

# THE SKINNY fest

www.festmag.co.uk

## ABOUT FEST

*Fest* is the ultimate free guide to the Edinburgh Festivals. Now in its seventh year, the magazine has consistently reviewed over 500 shows every year and beat off the competition to become Festival-goers favourite free guide.

This year, we're making *Fest* even better than ever before:

- 2 issues each week of the Festival (published Tuesday and Friday)
- 15,000 copies each issue (up from 10,000 last year - that's 90,000 over the month)
- Handy pocket-sized A5 format for the active festival-goer
- Distributed free from over 100 stands in the most popular venues, bars and cafés
- 96 pages packed with unrivalled coverage of comedy, theatre, music, books and art
- Comprehensive hour-by-hour listings of everything at the Festivals
- Glossy paper and high-quality printing throughout
- A handy festival map with locations of the key Festival venues
- Staffed by a young team with their finger firmly on the Festival's pulse
- A dedicated street team distributing copies in key areas
- Comprehensive online edition with extra content and full listings

## FEST'S HISTORY

- Now in its seventh year
- Successful partnerships with the BBC, *Time Out*, the *Big Issue* and more
- Won the 2006 Allen Wright Award for festival journalism, beating off the *List*, the *Scotsman* and the *Sunday Herald*
- Voted amongst the top 5 Festival websites in 2006

## THE FESTIVAL MARKET

- The world's biggest arts festival
- 500,000 visitors every August
- Unique access to the young, affluent consumers at the Festival through *Fest*

## DATES AND DEADLINES

- Published Aug 5, 8, 12, 15, 19 and 22
- Artwork deadlines 3 days prior to publication





## RATES

ADVERT	PER ISSUE	FULL RUN
Back cover	£2900	£8700
Inside front	£1800	£5400
Page 3	£1800	£5400
Inside back	£1600	£4800
Full page (guaranteed front half)	£950	£2850
Full page (no fixed position)	£750	£2250
1/2 page	£550	£1650
1/4 page	£350	£1050

### EIGHTH PAGES ALSO AVAILABLE (ON TERM DEALS ONLY):

3 issues @ £400  
4 issues @ £500  
6 issues @ £600

## SPONSORSHIP OPTIONS

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 @ £3000

Listings pages branded with your logo, advertising space on opening page

Sponsorship of individual listings sections can be negotiated

### MAP SPONSORSHIP @ £3000

Logo on map, 1/2 page advertising space and highlighted venues in the magazine's center spread.

### WRAP-AROUND COVER @ £10,000 per issue

Make the most of *Fest's* visibility by getting your own four-page wrap around cover on 15,000 magazines distributed to over 100 key Festival venues. Term discounts available.

### DISTRIBUTION BOX SPONSORSHIP

*Fest's* 100+ distribution points around the city can be branded with your logo.

**EXCLUSIVE @ £2500**

**NON-EXCLUSIVE @ £950**

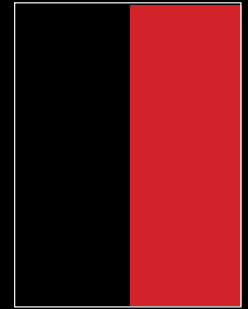
## DIGITAL

Advertising opportunities are available on *Fest's* comprehensive website, which attracted over 100,000 page views last Festival. Call for more information.

## MECHANICAL DATA



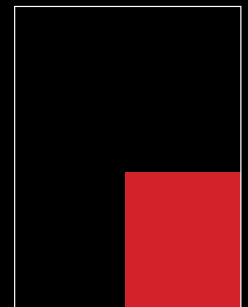
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TRIM 210x148mm



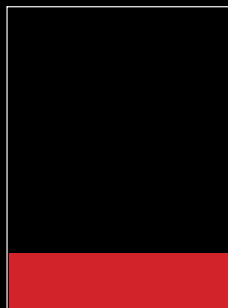
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W 68 mm



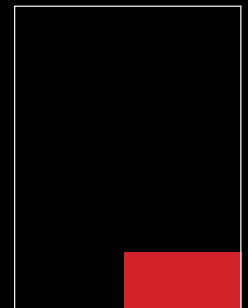
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W 140 mm



**QUARTER BOX**  
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W 68 mm



**QUARTER BANNER**  
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W 140 mm



**EIGHTH PAGE**  
H 46 mm  
W 68 mm

**FOR MORE INFORMATION CONTACT OUR SALES TEAM**

**E: SALES@FESTMAG.CO.UK**

**T: 0131 467 4630**

**THE DRILL HALL, 30-38 DALMENY STREET  
EDINBURGH, EH6 8RG**