

# Business advertising: rates and specs 2026

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# 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.



You can book advertising via our [booking form](#). Please email [advertising@edfringe.com](mailto:advertising@edfringe.com) with any questions. Payment is required in advance of the campaign start date. All rates are subject to VAT.

**2,600,000**

tickets issued in 2025

**3,352**

shows in the 2025 programme

**25,000+**

Fringe artists

**37,000,000**

page views on [edfringe.com](http://edfringe.com)

**2,990,000**

users on [edfringe.com](http://edfringe.com)

**127,000**

audience email database

**525,000**

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.

**140,000** copies printed and distributed across Britain

**Estimated readership of 420,000**



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: 08 April 2026**

**Artwork deadline: 15 April 2026**

**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)

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# The venue map

The Fringe venue map is a dedicated, easy-to-use guide created to help audiences navigate the festival. For 2026, **15,000 copies will be printed and distributed through the Fringe Shop and key venues across the city**, putting your business directly into the hands of engaged festival audiences.

Advertising on the venue map offers a standout opportunity for Edinburgh businesses. **Each advertiser's location is plotted directly onto the map, making it simple for audiences to discover and visit you as they explore the festival.**

The maps will be available for audiences to collect from the shop and venues from July.

**Booking deadline: 11 June 2026**

**Artwork deadline: 17 June 2026**

- Specs:**
- Colour: **CMYK**
  - Resolution: **300 dpi**
  - File type: **PDF or JPG**
  - File size: **maximum 10MB**
  - **Only include bleed on platinum ad.**

- **Platinum - £4,500 (x1 available)**  
Prime positioning for one business on the front cover: 88mm x 15mm; and below the map: 420mm x 25mm
- **Gold - £2,500 (x4 available)**  
Advert on outside back page: 95mm x 46mm landscape
- **Silver – £1,500 (x4 available)**  
Advert at top of map: 95mm x 46mm landscape
- **Bronze - £600 (x14 available)**  
Advert by venue index: 92mm x 21mm landscape



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## Venue map placements

**Silver (4 available)**  
Advert at top of map:  
95mm x 46mm landscape

Silver

Discover more local businesses in our...

**The Edinburgh Festival Fringe Official map**

Shop Fringe merch

Gold

**Edinburgh fringe**

DARE TO DISCOVER

**The Map**  
01 - 25 August 2025

**Platinum**

**Bronze**

Accessibility of the Fringe

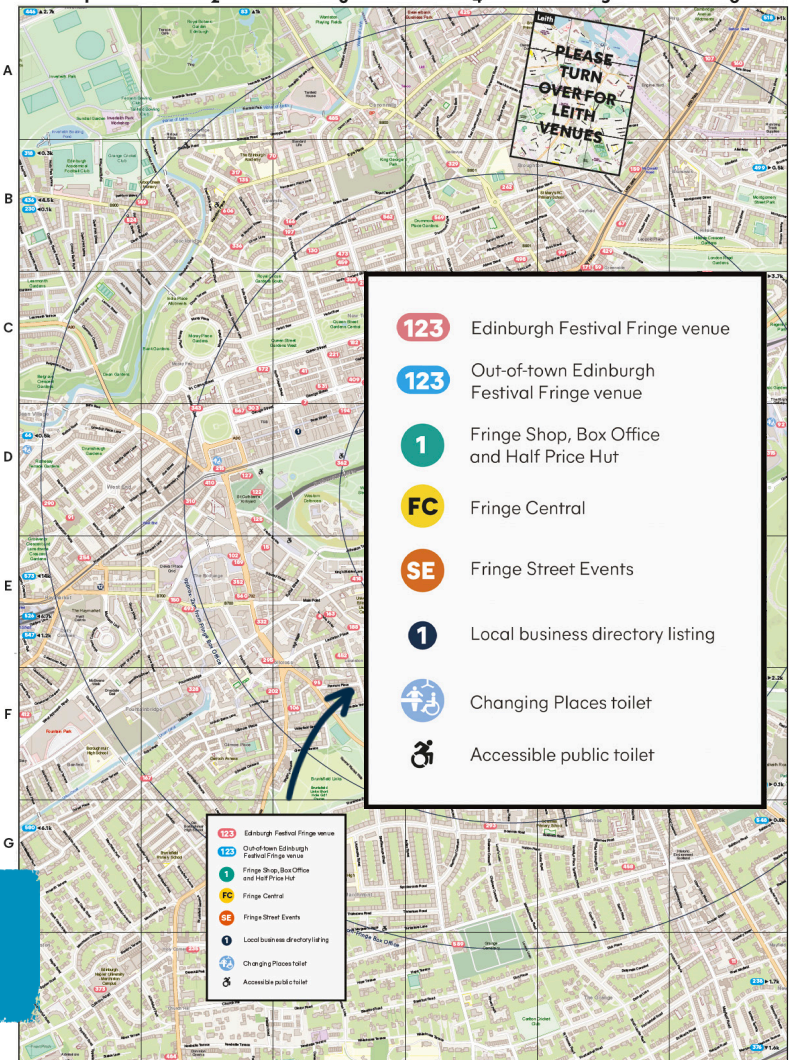
**Fringe street events**

**Before you book**

**Shop Fringe merch**

**Gold (4 available)**  
Advert on outside back page:  
95mm x 46mm landscape

**Bronze (14 available)**  
Advert by venue index:  
92mm x 21mm landscape



Platinum

**Platinum (1 available)**  
Prime positioning for one business on the front cover:  
88mm x 15mm; and below the map: 420mm x 25mm

# 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 **37,000,000** page views in 2025

**76%** 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**

## 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:

Total impressions	Campaign duration	Price
210k	2 – 3 weeks	£1,795
375k	3 – 4 weeks	£3,250
600k	4 – 6 weeks	£5,200
900k	6 – 8 weeks	£7,550

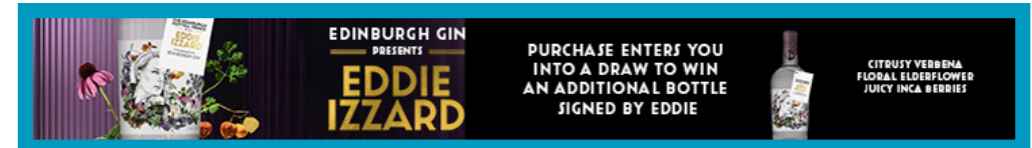
### Button (160 x 160 px)



### Mobile banner (320 x 70 px)



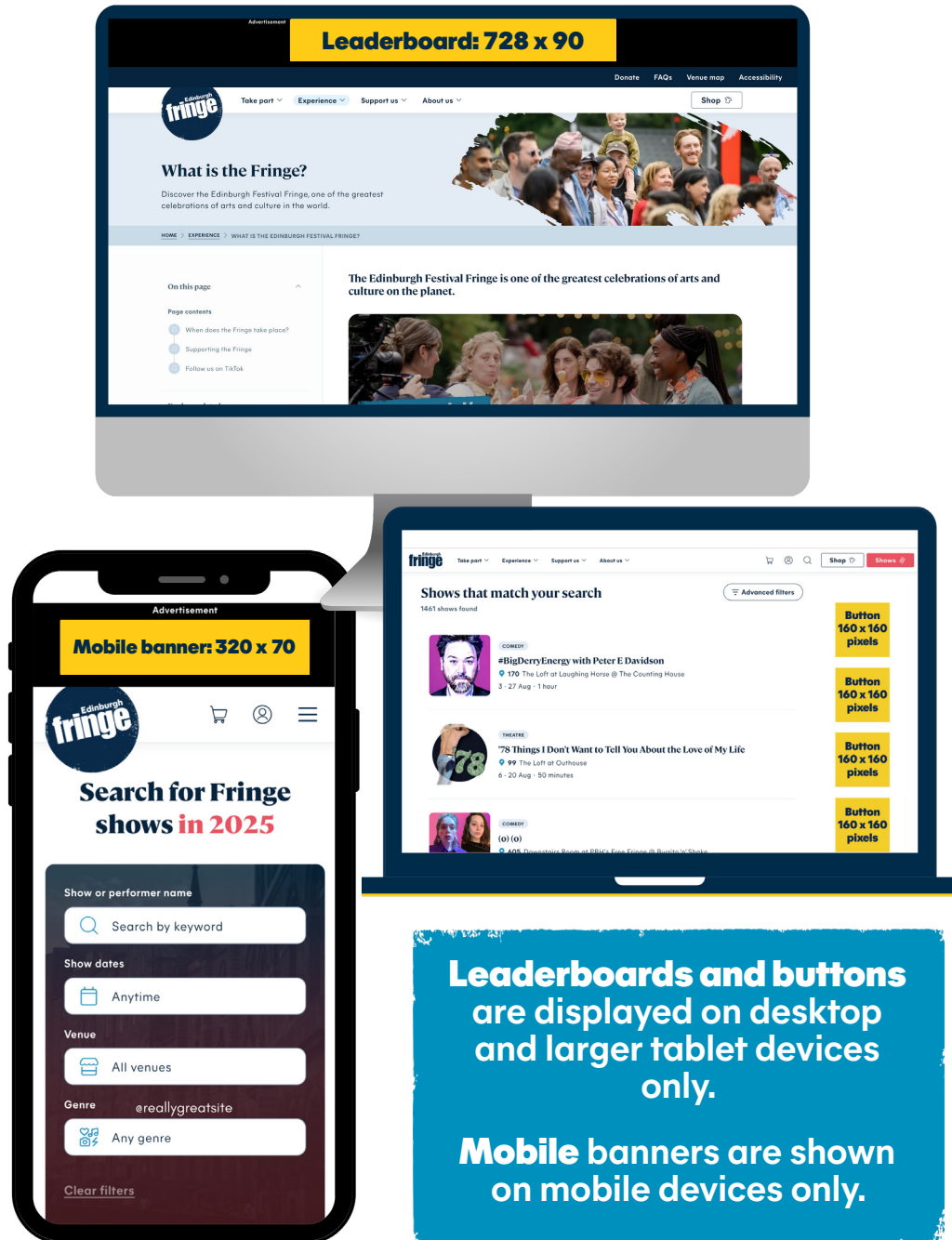
### Leaderboard (728 x 90 px)



Impressions will be split up as follows for each package: **60% to the mobile banner, 20% to leaderboard and 20% to buttons.**

This is due to the split of traffic edfringe.com receives, with 75% of traffic being from mobile devices.

## 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 [advertising@edfringe.com](mailto:advertising@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 11 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 **127,000 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 20%**, 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

You can book advertising via our **online booking form**. If you have any questions, please get in touch with us at **advertising@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 image shows a vertical layout for an Edinburgh Fringe email banner. At the top is the Edinburgh Fringe logo. Below it is a section titled 'Fringe 2025 show info coming soon!' featuring a photo of a performer in a white costume with wings. Text below the photo says: '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!'. Further down, it states: 'The first batch of shows at this year's festival will be revealed on Wednesday 12 March, with further reveals on:'. A list of dates follows: 'Wednesday 02 April', 'Wednesday 07 May', and 'Tuesday 03 June (programme launch)'. A yellow button with the text 'Plan your Fringe visit ►' is positioned below the list. The next section is titled 'Fringe Shop sale' and includes the text: '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 text. To the right of the text is an image of two t-shirts. Below the shop sale section is a blue box with the text 'Donate to the fringe society' and 'edfringe.com'. At the bottom is a dark blue section titled 'Connect with us' featuring social media icons for Facebook, Instagram, Twitter, LinkedIn, TikTok, and a globe icon. Below the icons is the copyright notice: '© 2025 Edinburgh Festival Fringe Society - Registered Charity SC002995'. A line of small text reads: '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'. At the very bottom, it says 'Edinburgh Festival Fringe Society, 180 High Street, Edinburgh, United Kingdom' and 'Unsubscribe'.



# Terms and conditions

## Acceptance

**A1.** The Edinburgh Festival Fringe Society ('EFFS') will accept orders for advertisements in the 2026 Edinburgh Festival Fringe programme ('programme') and on [edfringe.com](http://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. For advertisements in the venue map, artwork or postcode data (required to plot the advertisers desired location on the venue map) received after this date will not be included in the venue map, will be deemed cancelled 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. Advertisements within the venue map 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 2026 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.

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Payment is required in advance of the campaign start date. All rates are subject to VAT.

**L2.** If a booked advertisement in the programme or venue map is not published at all solely due to a mistake on EFFE'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.** EFFE 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 EFFE and the advertiser. EFFE'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 EFFE 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 EFFE 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 EFFE ad serving software will be final and binding.

**L6.** Although EFFE will take reasonable measures to deliver impressions booked on the website in full within the dates specified, EFFE cannot guarantee this. In the event the number of impressions during the campaign period is less than the impressions booked by the advertiser, EFFE 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 EFFE the right (free of charge) to:

- (i) Use the advertiser's names, trademarks and/or logos as EFFE 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, venue map 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 EFFE'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 EFFE no later than 08 April 2026, in which case EFFE 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 EFFE with 14 days' notice prior to the day it is to be removed, in which case EFFE 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 EFFE Marketing team. Cancellation will only be effective on confirmation of receipt of your notice in writing. The advertiser may cancel an advertisement in the venue map, provided that notice in writing is received by EFFE no later than 11 June 2026, in which case EFFE will issue a refund to the advertiser minus 20% of the booking fee.

## 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.

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