

Media Pack 2019

ADVERTISING IN THE BIGGEST & BEST
FESTIVAL GUIDE



George Sully on +44 7929 799603 (UK)

+61 416 704 326 (AU)

george@fest-mag.com

Sales Team on +44 131 467 4630

sales@fest-mag.com

fest
Your FREE Festival Guide

Fest is the **biggest** and best Edinburgh Festival Magazine



fest

fest-mag.com

We distribute **125,000**
free copies reaching over
500,000 readers every
summer

Launched 17 years ago with the
goal of bringing a fresh independent
editorial voice to the crowded
Edinburgh Festival market, Fest has
grown steadily to become the defi-
nitive free guide to the Festival

Since beginning in 2002, we have established
a formidable journalistic reputation, con-
sistently coming either top or commended
at the Allen Wright Awards for Fringe Journalism.

In 2015, Fest became part of the Radge Me-
dia family, meaning that award-winning cachet
has joined forces with the established year-round
talent that put together monthly cultural listings
magazine The Skinny. That union also gave Fest
the resources and expertise to launch in Adelaide,
Australia in February 2018, to cover the second
biggest Fringe in the world.

But the heart of the publication in Edin-
burgh remains, as evidenced by our continued
partnerships at the Fringe, including the 'big four'
venues Pleasance and Assembly as well as the
Edinburgh Festival Fringe itself.

Every year, 1.5 million visitors spend £200
million at the Edinburgh Festival. As the young-
est, biggest and most exciting publication, Fest
offers unparalleled access to the affluent, 18-35
culture consumers that dominate this market.

Turn over for our advertising rates

Get in touch: George Sully | +44 7929 799603 | sales@fest-mag.com

A Brief Overview

- **Reviews** of over
600 Festival shows
plus **in-depth interview**
features
- **Comprehensive A5**
perfect-bound **Festival**
Preview Guide, plus **five A5**
glossy Review issues
- **Distributed from**
150 stands across the
Festival city
- Partnerships with
Pleasance, Assembly and
the Fringe
- All content online at
fest-mag.com, including
full Festival listings
- **Relaunched and**
redesigned in 2015 as
part of Radge Media's
family of titles
- Launched in **Australia**
in 2018 to cover the
Adelaide Fringe, Adelaide
Festival and WOMAdelaide

Rates & Dates

In 2019, Fest will publish **20,000 copies per issue** – 100,000 over the **five August issues**. We will also print an additional **25,000 copies of our Preview issue**, which is distributed before the Festival on 23 July

	PREVIEW	PER AUGUST ISSUE
Back cover	£3000	£3200
Inside front/Page 3	£2000	£1950
Inside back	£1850	£1725
Double Page Spread	£1800	£1775
Full page (No fixed position)	£1000	£995
1/2 page (Vertical / Horizontal)	£800	£675
1/4 page (Box / Horizontal)	£475	£440
1/8 page	2 issues @ £400 4 issues @ £650 5 issues £850 [Subject to placement in multiple issues]	

Rates are exclusive of VAT.

Presenting at the **Adelaide Fringe** too?
Head to **page 10** for information about **Fest Adelaide**

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
george@fest-mag.com

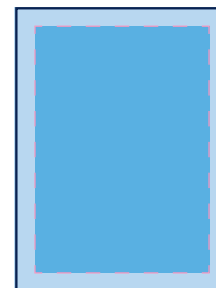
Fest Sales Team
+44 131 467 4630
sales@fest-mag.com

Artwork Deadlines

ISSUE	ARTWORK	STREET
Preview	17 Jul	23 Jul
Issue 1	2 Aug	6 Aug
Issue 2	5 Aug	9 Aug
Issue 3	9 Aug	13 Aug
Issue 4	12 Aug	16 Aug
Issue 5	16 Aug	20 Aug

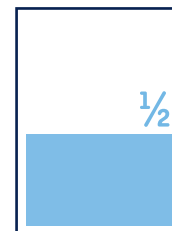
Print Tech Specs

New specs as of 2016

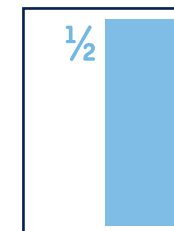


FULL PAGE

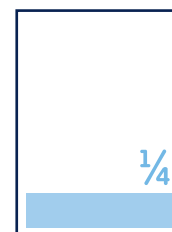
bleed w **154** × h **216**mm
trim w **148** × h **210**mm
safe w **128** × h **190**mm



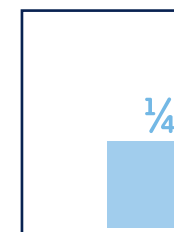
HALF HORIZONTAL
w **123** × h **92.8**mm



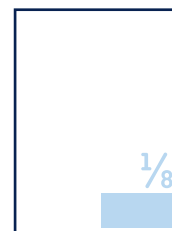
HALF VERTICAL
w **60** × h **188**mm



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



Distributed from
150 stands reaching
500,000 readers



Photography: Mihaela Bodlovic

fest

fest-mag.com

Sponsorship

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



Listings sponsorship

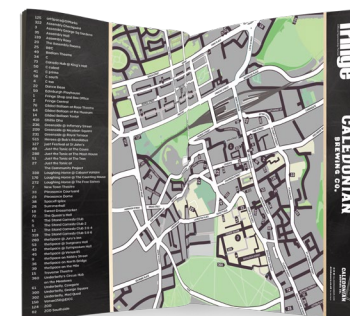
£2,000 per issue

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

Map sponsorship

£2,000 per issue

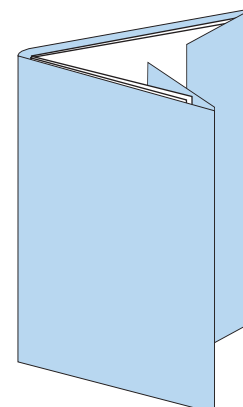
Put your brand on the map – literally. Optimally positioned just before our comprehensive listings, sponsoring the map is ideal for reinforcing brand awareness & association.



Wrap-around cover

£10,000 per issue

Make the most of Fest's visibility by getting your own four-page wrap-around cover distributed to over 100 key Festival venues.



Get in touch: George Sully | +44 7929 799603 | sales@fest-mag.com

Digital Engagement

Every keen festivalgoer checks **fest-mag.com** for up-to-date reviews and recommendations as much as they read the magazine. In 2018, we saw **130,000 pageviews** over August, with some of our online advertisers reaching as high as 0.19% clickthrough rate

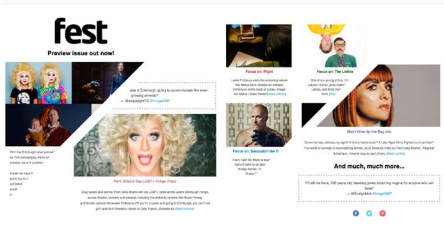
Choose from either a high-impact, impossible-to-ignore **Billboard** at the top of the page, or a compact **MPU** nestled among our content. Prices and sizes are listed to the right, but please do contact our sales team to find out more. Whether you have a full run show, a one-off special event, or you're 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 a specific duration, you pay for the **actual number of times your advert will be viewed (CPM, cost per thousand impressions)**. This means the cost reflects genuine exposure.

Fest Newsletter

In 2017, we introduced a **Fest newsletter**, offering subscribers a digest of each issue as it was released

With a strong average open rate of 60% going to 500+ subscribers, the new biweekly GDPR-compliant Fest newsletter returns in 2019 with targeted advertising alongside our latest features and reviews, coinciding with each print issue. Sign up at **fest-mag.com/newsletter**



Rate Card

	CPM
Billboard	£16
MPU	£13

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.

Rate Card

Box Advert*	£50
-------------	-----

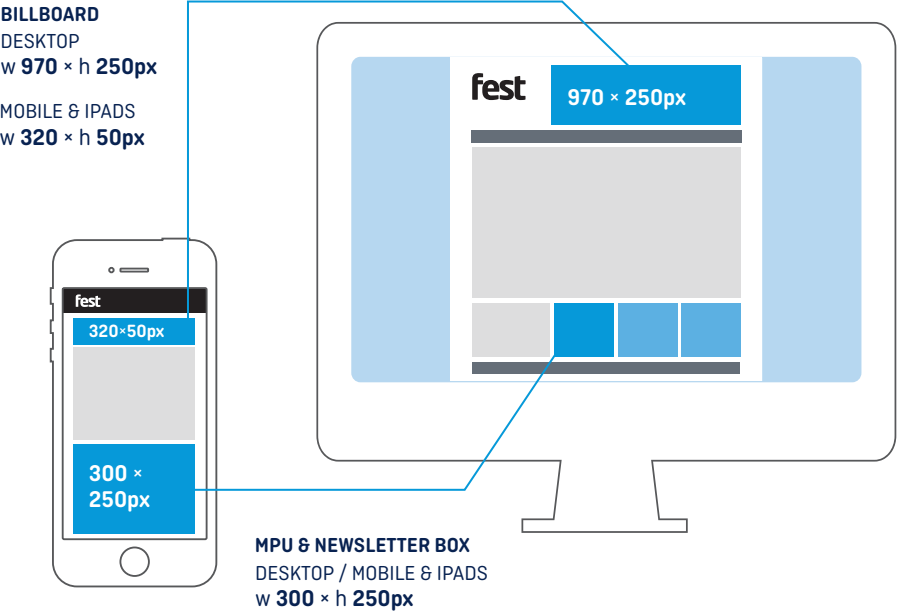
*size on next page

Artwork Deadlines

ISSUE	ARTWORK	EMAIL
Preview	17 Jul	23 Jul
Issue 1	2 Aug	6 Aug
Issue 2	5 Aug	9 Aug
Issue 3	9 Aug	13 Aug
Issue 4	12 Aug	16 Aug
Issue 5	16 Aug	20 Aug

Digital Tech Specs

fest-mag.com



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.iabuk.net) 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 Adelaide

In February 2018, Fest launched in Australia to a rapturous welcome, to cover the **Adelaide Fringe**, **Adelaide Festival** and **WOMAdelaide**. Got a show there too? Ask us about **cross-festival packages**



Fest's Edinburgh model has been adapted to suit the scale of the Adelaide festivals. We print a **Preview** issue in advance of the Fringe and Festival (**x5,000 copies**), complete with the usual highlights. Then, once the festival is in full swing, we print **three** weekly **Festival** issues (**x5,000 copies** each).

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

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

Paying in GBP instead of AUD? We accept both currencies.

Bookings & Enquiries:

If you are presenting in both Edinburgh and Adelaide, we'd love to hear from you. And if you have any questions, please don't hesitate to contact us.

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

Fest Sales Team
sales@fest-mag.com

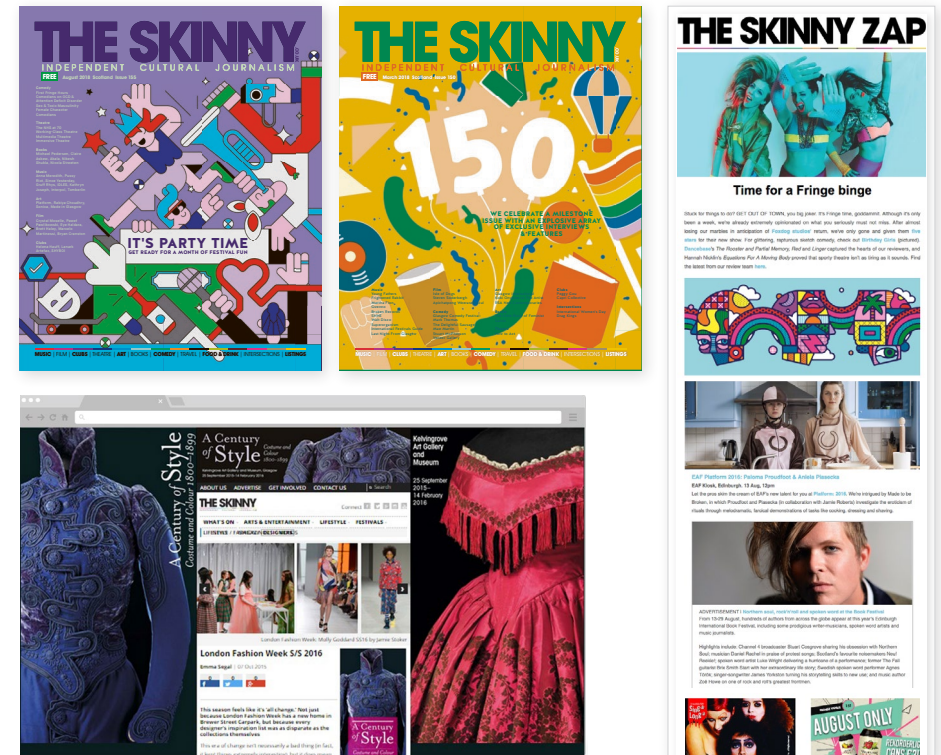
2019 Deadlines and Street Dates

Already thinking about **Adelaide 2020**? So are we – ask us about rates and 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

The Skinny

Established for 13 years, The Skinny is the **largest independent arts and culture listings magazine** in Scotland, providing unparalleled access to the culturally curious 18-35 year old market



The Skinny (monthly free magazine)

- ABC certified 30,875 copies a month
- 45,000 copies in August
- 160,000 estimated readers
- 202,500 readers in August

The Skinny Zap (weekly e-newsletter)

- Recommended events and articles for the week ahead, every Thursday
- 12,000+ subscribers / week
- All posted via social networks - audience of 100,000+ / week

theskinny.co.uk

- 135,000+ unique users/month
- 350,000+ pageviews / month (550,000+ in August)
- 0.18% average CTR for display advertising

Please contact the sales team if you require more information on Radge Media platforms:

+44 131 467 4630
sales@theskinny.co.uk

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:

23 July Preview Edition

6, 9, 13, 16, 20 August 2019

George Sully on **+44 7929 799 603 (UK)**
+61 416 704 326 (AU)
george@fest-mag.com

Sales Team on **+44 131 467 4630**
sales@fest-mag.com