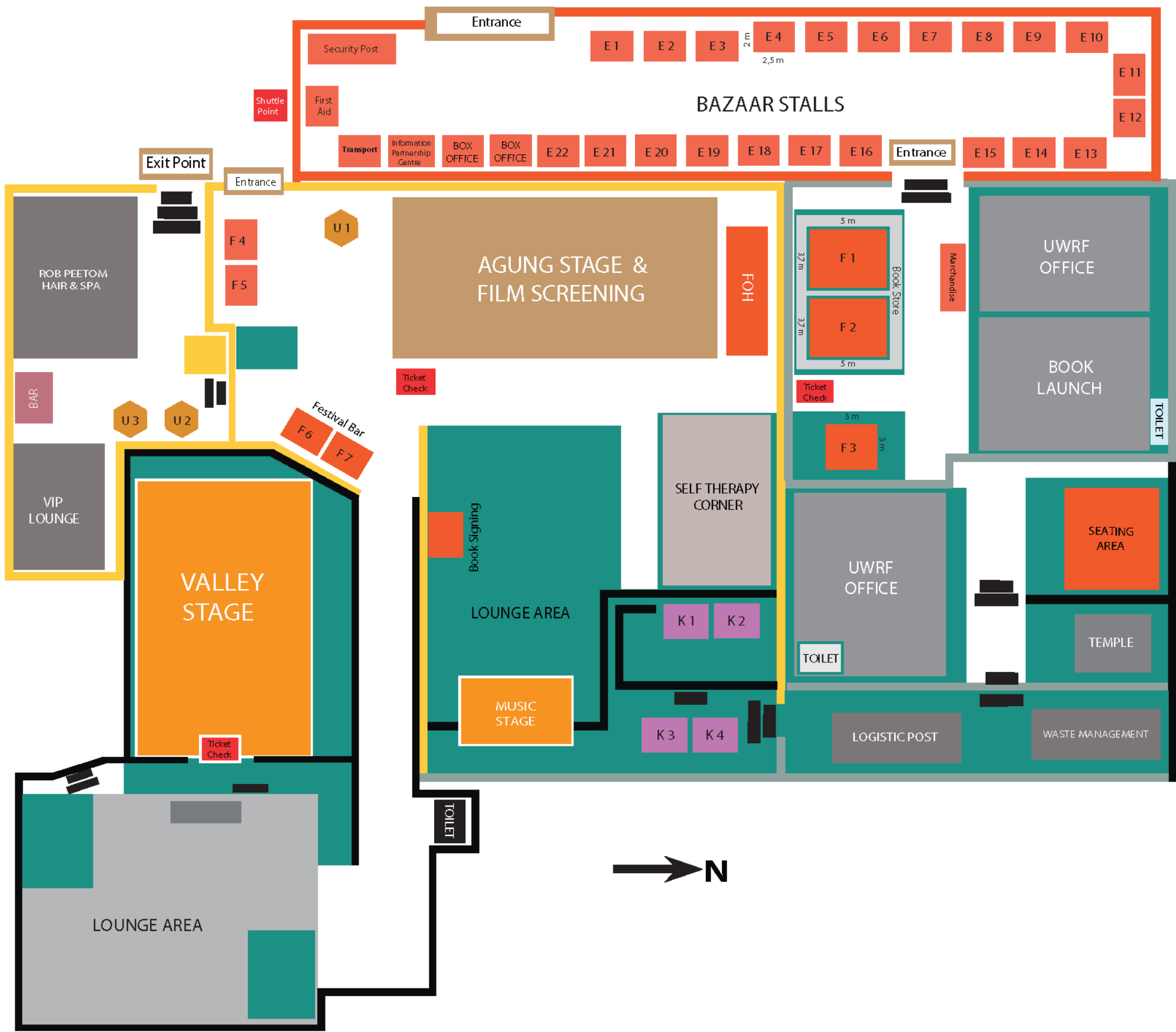
What I appreciate most about Ubud Writers & Readers Festival is the absence of censorship. Ideas and conversations flow in all directions, boldly and vibrantly, just as they should.

—Isabelle Amy, 2025 Festival Attendee



FESTIVAL MAP

Explore our 2026 Festival Hub Map
at Taman Baca below:





JOIN IN TODAY!

Are you ready to promote your brand at this year's Festival? Contact our Partnership team today.

Partnership Team

Email: partnership@yayasansaraswati.org

WhatsApp: +62 813 3986 4113

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Returning home with new friends, new inspiration, and memories to last a lifetime. For anyone passionate about words and stories, Ubud Writers & Readers Festival is the place to be!

—Dua Lipa's Book Club, Service95

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