

Media Pack 2020

ADVERTISING IN THE BIGGEST & BEST
FESTIVAL GUIDE



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fest
Your FREE Festival Guide

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



fest

We distribute **140,000**
free copies reaching over
500,000 readers every
summer

Launched 18 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
partnership with the Edinburgh Festival Fringe,
and – new for 2020 – a Family Preview edition
focusing on children's shows and city tips.

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

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
- **Launching a**
Family Preview edition
June 2020
- **Official media partner**
to the Fringe
- All content online at
fest-mag.com, including
full Festival listings
- **Launched in Australia**
in 2018 to cover the
Adelaide Fringe, Adelaide
Festival and WOMAdelaide

Rates & Dates

Fest is adding **15,000** copies of a new Family Preview* in June 2020. This is alongside **25,000** copies of the Festival Preview on 21 July, and a further **100,000** copies across five August issues (**20,000** each) during the Festival

*See p6 for more information about our Family Preview edition

	FAMILY PREVIEW	PREVIEW	PER AUGUST ISSUE
Back cover	£1995	£3000	£3200
Inside front/Page 3	£1525	£2000	£1800
Inside back	£1345	£1850	£1725
Double Page Spread	£1450	£2100	£1900
Full page (No fixed position)	£850	£1200	£1000
1/2 page (Vertical / Horizontal)	£575	£800	£675
1/4 page (Box / Horizontal)	£350	£525	£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.

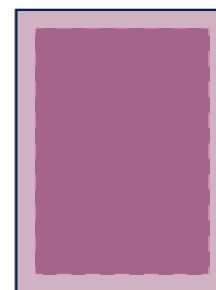
George Sully
+44 7929 799603
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Fest Sales Team
+44 131 467 4630
sales@fest-mag.com

Artwork Deadlines

ISSUE	ARTWORK	STREET
Family	17 Jun	23 Jun
Preview	15 Jul	21 Jul
Issue 1	7 Aug	11 Aug
Issue 2	10 Aug	14 Aug
Issue 3	14 Aug	18 Aug
Issue 4	17 Aug	21 Aug
Issue 5	21 Aug	25 Aug

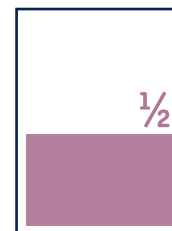
Print Tech Specs



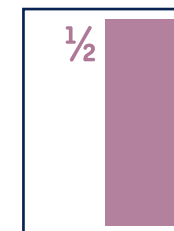
FULL PAGE

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

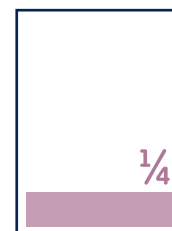
NOTE: optimal export settings for full pages do not include crop marks or printer registration info



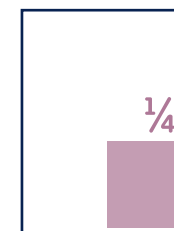
HALF HORIZONTAL
w **123** × h **92.8**mm



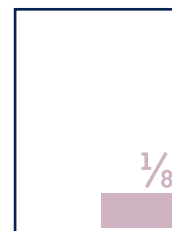
HALF VERTICAL
w **60** × h **188**mm



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

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.



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

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

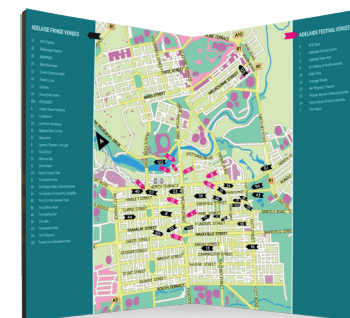
£2,000 per issue

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

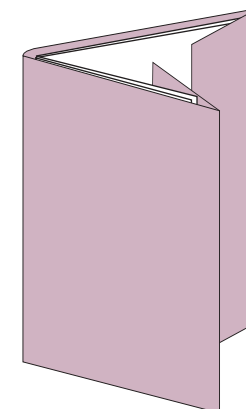
Put your brand on the map – literally. Optimally positioned just before our comprehensive listings, sponsoring the map is ideal for reinforcing brand awareness & association.



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.



Digital Engagement

Every keen festivalgoer checks **fest-mag.com** for up-to-date reviews and recommendations as much as they read the magazine. In 2019, we saw **190,000 pageviews** over August, with some of our online advertisers reaching as high as 0.18% clickthrough rate

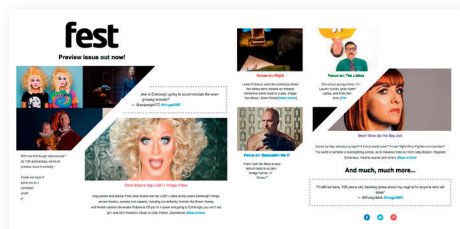
Choose from either a high-impact, impossible-to-ignore **Billboard** at the top of the page, or a compact **MPU** nestled among our content. Prices and sizes are listed to the right, but please do contact our sales team to find out more. Whether you have a full run show, a one-off special event, or you're 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 2020 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	£18
MPU	£20

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
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*size on next page

Artwork Deadlines

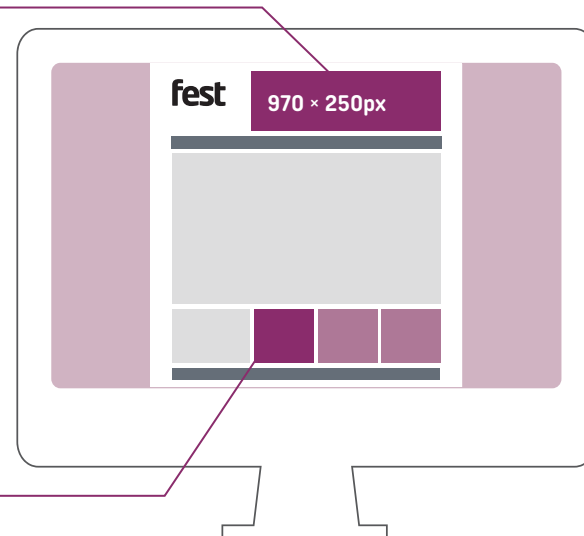
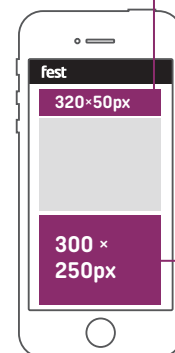
ISSUE	ARTWORK	EMAIL
Family	17 Jun	23 Jun
Preview	15 Jul	21 Jul
Issue 1	7 Aug	11 Aug
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Issue 3	14 Aug	18 Aug
Issue 4	17 Aug	21 Aug
Issue 5	21 Aug	25 Aug

Digital Tech Specs

fest-mag.com

BILLBOARD
DESKTOP
w 970 × h 250px

MOBILE & IPADS
w 320 × h 50px



MPU & NEWSLETTER BOX
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.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 chunky **Preview** issue in advance of the Fringe and Festival (**x10,000 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	\$3000 AUD	\$2500 AUD
Inside front cover /Page 3	\$2800 AUD	\$2350 AUD
Double page spread	\$2500 AUD	\$2150 AUD
Full page	\$1450 AUD	\$1200 AUD
1/2 page (Vertical / Horizontal)	\$900 AUD	\$750 AUD
1/4 page (Box / Horizontal)	\$550 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.

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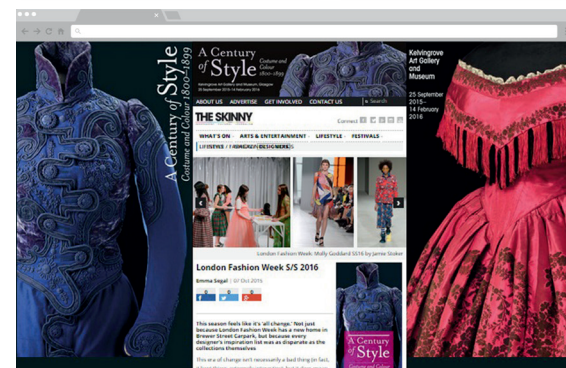
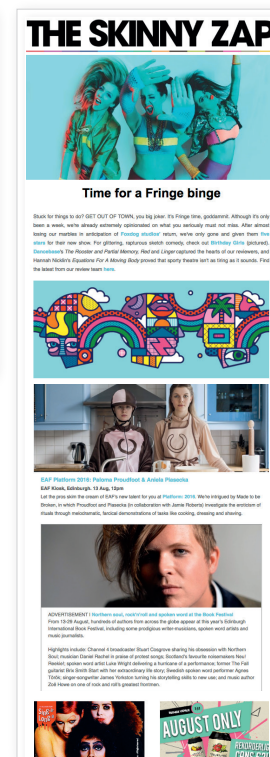
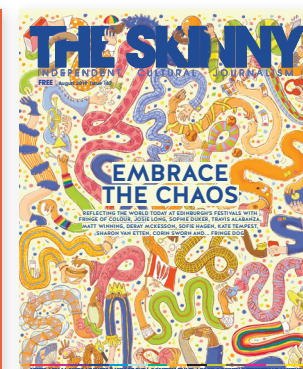
2020 Deadlines and Street Dates

Already thinking about **Adelaide 2021**? So are we – ask us about rates and dates

ISSUE	ARTWORK	STREET
Preview (x10,000)	24 Jan	6 Feb
Issue 1 (x5,000)	14 Feb	20 Feb
Issue 2 (x5,000)	21 Feb	27 Feb
Issue 3 (x5,000)	2 Mar	10 Mar

The Skinny

Established for 14 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
- 500+ distribution partners, including airports

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 June Family Preview Edition

21 July Preview Edition

11, 14, 18, 21, 25 August 2020

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