



EDINBURGH FESTIVAL 2011

THE LEADING GUIDES TO THE WORLD'S BIGGEST ARTS FESTIVAL

>> In 2009 *The List* launched its award winning festival site, List.co.uk/festival which is the first, best and only site to have comprehensive listings, critical coverage, user-generated content and ticketing information for all the Edinburgh festivals. *The List* was the single biggest independent source of ticket sales for the Fringe in 2009 and 2010

>> **Raise the profile of your show** by placing advertising alongside our trusted and award winning reviews, previews and recommendations.

>> Reach over **760,000*** festival goers in August with List.co.uk, Scotland's largest events and entertainment website.

>> Target your advertising by site section such as comedy, theatre, music, film, visual art, dance, kids, clubs, books and more. Whatever your show there's a section which will meet your needs perfectly

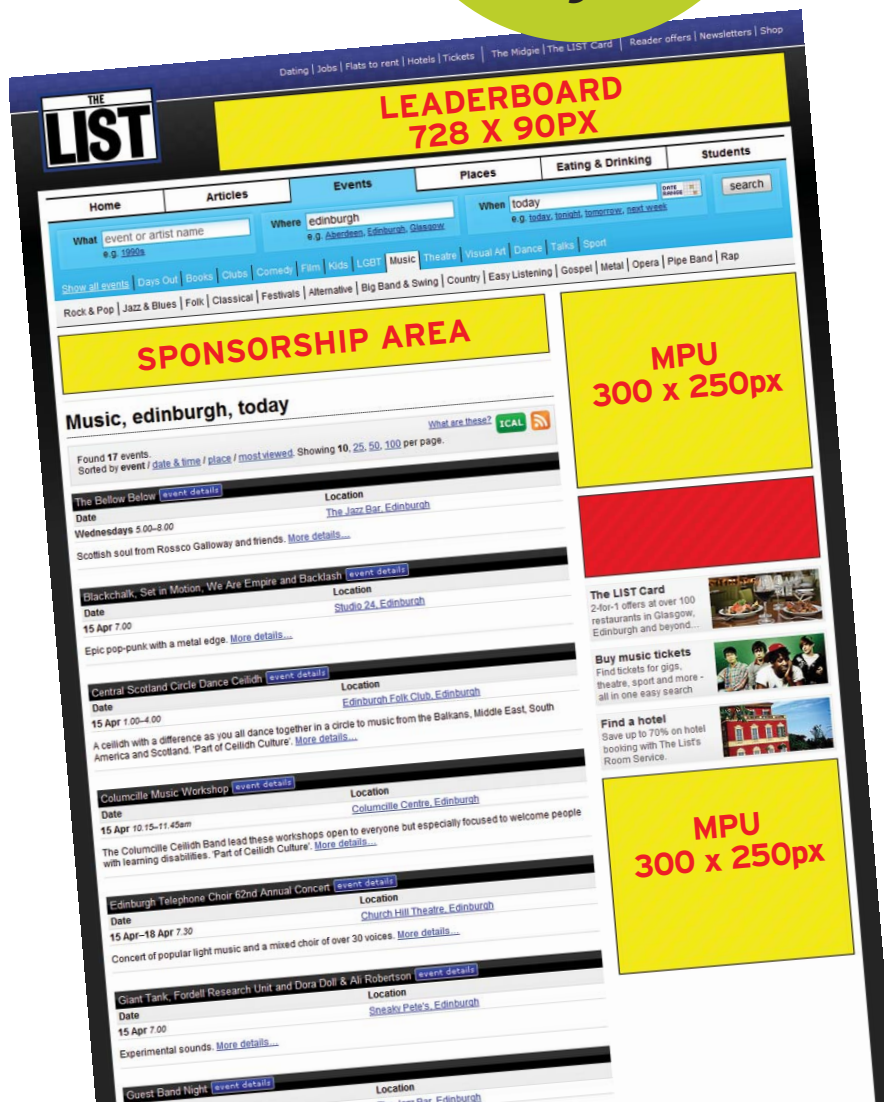
>> Target your advertising by genre, location of the reader, day, date and even time to make sure you're reaching the people you want

>> Every Thursday List.co.uk sends an e-newsletter to over **13,300** arts lovers called 'Something for the Weekend'. Align your show with the very best in events in Scotland that week as recommended by *The List*.

>> Every Monday, Wednesday and Friday List.co.uk will also send a dedicated festival newsletter to over **8,000** arts lovers. Make sure your show is featured alongside the best of the fest by booking your place now.

>> With over 30,000 performances to choose from, make sure your show stands out from the rest

*Source: Google Analytics August 10, unique users



Don't miss out. Book your campaign now
 Call 0131 550 3064 - email digital@list.co.uk - www.list.co.uk



WEEK BY WEEK IN AUGUST

ONLINE FESTIVAL PACKAGES

>> Each of the volumes refers to the total number of times your advert will be seen on List.co.uk. For example if you purchase a package of 50,000 Leaderboards your advert will be seen 50,000 times on List.co.uk

LEADERBOARD PACKAGES

>> 25,000 Leaderboards targeted to sections of your choice £300

>> 50,000 Leaderboards targeted to sections of your choice £600

>> 75,000 Leaderboards targeted to sections of your choice £900

MPU PACKAGES

>> 25,000 Mid Page Units targeted to sections of your choice £500

>> 50,000 Mid Page Units targeted to sections of your choice £1,000

>> 75,000 Mid Page Units targeted to sections of your choice £1,500

SOMETHING FOR THE WEEKEND NEWSLETTER

>> Inline advert consisting of 50-60 words of your copy, an image and link @ £125

DEDICATED FESTIVAL NEWSLETTER

>> Inline advert consisting of 50-60 words of your copy, an image and link @ £95

All design work can be completed by List.co.uk for free if required.

For sponsorship, advertorial, microsites and other campaigns please contact Brendan Miles on 0131 550 3064 or email digital@list.co.uk



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