

# Media Pack 2020

ADVERTISING IN EDINBURGH'S BIGGEST & BEST  
FESTIVAL GUIDE: NOW IN ADELAIDE!



George Sully on

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Sales Team

sales@fest-mag.com

# fest

Your FREE Festival Guide

Fest is a  
**festival review  
magazine from  
Edinburgh**



**“Fest provided the only  
festival-focused print  
media outlet during the  
Adelaide Fringe and was  
a valuable resource for  
festival goers”**

- Ryneisha Bollard, Adelaide  
Fringe publicist

fest

fest-mag.com

We'll be distributing  
**25,000 copies** of our  
festival magazine in  
Adelaide again this summer

Launched 18 years ago with the goal of  
bringing a fresh independent editorial  
voice to the crowded Edinburgh festival  
market, Fest – as the definitive free  
guide to the Edinburgh festivals –  
is now proud to be in Adelaide.

Since beginning in the UK in 2002, we have estab-  
lished a formidable journalistic reputation, consi-  
stently winning awards for our writing. And in  
Edinburgh, we also print more copies than any other  
festival title.

But we've known that Edinburgh is only one piece  
of the global festival puzzle. And where better to  
expand than the biggest arts festival in the southern  
hemisphere? February 2018 saw us publish our first  
editions in South Australia, complete with informed  
reporting on the Adelaide Fringe, Adelaide Festival  
and WOMAdelaide. We came back in 2019 to an  
even warmer reception.

By working with the best in Australian journalistic  
talent, supported by the key venues and promoters  
who make these festivals a reality, we're confident we  
can continue to turn our Edinburgh expertise to the  
spectacular work presented at the Adelaide Fringe and  
Adelaide Festival 2020.

Every year, 2.5 million people spend \$16 million at  
the Adelaide Fringe. As the youngest, most exciting  
and only dedicated festival publication, Fest offers  
unparalleled access to the affluent, 18-35 culture  
consumers that dominate this market.

Get in touch: George Sully | +61 416 704 326 | sales@fest-mag.com

Turn over for our advertising rates

## A Brief Overview

- ⇒ **Reviews** of 200+ festival shows, plus in-depth **interview features**
- ⇒ **Comprehensive A5** perfect-bound Festival **Preview Guide**, with **double the circulation** from 2019
- ⇒ **Three A5 glossy Festival issues**, published weekly
- ⇒ Distributed throughout the **Adelaide CBD** and at key venues
- ⇒ All content online at **fest-mag.com**, including **full Festival listings**
- ⇒ Supported by the **Adelaide Fringe, Adelaide Festival** and **WOMAdelaide**



## Rates & Dates

In 2020, Fest will publish **25,000 copies** across four magazines. That's **5,000 copies** per each of three Festival editions, plus **10,000 copies** of our Preview issue, which is distributed before the Festivals on 6 February



Fest's model is simple. We print a chunky **Preview** issue in advance of the Fringe and Festival (**x10,000 copies – double 2019's**), full of interviews, highlights and top picks chosen by our expert critics. Then, once the festival is in full swing, we print **three** weekly **Festival** issues (**x5,000 copies each**) with extra interviews, full listings, and – of course – those all-important show reviews.

Rates are exclusive of GST

	PREVIEW	FESTIVAL (per issue)
Back cover	\$3000	\$2500
Inside front cover/Page 3	\$2800	\$2350
Double page spread	\$2500	\$2150
Full page	\$1450	\$1200
1/2 page (Vertical / Horizontal)	\$900	\$750
1/4 page (Box / Horizontal)	\$550	\$450
1/8 page	2 issues @ \$350   4 issues @ \$600 (Subject to placement in multiple issues)	

### 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  
+61 416 704 326  
george@fest-mag.com

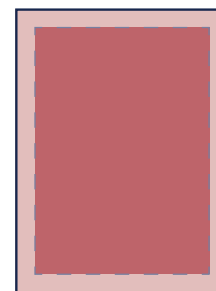
Fest Sales Team  
sales@fest-mag.com

## Artwork Deadlines & Street Dates

ISSUE	ARTWORK	STREET
Preview (x10,000)	<b>1 Feb</b>	6 Feb
Issue 1 (x5,000)	<b>15 Feb</b>	20 Feb
Issue 2 (x5,000)	<b>22 Feb</b>	27 Feb
Issue 3 (x5,000)	<b>2 Mar</b>	10 Mar

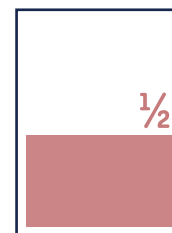
Presenting at the Edinburgh Fringe too?  
Turn to **page 10** for information about  
**Fest Edinburgh**

## Print Tech Specs

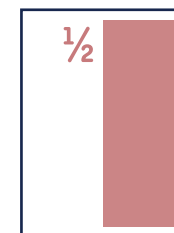


**FULL PAGE**  
bleed w **154** × h **216**mm  
trim w **148** × h **210**mm  
safe w **128** × h **190**mm

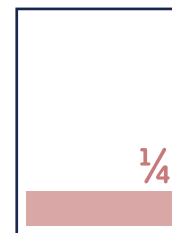
**DOUBLE PAGE SPREAD**  
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trim w **196** × h **210**mm  
safe w **176** × h **190**mm



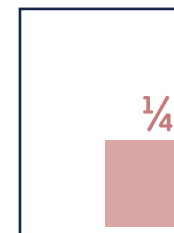
**HALF HORIZONTAL**  
w **123** × h **92.8**mm



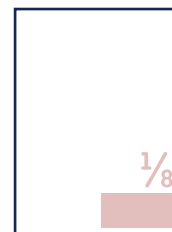
**HALF VERTICAL**  
w **60** × h **188**mm



**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

## The only dedicated festival magazine in Adelaide



Photography: Elliot Oakes

fest

fest-mag.com

## Sponsorship

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



### Listings sponsorship

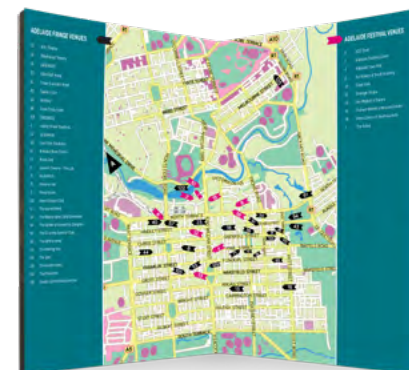
\$1,000 per issue

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.



Get in touch: George Sully | +61 416 704 326 | sales@fest-mag.com

# Digital Engagement

With Fest being the only dedicated festival publication in the city, and thanks to its strong reputation at the Edinburgh festivals, every keen festivalgoer will be checking **fest-mag.com** for up-to-date reviews and recommendations as much as they'll be reading the magazine

## 2019 Stats (Year 2)

30,000 pageviews during festivals  
Average 0.19% clickthrough rate  
54% mobile, 38% desktop

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 paying for a specific duration, you pay for the **actual number of times your advert will be viewed (CPM)**. This means the cost reflects genuine exposure.

## Bookings & Enquiries:

If you have any questions about our advertising rates and packages, or about your artwork, please don't hesitate to contact us.

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## Rate Card

	CPM
Billboard	\$25
MPU	\$16

## Example Prices

BILLBOARD	COST
5,000 impressions	\$125
10,000 impressions	\$250

MPU	COST
5,000 impressions	\$80
10,000 impressions	\$160

## Artwork Deadlines

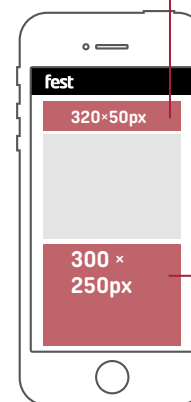
Please submit all digital copy and URLs to adverts@fest-mag.com **at least 5 days before live date** to ensure adverts can be checked before uploading.

# Digital Tech Specs

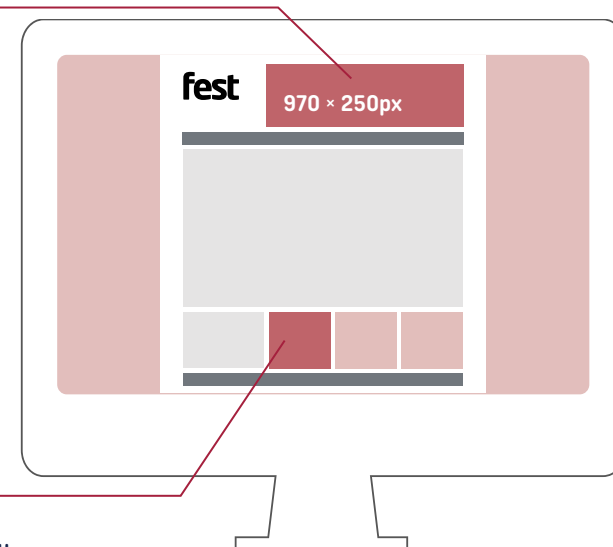
fest-mag.com

**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), fest-mag.com also **accepts rich media banners** in the dimensions stated.

Please refer to the IAB website ([www.iabaustralia.com.au](http://www.iabaustralia.com.au)) 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 Edinburgh

Fest is the **biggest free guide** to the Edinburgh festivals. Got a show there too? Ask us about **cross-festival** packages

Like in Adelaide, we print a chunky **Preview** edition before the festivals on 21 July (**x25,000 copies**). We also publish **five** bi-weekly **Festival editions** throughout August (**x20,000 copies each**). That's **125,000** copies in total!

	PREVIEW	PER AUGUST ISSUE
Back cover	£3000 GBP	£3200 GBP
Inside front/Page 3	£2000 GBP	£1950 GBP
Inside back	£1850 GBP	£1725 GBP
Double Page Spread	£1800 GBP	£1775 GBP
Full page (No fixed position)	£1000 GBP	£995 GBP
1/2 page (Vertical / Horizontal)	£800 GBP	£675 GBP
1/4 page (Box / Horizontal)	£475 GBP	£440 GBP

1/8 page 2 issues @ £400 GBP | 4 issues @ £650 GBP | 5 issues £850 GBP  
(Subject to placement in multiple issues )

*Rates are exclusive of VAT.*

Paying in GBP or 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**  
[george@fest-mag.com](mailto:george@fest-mag.com)

Fest Sales Team  
**+44 131 467 4630**  
[sales@fest-mag.com](mailto:sales@fest-mag.com)

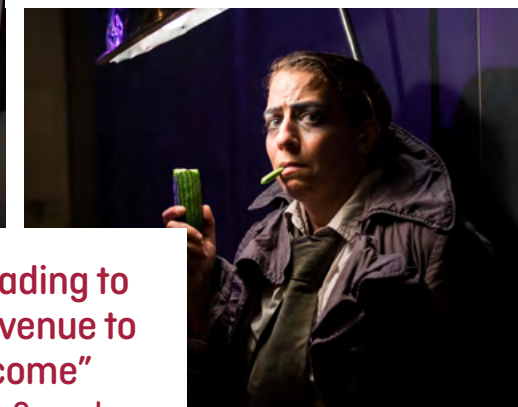
## 2020 Deadlines and Street Dates

ISSUE	ARTWORK	STREET
Preview	<b>15 Jul</b>	21 Jul
Issue 1	<b>7 Aug</b>	11 Aug
Issue 2	<b>10 Aug</b>	14 Aug
Issue 3	<b>14 Aug</b>	18 Aug
Issue 4	<b>17 Aug</b>	21 Aug
Issue 5	<b>21 Aug</b>	25 Aug



**“Fest Mag Adelaide has been a timely and welcomed addition to Adelaide's media landscape”**

Joe Hay, former arts advisor to the Premier of South Australia



**“Great to see Fest Magazine are heading to Adelaide Fringe, another quality avenue to promote our shows is always welcome”**

Andrew Taylor - Managing Director, Frontier Comedy





# 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:

6 February Preview Edition

20, 27 February, 10 March 2020

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**george@fest-mag.com**

**Sales Team**  
**sales@fest-mag.com**