

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.

Your show listing is included in your registration, but you can also book additional advertising for your show.

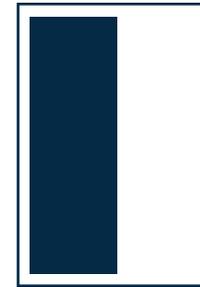
The programme is released in **early June**, and is then distributed across Edinburgh and across Britain.

140,000 copies printed and distributed across Britain

Estimated readership of **420,000**

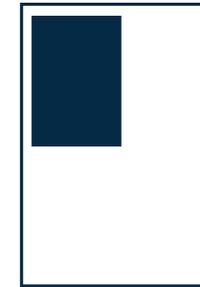


Half-page



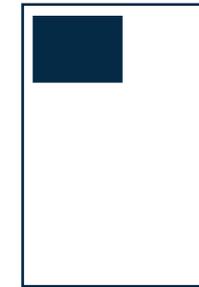
83mm x 273mm

Quarter-page



83mm x 136mm

Eighth-page



83mm x 65mm

Discount deadline: Fri 06 March 2026, 17:00 GMT

Booking deadline: Wed 08 April 2026, 17:00 BST

Artwork deadline: Wed 15 April 2025, 17:00 BST

Specs:

- **Colour:** CMYK
- **Resolution:** 300 dpi
- **File type:** PDF or JPG
- **File size:** maximum 10MB
- **No crop marks or bleed**

Contact

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Guidelines

Before booking an advert, please note that there are some key restrictions and terms and conditions, listed at the end of this document, you should be aware of. These are in place to ensure advertising is distributed fairly in the programme.