

# RURAL ROUTE FILM FESTIVAL 2011

## DEMOGRAPHICS

### AUDIENCE:

Male: 55%  
Female: 45%

18 - 24: 25%  
25 - 34: 45%  
35 - 44: 10%  
45 - 65: 20%

### ATTENDANCE (MAIN EVENT):

2008-2011: 1,000-1,500  
2006-2007: 700-900  
2005: 600  
2004: 300  
2003: 150

### SCREENINGS:

2008-2011: 10-13  
2006-2007: 8-12  
2005: 11  
2004: 4  
2003: 2

### EMAIL & MAILING LIST:

2008-2011: 13,000  
2006-2007: 8,500  
2005: 7,500  
2004: 4,000  
2003: 1,500

### PAST SPONSORS/UNDERWRITERS:

Empress Media  
The Onion  
Lonely Planet  
Tent Trails camping supplies  
Organic Valley  
Horizon Organic  
Natures Path  
Pabst Blue Ribbon  
Pilsner Urquell  
Paulaner Biers  
Phoenix Beverages  
Coffee Bean  
Puffin Foundation

*"The Rural Route Film Festival is a marvelous oxymoron:  
a celebration of rural life anchored in North America's  
biggest city."* - Matt Zoller Seitz, New York Press

### SUBMISSIONS:

2007: 400 (projected)  
2006: 300  
2005: 225  
2004: 125  
2003: 75

### TOUR ATTENDANCE:

2008-2011: 1,500-2,000  
2006-2007: 1,000  
2005: 800  
2004: 400  
2003: 125

### TOUR DATES:

2008-2011: 35-100  
2006-2007: 25  
2005: 20  
2004: 12  
2003: 6

*"The content is the real draw."*

- Sarah Niersbach, Block Magazine

### POSTCARD DISTRIBUTION:

2008-2011: 35,000  
2006-2007: 25,000  
2005: 15,000  
2004: 10,000  
2003: 2,000

Experimental Television Center  
New York State Council on the Arts  
U.S. Embassy  
Consulates of Scandanavia, Canada  
Iowa Film Office  
Nevada Film Office  
National Development Council  
Prime Focus editing  
Film/Video Arts  
Kino International  
ProductionHUB.com  
Heavy Light Digital  
Magno Sound & Video

*All donations are tax deductible.*

*Interested parties should contact Pamela Eng, 917-698-8183 or [pam@ruralroutefilms.com](mailto:pam@ruralroutefilms.com).*