

Media Pack 2022

ADVERTISING IN THE BIGGEST & BEST
FESTIVAL GUIDE

20th
ANNIVERSARY



George Sully on +44 7929 799603 [UK]
+61 416 704 326 [AU]
george@festmag.com

Sales Team on +44 131 467 4630
sales@festmag.com

fest

Your FREE Festival Guide



20 years of
festival coverage

We've missed you!

It's been a topsy-turvy couple of years for everyone on, behind and in front of the stage. Fest has been on a little hiatus, but we're back for 2022 – our **20th anniversary**

Launched in 2002 with the goal of bringing a fresh independent editorial voice to the crowded Edinburgh festival market, Fest has grown steadily to become the definitive free guide to the festivals. We have established a formidable journalistic reputation, consistently winning or shortlisting at the Allen Wright Awards for Fringe Journalism, thanks to our fresh mix of big name critics and exciting emerging writers.

For 2022 we have reviewed how we do things. As well as giving the design a timely refresh, we've also switched to weekly issues in August, giving each edition a longer shelf life. And we're focusing on targeted, economical distribution, in step with the festivals themselves favouring considerate programming over endless, needless growth.

Every year, 1.5 million visitors spend £200 million at the Edinburgh festivals. As one of the few dedicated festival magazines left, 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** hundreds of festival shows plus **in-depth interview features**
- ⇒ **Comprehensive A5 perfect-bound festival Preview Guide, plus three A5 weekly Review issues**
- ⇒ **Distributed throughout** the festival city
- ⇒ **Official media partner** to the Fringe
- ⇒ **Print design refresh** for 2022
- ⇒ All content online at **festmag.com**, including **full festival listings**
- ⇒ Launched in **Australia in 2018** to cover the Adelaide Fringe, Adelaide Festival and WOMAdelaide

Rates & Dates

In 2022, Fest will publish **30,000** copies across the summer: **15,000** copies of our Preview issue on 28 July, plus **15,000** copies over three weekly Review issues in August (**5,000** each)

	PREVIEW	PER REVIEW ISSUE
Back cover	£3200	£3000
Inside front/Page 3	£2000	£2000
Inside back	£1900	£1900
Double Page Spread	£2250	£2000
Full page (No fixed position)	£1245	£1125
1/2 page (Vertical / Horizontal)	£795	£725
1/4 page (Box / Horizontal)	£495	£450
1/8 page	2 issues @ £350 3 issues @ £450 4 issues £520 (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.

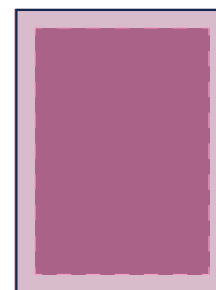
George Sully
+44 7929 799603
george@festmag.com

Fest Sales Team
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Artwork Deadlines

ISSUE	ARTWORK	STREET
Preview	21 Jul	28 Jul
Issue 1	4 Aug	10 Aug
Issue 2	11 Aug	17 Aug
Issue 3	18 Aug	24 Aug

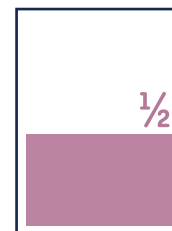
Print Tech Specs



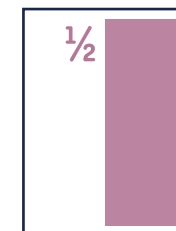
FULL PAGE

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

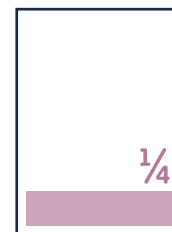
NOTE: optimal export settings for full pages do not include crop marks or printer registration info



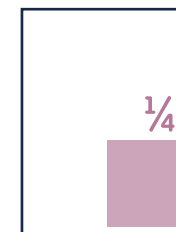
HALF HORIZONTAL
w **123** × h **92.8**mm



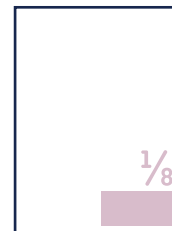
HALF VERTICAL
w **60** × h **188**mm



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@festmag.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@festmag.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

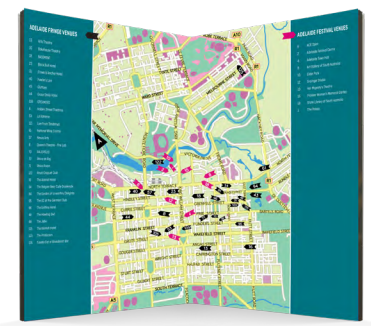
£2,000 per issue

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

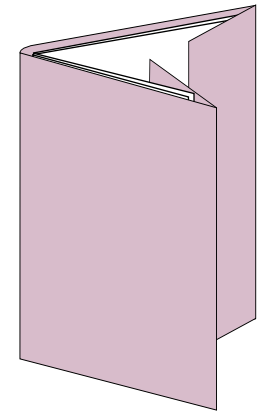
Put your brand on the map – literally. Optimally positioned just before our comprehensive listings, sponsoring the map is ideal for reinforcing brand awareness & association.



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@festmag.com

Digital Engagement

Every keen festivalgoer checks **festmag.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

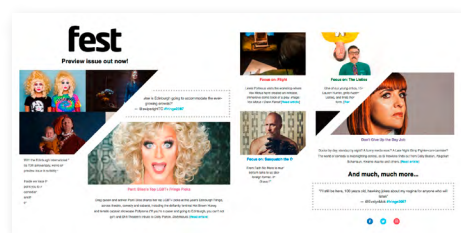
Choose from either a high-impact, impossible-to-ignore **Billboard** at the top of the page, or a compact **MPU** nestled among our content. Prices and sizes are listed to the right, but please do contact our sales team to find out more. Whether you have a full run show, a one-off special event, or you're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

Our **weekly newsletter** offers subscribers a digest of each print issue

With a strong average open rate of 60% going to 500+ subscribers, the new weekly GDPR-compliant Fest newsletter returns in 2022 with targeted advertising alongside our latest features and reviews, coinciding with each print issue. Sign up at [festmag.com/newsletter](https://www.festmag.com/newsletter)



Rate Card

	CPM
Billboard	£18
MPU	£20

Artwork Deadlines

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

Rate Card

Box Advert*	£75
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*size on next page

Artwork Deadlines

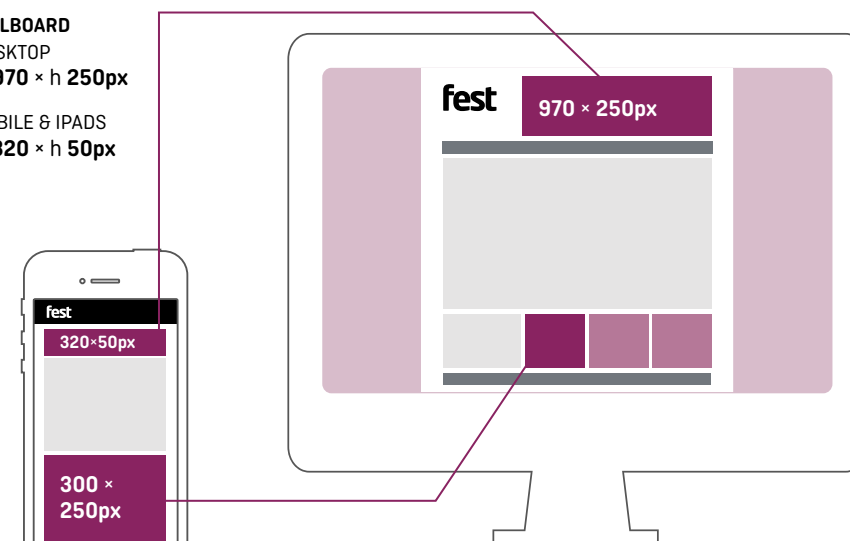
ISSUE	ARTWORK	EMAIL
Preview	21 Jul	28 Jul
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Digital Tech Specs

festmag.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), festmag.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@festmag.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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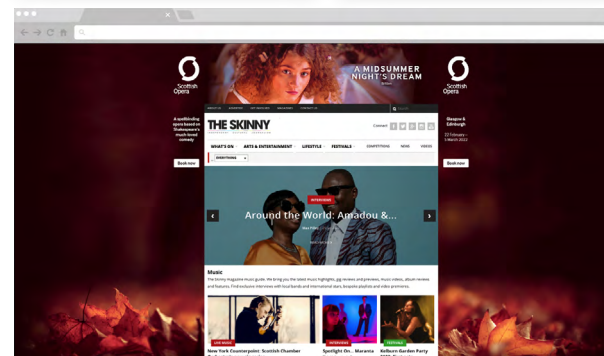
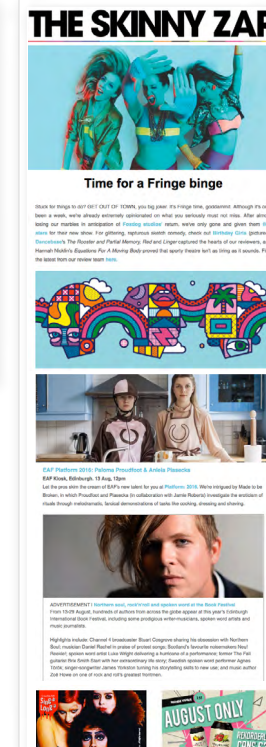
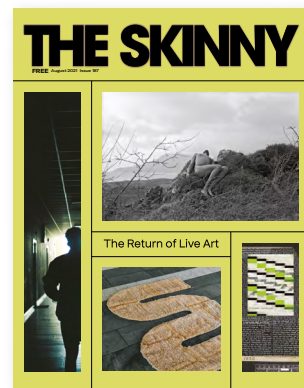
Fest Sales Team
sales@festmag.com

2023 plans

We have every intention to return to Adelaide ASAP, but right now we're focusing on delivering the best Edinburgh summer we can. Please keep in touch to find out our latest plans.

The Skinny

Established for 16 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 (pre-pandemic)
- Now 25,000 per month and growing; 30,000 for August 2022
- 130,000 estimated monthly readers
- Bumper August issue packed with Festival coverage
- Hundreds of distribution partners, including airports

The Skinny Zap (weekly e-newsletter)

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

theskinny.co.uk

- 75,000+ unique users/month
- 175,000+ pageviews / month
- Figures still recovering from the pandemic
- 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:
28 July Preview Edition
10, 17, 24 August 2022

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