

Family Preview

We know that tackling the Festivals can be daunting with little ones in tow - and not just when it comes to choosing shows

Looking to target an often overlooked segment of the busy Festival marketplace? For 2020, we are introducing a brand new edition focusing on Edinburgh and its Festivals from the perspective of families with children.

We're publishing **15,000** copies in total, distributed in two waves. The first on **23 June**, to key family hotspots like Our Dynamic Earth, leisure centres and soft plays. The second will be at the Fringe, to key venues like Pleasance KidZone.



Photography: James Glossop

Jelly or Jam

Uniting our expertise in the areas of child-wrangling and programme navigation, we'll be putting together the ultimate handbook for both local and visiting parents. From hard-to-find nappy-changing facilities, to kid-friendly eateries, to the Festival venues best equipped for even the most unruly toddlers, the Family Preview will provide targeted – and tested – advice compiled by fellow progenitors.

And of course, a detailed run-down of the very best Fringe and Festival offerings for wee ones this summer. If your business, brand or Fringe show would benefit from visibility among this key demographic desperate for advice, please get in touch - our advertising rates are listed on the right.



FAMILY PREVIEW

Back cover	£1995
Inside front/Page 3	£1525
Inside back	£1345
Double Page Spread	£1450
Full page (No fixed position)	£850
1/2 page (Vertical / Horizontal)	£575
1/4 page (Box / Horizontal)	£350

Rates are exclusive of VAT.

DEADLINES

Artwork	17 Jun
Street	23 Jun