

Media Pack 2019

ADVERTISING IN EDINBURGH'S BIGGEST & BEST
FESTIVAL GUIDE: NOW IN ADELAIDE!



George Sully on

+44 7929 799603 / +61 416 704 326

george@fest-mag.com

Sales Team

sales@fest-mag.com

fest

Your FREE Festival Guide

fest-mag.com

f /festmagUK @festmag @festmag

Fest is a festival review magazine from Edinburgh



“Fest provided the only festival-focused print media outlet during the Adelaide Fringe and was a valuable resource for festival goers”

- Ryneisha Bollard, Adelaide Fringe publicist

fest

fest-mag.com

We'll be distributing **20,000 copies** of our new festival magazine in Adelaide again this summer

Launched 17 years ago with the goal of bringing a fresh independent editorial voice to the crowded Edinburgh festival market, Fest – as the definitive free guide to the Edinburgh Fringe and Edinburgh International Festival – is now proud to be in Adelaide.

Since beginning in the UK in 2002, we have established a formidable journalistic reputation, consistently winning awards for our writing. And in Edinburgh, we also print more copies than any other festival title.

But we've known that Edinburgh is only one piece of the global festival puzzle. And where better to expand than the biggest arts festival in the southern hemisphere? February 2018 saw us publish our first editions in South Australia, complete with informed reporting on the Adelaide Fringe, Adelaide Festival and WOMAdelaide. We distributed four issues throughout the city and watched them disappear until the end of Mad March.

By working with the best in Australian journalistic talent, supported by the key venues and promoters who make these festivals a reality, we're confident we can continue to turn our Edinburgh expertise to the spectacular work presented at the Adelaide Fringe and Adelaide Festival 2019.

Every year, 2.5 million people spend \$16 million at the Adelaide Fringe. As the youngest, most exciting and only dedicated festival publication, Fest offers unparalleled access to the affluent, 18-35 culture consumers that dominate this market.

Turn over for our advertising rates

A Brief Overview

- ⇒ Plans to review 200+ festival shows, plus in-depth interview features
- ⇒ Comprehensive A5 perfect-bound Festival Preview Guide
- ⇒ Three A5 glossy Festival issues, published every Thursday
- ⇒ Distributed throughout the Adelaide CBD and at key venues
- ⇒ All content online at fest-mag.com, including full Festival listings
- ⇒ Supported by the Adelaide Fringe, Adelaide Festival and WOMAdelaide

Get in touch: George Sully | 07929 799603 | sales@fest-mag.com

Rates & Dates

In 2019, Fest will publish 5,000 copies per issue - **20,000 copies in total** across four Festival magazines. This includes **5,000 copies of our Preview issue**, which is distributed before the Festivals on 7 February



Fest's model is simple. We print a chunky **Preview** issue in advance of the Fringe and Festival (**x5,000 copies**), full of interviews, highlights and top picks chosen by our expert critics. Then, once the festival is in full swing, we print **three** weekly **Festival** issues (**x5,000 copies each**) with extra interviews, full listings, and – of course – those all-important show reviews.

You can advertise in as many issues as you like – rates below.

	PREVIEW	FESTIVAL (per issue)
Back cover	\$2600	\$2500
Inside front cover /Page 3	\$2400	\$2350
Double page spread	\$2250	\$2150
Full page	\$1250	\$1200
1/2 page [Vertical / Horizontal]	\$800	\$750
1/4 page [Box / Horizontal]	\$500	\$450
1/8 page	2 issues @ \$350 4 issues @ \$600 (Subject to placement in multiple issues)	

Bookings & Enquiries:

If you have any questions about our advertising rates and packages, or about your artwork, please don't hesitate to contact us.

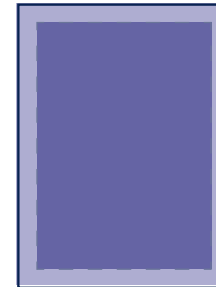
George Sully
+44 7929 799603
+61 416 704 326
george@fest-mag.com

Fest Sales Team
sales@fest-mag.com

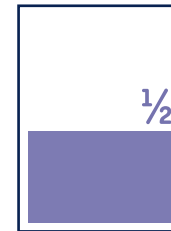
Artwork Deadlines & Street Dates

ISSUE	ARTWORK	STREET
Preview (x5,000)	25 Jan	7 Feb
Issue 1 (x5,000)	15 Feb	21 Feb
Issue 2 (x5,000)	22 Feb	28 Feb
Issue 3 (x5,000)	4 Mar	12 Mar

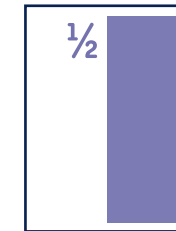
Print Tech Specs



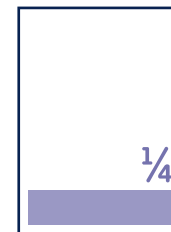
FULL PAGE
bleed w **154** × h **216**mm
trim w **148** × h **210**mm
safe w **128** × h **190**mm



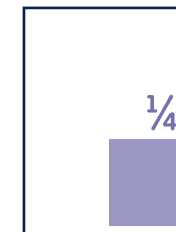
HALF HORIZONTAL
w **123** × h **92.8**mm



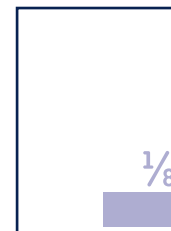
HALF VERTICAL
w **60** × h **188**mm



QUARTER HORIZONTAL
w **123** × h **45**mm



QUARTER BOX
w **60** × h **92.8**mm



EIGHTH PAGE
w **60** × h **45**mm

In-house design

We can provide an artwork creation or resizing service at additional cost – please contact us for more details.
sales@fest-mag.com

Artwork Checklist

Run through our copy checklist to avoid problems processing or placing your advert in the magazine:

Your adverts should be supplied as **flattened PDF files in CMYK colour**. We can also accept CMYK TIFF and JPEG files, however we cannot print any copy from Word or Powerpoint files.

Resolution must be at least **300dpi** and **image quality must be suitable for print**.

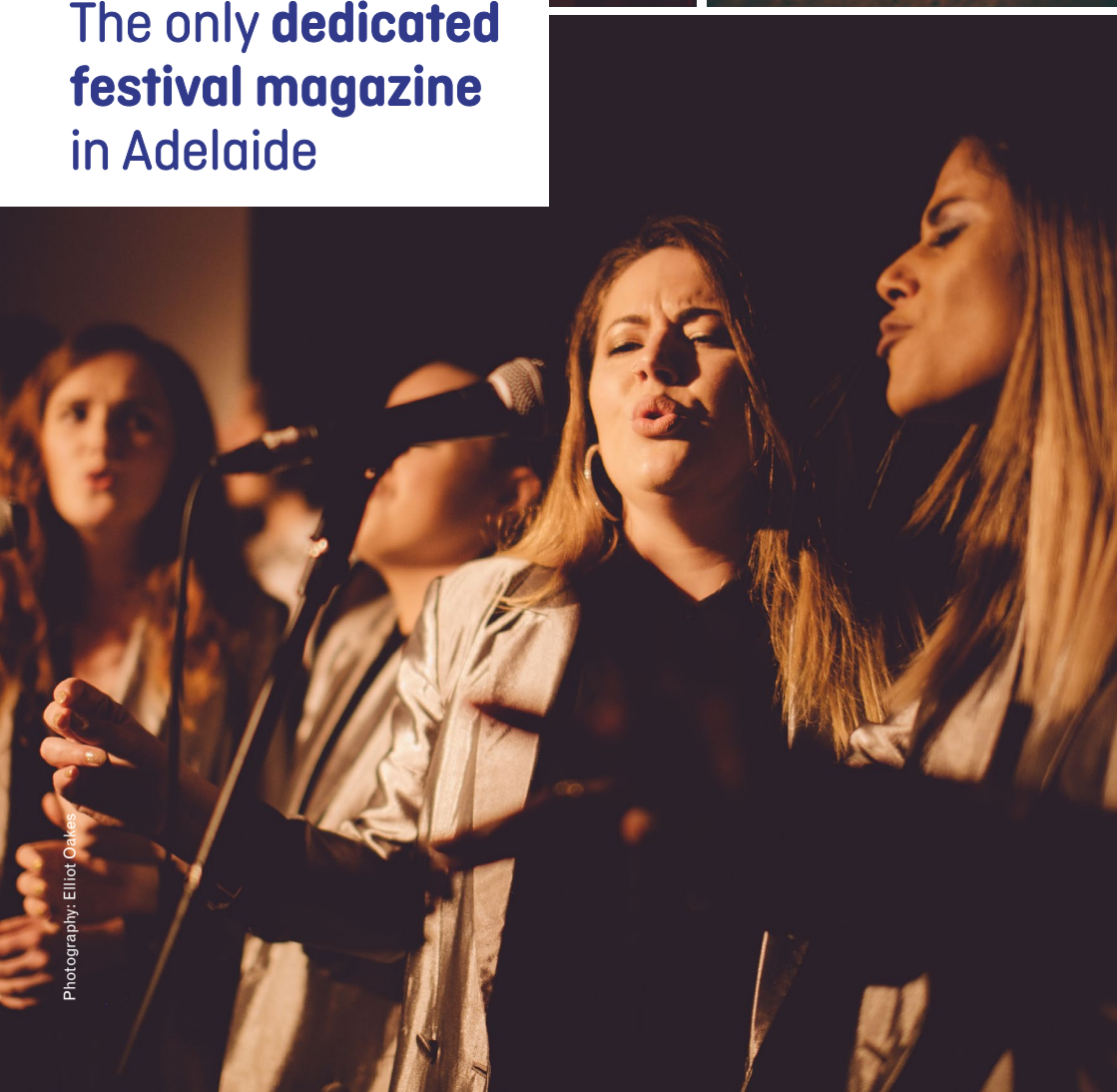
Please make sure your **chosen type size is legible for print**. As a rule of thumb we advise no smaller than 5.5 pt (depending on your chosen typeface).

- ✓ File is a PDF, TIFF or JPEG
- ✗ No Word or Powerpoint files
- ✓ Resolution is 300dpi
- ✓ Correct size and orientation
- ✓ Colour space is CMYK
- ✓ Legible typesize
- ✓ Full page ads: bleed and safe area sizes are correct
- ✓ Supplied at least **4 days** prior to publishing date

Please email your ad to:
adverts@fest-mag.com



The only **dedicated festival magazine** in Adelaide



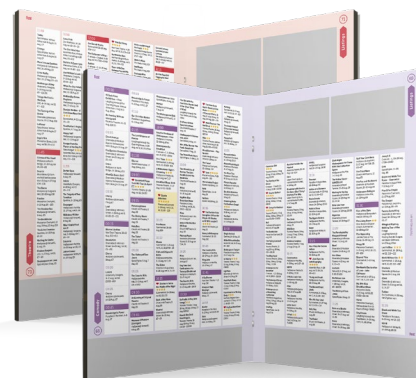
Photography: Elliot Oakes

fest

fest-mag.com

Sponsorship

As the only dedicated festival publication, we're delighted to introduce a variety of tempting sponsorship offers which can help to raise your brand's profile



Listings sponsorship

\$2,000 per issue

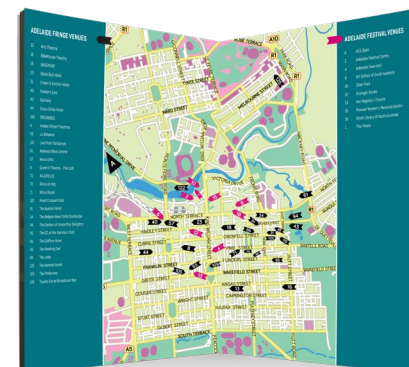
Get your brand into the most-read pages at the Festival with your brand details incorporated into our listings.

Get in touch: George Sully | 07929 799603 | sales@fest-mag.com

Map sponsorship

\$2,000 per issue

Put your brand on the map – literally. Optimally positioned just before our comprehensive listings, sponsoring the map is ideal for reinforcing brand awareness & association.



Digital Engagement

With Fest being the only dedicated festival publication in the city, and thanks to its strong reputation at the Edinburgh festivals, every keen festivalgoer will be checking **fest-mag.com** for up-to-date reviews and recommendations as much as they'll be reading the magazine

2018 Stats (Year 1)

30,000 pageviews during festivals
Average 0.24% clickthrough rate
54% mobile, 38% desktop

Choose from either a high-impact, impossible-to-ignore **Billboard** at the top of the page, or a compact **MPU** nestled among our content. Prices and sizes are listed to the right, but please do contact our sales team to find out more. Whether you have a full run show, a one-off special event, or you're an international brand looking to access our engaged audience, we can create a bespoke, targeted digital campaign to suit your needs.

The cost of advertising on fest-mag.com is **determined by impressions**. Rather than paying for a specific duration, you pay for the **actual number of times your advert will be viewed (CPM)**. This means the cost reflects genuine exposure.

Bookings & Enquiries:

If you have any questions about our advertising rates and packages, or about your artwork, please don't hesitate to contact us.

George Sully
+44 7929 799603
+61 416 704 326
george@fest-mag.com

Fest Sales Team
sales@fest-mag.com

Rate Card

	CPM
Billboard	\$25
MPU	\$16

Example Prices

BILLBOARD	COST
5,000 impressions	\$125
10,000 impressions	\$250

MPU	COST
5,000 impressions	\$80
10,000 impressions	\$160

Artwork Deadlines

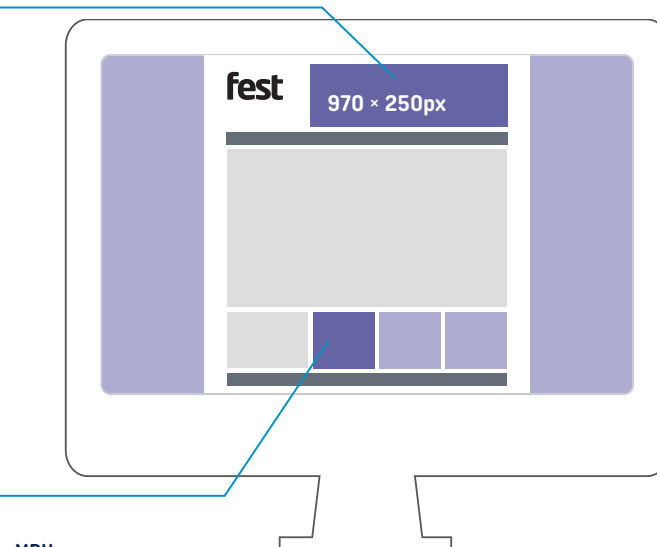
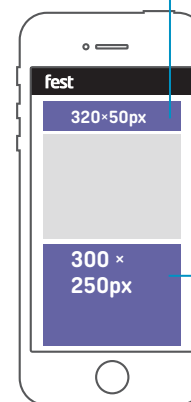
Please submit all digital copy and URLs to adverts@fest-mag.com **at least 5 days before live date** to ensure adverts can be checked before uploading.

Digital Tech Specs

fest-mag.com

BILLBOARD
DESKTOP
w 970 × h 250px

MOBILE & IPADS
w 320 × h 50px



MPU
DESKTOP / MOBILE & IPADS
w 300 × h 250px

Digital Artwork Formats

As well as traditional image formats **JPEG and animated GIF** (max file size 1mb), fest-mag.com also **accepts rich media banners** in the dimensions stated.

Please refer to the IAB website (www.iabaustralia.com.au) for maximum audio and play lengths, controls, labelling and other best practice recommendations for your artwork. If you are providing **Flash™** or **HTML5 files**, please also supply a standard image file to display to users without capacity to run Flash™ or HTML5*.

*Flash files must be 10.1 or lower

Digital Ad Checklist

- ✓ JPEG or GIF files (max 1mb)
- ✓ Flash™ / HTML5 files: supply additional standard image
- ✓ Flash™ version 10.1 or lower
- ✓ Correct size and orientation
- ✓ Legible typesize
- ✓ Supplied 5 days in advance

Please email your ad to:
adverts@fest-mag.com



"Fest Mag Adelaide has been a timely and welcomed addition to Adelaide's media landscape"

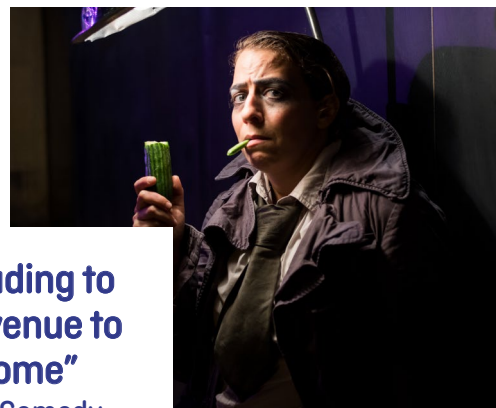
Joe Hay, former arts advisor to the Premier of South Australia



Fest – your guide to the Adelaide summer festivals

"Great to see Fest Magazine are heading to Adelaide Fringe, another quality avenue to promote our shows is always welcome"

Andrew Taylor - Managing Director, Frontier Comedy



Photography: Kat Gollock & Sarah Donley



Keep in touch

Please get in touch if you need more information about advertising in Fest.

Our advertising space fills up quickly, so book early to ensure you get the placement you need.



Print issue dates:

7 February Preview Edition

21, 28 February, 7 March 2019

George Sully on
+44 7929 799603 / +61 416 704 326
george@fest-mag.com

Sales Team
sales@fest-mag.com