

A circular logo with a white background and a black border. The word "Edinburgh" is in a smaller, black, sans-serif font at the top. The word "fringe" is in a larger, bold, black, sans-serif font below it. The background of the entire image is a photograph of a stage performance with blue and purple lighting and smoke.

Edinburgh  
**fringe**

# Business advertising: rates and specs 2025

Reuben kaye (2019) Assembly  
Photo: Davin Monteith-Hodge

# The Edinburgh Festival Fringe

The Edinburgh Festival Fringe is the world's largest arts festival and is comparable in scale to an Olympic Games, or Football World Cup – except the Fringe happens every year!

For businesses, the Fringe offers a unique opportunity to engage with a significant and engaged following of audiences, artists and venues alike.

The following pages outline the various advertising opportunities that we offer, including pricing, artwork requirements and deadlines / timelines for booking.



**2,600,000**

tickets issued in 2024

**3,746**

shows in the 2024 programme

**25,000+**

Fringe artists

**30,000,000**

page views on edfringe.com

**3,800,000**

users on edfringe.com

**120,000**

audience email database

**500,000**

followers across social media channels

# The Fringe programme

The iconic Fringe programme is the **official printed guide to the Fringe**, containing details on almost **every show** as well as a venue map and other key tips and information to help give audiences a great festival experience.

The programme is launched at our official programme launch event in **early June**, and is then distributed across Edinburgh and further afield, with audiences using it as their guide in the lead-up to and during the festival.

**150,000** copies printed and distributed across Britain

Estimated readership of **450,000**



Businesses can choose from the following advertising options:

**Outside back**



**£14,000**

200mm x 293mm

**Inside front**



**£10,000**

200mm x 293mm

**Full-page**



**£7,000**

200mm x 293mm

**Half-page**



**£4,000**

83mm x 278mm

**Quarter-page**



**£2,250**

83mm x 141mm

**Eighth-page**



**£1,250**

83mm x 70mm

**Booking deadline: 11 April 2025**

**Artwork deadline: 22 April 2025**

**Specs:**

- Colour: **CMYK**
- Resolution: **300 dpi**
- File type: **PDF or JPG**
- File size: **maximum 10MB**
- Bleed: 3mm bleed on **full-page ads only** (no crop marks)

Combine a programme advert with one of our digital advertising bundles (page 04) and receive a 10% discount on the total package price.



# edfringe.com

Our website, edfringe.com, is full of information for both artists and audiences coming to the Fringe, and is where you can **buy tickets for every show on the Fringe**.

edfringe.com had **30,000,000** page views in 2024

**78%** of web traffic is UK based

**Pricing:** Our online adverts are priced on a cost per thousand impressions basis (£CPM). For example, this means at a price of £12 CPM, it costs £12 for every 1,000 times your advert is seen – if you wanted your advert to appear 10,000 times, the price would be £120.

We have **three digital advertising assets** available. The start and end dates of your campaign can be tailored to suit you.

**Leaderboard: £12 CPM**

**Mobile banner: £10 CPM**

**Button: £7 CPM**

## Button



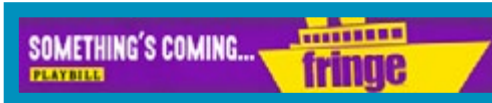
## Digital advertising bundles

For businesses looking for a comprehensive presence, we offer **bundle packages** for leaderboard, button and mobile banner ads combined. Packages can be tailored further to your specific budget but we have outlined some examples below:

Impressions (of each asset)	Campaign duration	Price
70k	2 – 3 weeks	£1,795
125k	3 – 4 weeks	£3,250
200k	4 – 6 weeks	£5,200
300k	6 – 8 weeks	£7,550

**Combine a digital bundle with one of our programme advertising options (page 03) and receive a 10% discount on the total package price.**

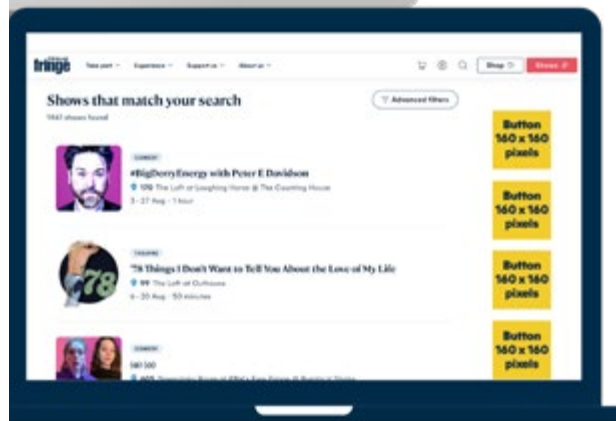
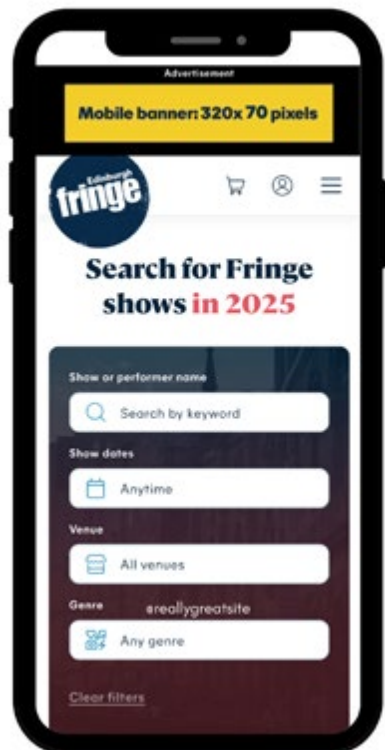
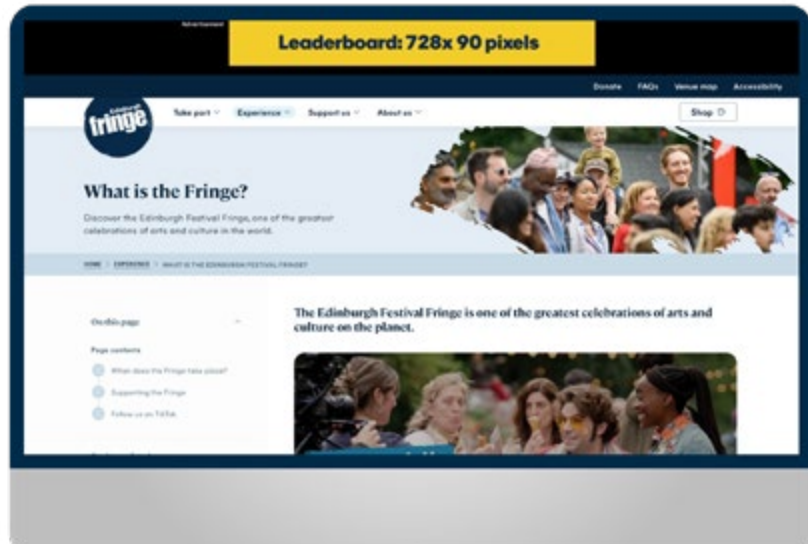
## Mobile banner



## Leaderboard



## edfringe.com placements



**Leaderboards and buttons** are displayed on desktop and larger tablet devices only.

**Mobile banners** are shown on mobile devices only.

## Digital bookings and specs

Please email [marketing@edfringe.com](mailto:marketing@edfringe.com) to book. We require the artwork **one week prior** to the agreed start date of the advert.

**Digital advertising can be booked to start from 25 February through to 01 October.**

Payment is required in advance of the campaign start date, unless otherwise agreed. Prices are subject to VAT.

- Please ensure artwork is sized exactly as follows:
  - Leaderboards: 728 x 90 pixels
  - Buttons: 160 x 160 pixels
  - Mobile banners: 320 x 70 pixels
- Files must be a .GIF or .JPEG
- They can be static or animated
- Maximum file size: 100KB
- We cannot support JavaScript
- Please supply a URL for your ad to link to

# Email banners

We have over **120,000 email subscribers** who have opted in to receive updates and announcements about coming to the Edinburgh Fringe. We typically send one to two emails to our database per month, and more often in the lead-up to and during the festival.

With excellent **open rates of 53%**, there is a great opportunity for businesses to advertise to an **engaged festival audience** via a banner in one of our emails.

January – April	May – June	July – August	September – December
£1,100	£1,200	£1,400	£1,050

We can also offer placement within our bulletins to **Fringe artists** (27,000 subscribers) if you are looking to reach the artist community.

**Specs:** Artwork should be supplied at 1000(w) x 360(h) pixels, as a JPEG. Please also submit a URL for your advert to link to.

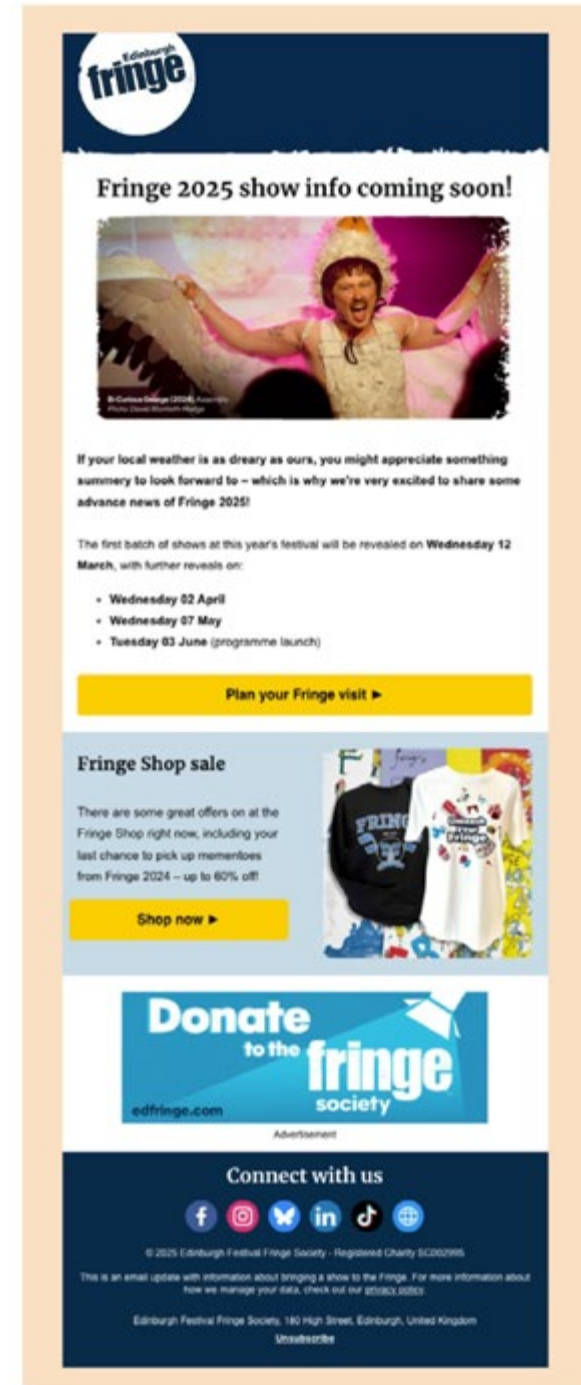
Artwork is required at least **five working days** before the scheduled email.

## Booking and payment

If you would like to book advertising, or have any questions, please get in touch with us at **marketing@edfringe.com**.

**Payment is required in advance of the booking deadline or advertising campaign start date, unless otherwise agreed.**

**All rates are subject to VAT.**



The screenshot shows a vertical email banner for the Edinburgh Fringe. At the top is the Edinburgh Fringe logo. Below it, the text 'Fringe 2025 show info coming soon!' is displayed above a photo of a performer in a white costume with wings. The text continues: 'If your local weather is as dreary as ours, you might appreciate something summery to look forward to – which is why we're very excited to share some advance news of Fringe 2025!'. It then states: 'The first batch of shows at this year's festival will be revealed on Wednesday 12 March, with further reveals on:'. A list follows: '• Wednesday 02 April', '• Wednesday 07 May', and '• Tuesday 03 June (programme launch)'. A yellow button with the text 'Plan your Fringe visit ►' is below the list. The next section is titled 'Fringe Shop sale' and says: 'There are some great offers on at the Fringe Shop right now, including your last chance to pick up mementoes from Fringe 2024 – up to 60% off!'. A yellow button with 'Shop now ►' is below this. The next section is a 'Donate to the fringe society' banner with the website 'edfringe.com'. The final section is titled 'Connect with us' and shows social media icons for Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube. At the bottom, it says '© 2025 Edinburgh Festival Fringe Society - Registered Charity SC002995', 'This is an email update with information about bringing a show to the Fringe. For more information about how we manage your data, check out our privacy policy', 'Edinburgh Festival Fringe Society, 180 High Street, Edinburgh, United Kingdom', and an 'Unsubscribe' link.

# Terms and conditions

## Acceptance

**A1.** The Edinburgh Festival Fringe Society ('EFFS') will accept orders for advertisements in the 2025 Edinburgh Festival Fringe programme ('programme') and on edfringe.com ('website') exclusively on the following terms and conditions ('terms').

**A2.** By placing an order, the advertiser (which is the person placing the order for the advertisement, whether he/she is or represents the organisation(s), person(s), event(s) or service(s) referred to in the advertisement or represents the agency, venue, promoter, manager or media buyer for same) accepts and agrees to be bound by these terms in full.

**A3.** Materials for an advertisement must be provided no later than the deadline specified in this ratecard and in accordance with all the guidelines and specifications provided. For advertisements in the programme, artwork received after this date will not be included in the programme, will be deemed cancelled and payment will not be refunded. For advertisements on the website, artwork received after the stated deadline will result in a pro-rata reduction of page impressions for the advertiser and payment will not be refunded.

**A4.** EFFS may, without any responsibility to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, not print/display, suspend or change the position of any such advertisement. EFFS will not publish or display any advertisement for any advertiser who has not paid any sums due for any advertising or any other debts owing to EFFS. The advertiser will remain responsible for all outstanding charges.

**A5.** Commercial adverts bigger than 1/4 page, within the programme, cannot be used to promote a registered Fringe show.

**A6** Adverts must not include/promote a competitor event/festivals taking place at the same time as the 2025 Fringe

## Content

**C1.** The advertiser guarantees to EFFS that:

- (i) Any information supplied in connection with the advertisement is accurate, complete, true and not misleading;
- (ii) It has obtained the consent of any living person whose name or image (in whole or in part) is contained in any advertisement; and
- (iii) The advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice, are not defamatory or obscene and do not infringe the rights of any person (including any person's intellectual property rights).

**C2.** If the advertiser requires an amendment to the advertisement after materials have been provided, or if EFFS deems an amendment necessary in accordance with these terms, this will be the sole responsibility of the advertiser. All materials for the revised advertisement must be supplied to the EFFS Marketing team.

Any amendment will:

- (i) Be subject to EFFS's sole discretion;
- (ii) Adhere to these terms;
- (iii) Not substantially alter the content, subject or spirit of the original advertisement; and
- (iv) Be made with revised material no later than the deadline(s) stated on this ratecard. Any amendment may be subject to a surcharge (£50 minimum), applied at EFFS's sole discretion.

## Payment

**P1.** All payments must be received in full by the stated deadline(s), unless otherwise agreed in writing.

## Liability

**L1.** EFFS shall take reasonable measures to reproduce advertisements as provided by the advertiser, but cannot guarantee that the advertisement will be of the same quality.

**L2.** If a booked advertisement in the programme is not published at all solely due to a mistake on EFFS's part, the booking will be cancelled and the advertiser shall be entitled to a full refund. This shall be the advertiser's sole remedy for failure to publish the advertisement.

**L3.** EFFS shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss that happens as a side effect of the main loss suffered by the advertiser or any loss that could not be contemplated by EFFS and the advertiser. EFFS's maximum total liability for any loss or damage arising out of or in relation to any advertisement whether in contract, tort or otherwise shall not exceed the total amount of the charges for the relevant advertisement actually paid by or on behalf of the advertiser.

**L4.** The advertiser will fully reimburse EFFS for all claims, losses or expenses arising as a result of any breach of or failure to perform any of these terms and/or the use or publication of the advertisement by EFFS in accordance with these terms.

**L5.** In the event of any disagreement regarding the number of impressions served for advertisements on the website, the advertiser agrees that the figures provided by EFFS ad serving software will be final and binding.

**L6.** Although EFFS will take reasonable measures to deliver impressions booked on the website in full within the dates specified, EFFS cannot guarantee this. In the event the number of impressions during the campaign period is less than the impressions booked by the advertiser, EFFS shall continue to serve the advertisements after the end of the campaign period until the number of booked impressions has been reached.

## Rights

**R1.** The advertiser grants EFFS the right (free of charge) to:

- (i) Use the advertiser's names, trademarks and/or logos as EFFS may consider necessary for the purposes of publishing or displaying the advertisements; and
- (ii) Reproduce the advertisement in any media at any time from the date the advertisement was published in the programme or displayed on the website for promotional purposes. For the avoidance of doubt, the content, layout and format of any reproduction in any media will be subject to variation at EFFS's sole discretion.

**R2.** Nothing in these terms and conditions shall affect the statutory rights of an advertiser who is a consumer.

## Cancellation

**D1.** The advertiser may cancel an advertisement in the programme, provided that notice in writing is received by EFFS no later than 22 April 2025, in which case EFFS will issue a refund to the advertiser minus 20% of the booking fee. The advertiser may cancel an advertisement on the website, provided that notice in writing is received by EFFS with 14 days' notice prior to the day it is to be removed, in which case EFFS will issue a refund to the advertiser minus 20% of the fees for the remaining period of the advertising agreement. Please send notice of your intention to cancel the advertisement in the programme or on the website to the EFFS Marketing team. Cancellation will only be effective on confirmation of receipt of your notice in writing.

## General

**G1.** Subject to clause R2, these terms shall be governed by Scottish law and the courts of Scotland will have exclusive jurisdiction in relation to these terms.