

# fest

Free Festival Guide

festmag.com



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## MEDIA KIT 2023

Advertising in the best independent festival guide

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# Fest is the best independent Edinburgh Festival Magazine

## A Brief Overview

- / **Reviews** of hundreds of festival shows plus **in-depth interview features**
- / **Comprehensive A5** perfect-bound **festival Preview Guide**, three **A5** weekly **Review issues**
- / **Distributed throughout the festival city**
- / **Official media partner** to the Fringe
- / All content online at **festmag.com**, including **full festival listings**
- / **Launched in Australia in 2018** to cover the Adelaide Fringe, Adelaide Festival and WOMAdelaide

**L**aunched 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, and our focus on covering the stuff that matters over clickbait.

We're also one of the few truly independent publications at the festivals, so you can trust our previews and reviews to be fair, honest and uncompromised. Read them online and across the city this summer: one jam-packed Preview edition launched late July, plus three weekly Review editions published throughout August.

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





# Rates & Dates

In 2023, Fest will publish **35,000** copies across the summer:  
**20,000** copies of our Preview issue on 28 July, plus **15,000**  
 copies over three weekly Review issues in August (**5,000** each)

	PREVIEW	PER AUGUST ISSUE
Back cover	£3000	£3200
Inside front/Page 3	£2000	£1950
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.

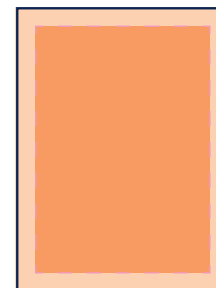
George Sully  
**+44 7929 799603**  
**george@festmag.com**

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

## Artwork Deadlines

ISSUE	ARTWORK	STREET
Preview	<b>18 Jul</b>	26 Jul
Issue 1	<b>2 Aug</b>	9 Aug
Issue 2	<b>9 Aug</b>	16 Aug
Issue 3	<b>16 Aug</b>	23 Aug

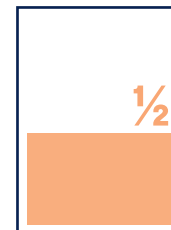
# Print Tech Specs



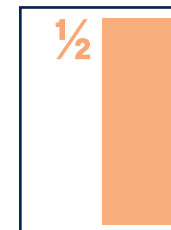
### FULL PAGE

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

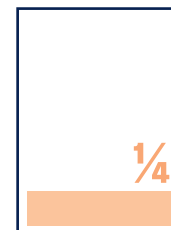
NOTE: optimal export settings for full pages do not include crop marks or printer registration info



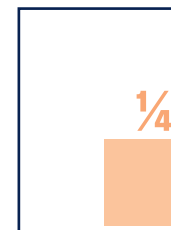
**HALF HORIZONTAL**  
 w **123** × h **93**mm



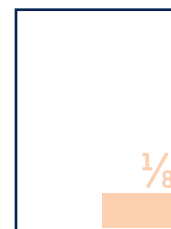
**HALF VERTICAL**  
 w **60** × h **188**mm



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



**QUARTER BOX**  
 w **60** × h **93**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

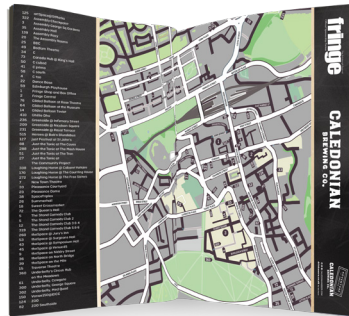


## Listings sponsorship £2,000 per issue

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

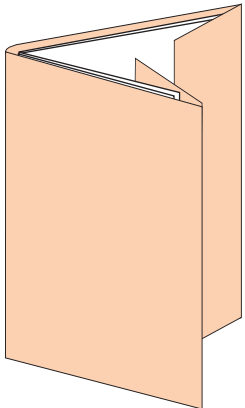
## Map sponsorship £2,000 per issue

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.



## Is your show right for Fest?

If your show is at the Fringe, you'll benefit from increasing your visibility with Fest. But some types of shows appeal to our readers more, so here's a handy guide to what we like to cover

### Comedy

A mix of big-name comics doing interesting things and emerging comedians looking to challenge the status quo. Big focus on diverse and inclusive talent.

### Theatre

Shows with something to say, executed with skill and heart. No stranger to established companies but we also love small, independent outfits from home and abroad.

### Dance, Circus & Physical Theatre

Troupes big and small from all over the world using form to explore the human condition. Technical skill is important but telling a good story is more so.

### Cabaret

Everything from Weimar punk to NYC speakeasies, we love toothy cabaret that sticks it to The Man while providing a safe, fun space.

### Music

From intimate solo performances to big band extravaganzas, we're especially interested in genres not typically seen at the core of the Fringe programme.

### Musicals & Opera

It could be the next big West End hit, a small-scale operatic work or a never-before-seen musical. It's about the quality of the music and its ability to appeal to a diverse audience.

### Kids

Shows that don't talk down to children but still engage and entertain. Hopefully with something for the parents thrown in.

### No show? No problem!

Promoting a business or a brand instead of a Fringe show? We've got you covered - get in touch to see what options we recommend.

# Digital Engagement

Every keen festivalgoer checks **festmag.com** for up-to-date reviews and recommendations as much as they read the magazine.

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.

## Radge Media: digital stats

Digital advertisers can make use of both Fest's website (**festmag.com**) and our sister magazine The Skinny's (**theskinny.co.uk**), depending on your audience, objectives and budget.

Combined, our web platforms see roughly **500,000** page impressions over the summer (approximately **225,000** unique users).

Pricing for each platform is the same, so simply let us know if you'd like to target one or both.

Summer 2022	IMPRESSIONS	UNIQUE USERS
festmag.com	100,000	50,000
theskinny.co.uk	400,000	175,000

## Rate Card

	CPM
Billboard	£18
MPU	£20

## Artwork Deadlines

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

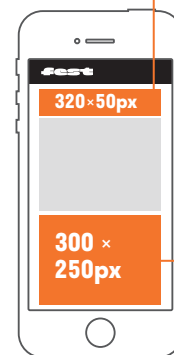


# Digital Tech Specs

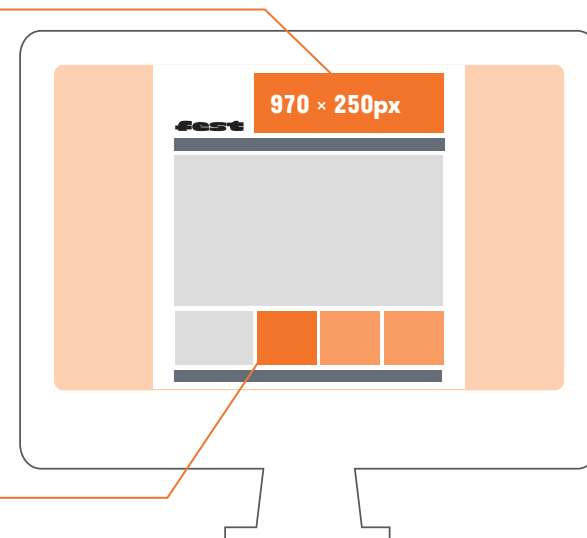
festmag.com & theskinny.co.uk

**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), festmag.com also **accepts rich media banners** in the dimensions stated.

Please refer to the IAB website ([www.iabuk.net](http://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

We don't just cover Edinburgh - we also 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@festmag.com

Fest Sales Team  
sales@festmag.com

## 2024 Festivals

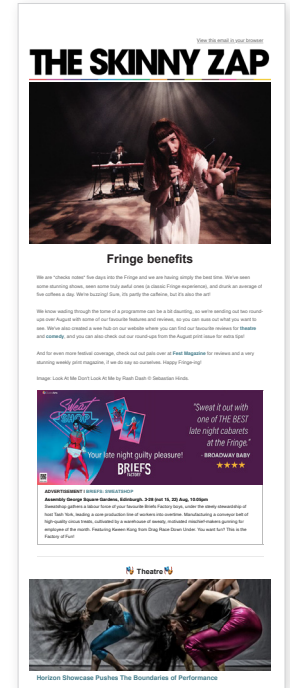
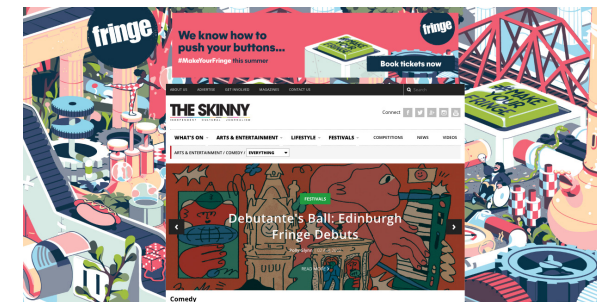
We are working away on our return to Adelaide for the 2024 season. This includes reviewing our publishing schedule and overall strategy, so the information above is subject to change.

For the latest on our plans, please drop a line to George.



# The Skinny

Established for 18 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 copies for 2023's bumper August issue packed with Festival coverage
- 130,000 estimated monthly readers
- 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 120,000+ / week

## theskinny.co.uk

- 75,000+ unique users/month
- 125,000+ pageviews / month (400,000+ in the summer)
- 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:**

26 July Preview Edition and  
9, 16, 23 August 2023

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

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