

# EDINBURGH FESTIVAL

# FESTIVAL 2011

THE LIST  
GLASGOW AND EDINBURGH  
EVENTS GUIDE

## LEADING GUIDE TO ALL FESTIVALS

Reach over **130,000** festival goers plus an additional **750,000** on list.co.uk

Raise the profile of your show by placing an advert alongside our trusted and **award-winning** previews, reviews and recommendations

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

Featuring authoritative writing from respected critics, *The List* has been entertaining Scotland all year round for 26 years

Get six weeks of exposure with **The List Festival Guide**, weekly **festival issues** and **list.co.uk**



### FESTIVAL GUIDE

- 25,000 copies - high quality, perfect bound
- UK-wide distribution through leading stores from 20 July until September
- A dedicated section for each of the festivals, plus the City Guide to Edinburgh detailing where to Eat, Drink and Shop plus all year round attractions

### WEEKLY FESTIVAL ISSUES

- 18,000 copies published weekly in August
- Packed full of award-winning features, reviews, interviews and hitlists

### LIST.CO.UK/FESTIVAL

- 750,000 unique users in the summer festival period 2010
- The largest UK site to have listings, reviews and ticketing information for all the Edinburgh festivals
- Award winning website
- list.co.uk/festival was the single biggest independent source of referrals for festival ticket sales in 2010

[list.co.uk/advertising/festival](http://list.co.uk/advertising/festival)

# Edinburgh Festival Guide

## JULY ALL-IN-ONE PREVIEW



- The all-in-one preview guide highlighting the very best of the festivals
- Immediate reach - distributed as a special supplement to *The List* magazine
- Dedicated sections for each of the festivals
- Plus the City Guide to Edinburgh: where to Eat, Drink and Shop, plus Escapes and Attractions
- 25,000 copies - high quality, perfect bound, full colour throughout
- UK-wide distribution through leading stores from 20 July until September

<b>Eighth page</b>	<b>£340</b>
<b>Quarter page</b>	<b>£540</b>
<b>Half page</b>	<b>£920</b>
<b>Full page</b>	<b>£1,600</b>
<b>Double page spread</b>	<b>£2700</b>

All rates are exclusive of VAT which will be added at 20%. Cover sites are subject to availability and premium rates apply.

An additional 10% will be added for guaranteed right hand positions. Early booking advisable.

Copy & payment deadline: 16 June 2011

**PUBLISHED WEDNESDAY 20 JULY 2011**

# The Festival Magazines

## ADVERTISING RATES A4, FULL COLOUR

- Hitlists of the best shows
- Award-winning reviews
- Published weekly throughout the festival
- Packed full of features, reviews and interviews
- High profile across Edinburgh
- Plus distribution across Scotland
- Print run: 18,000 copies, A4, full colour
- Launch at *The List* Festival Opening Party

<b>Eighth page</b>	<b>£220</b>
<b>Quarter page</b>	<b>£365</b>
<b>Half page</b>	<b>£600</b>
<b>Full page</b>	<b>£930</b>
<b>Double page spread</b>	<b>£1650</b>

For an additional 10% we can guarantee right hand positions. Book three adverts or more and save 10%.

Rates are exclusive of VAT which will be added at 20%. Cover sites are subject to availability and premium rates apply.

Copy & payment deadline: 10 days prior to publication

**ISSUES OUT 3, 10, 17 & 24 AUG 2011**



# Festival Online

THE LEADING ONLINE GUIDE TO THE BIGGEST ARTS FESTIVAL



Leaderboard  
728 x 90px

## MPU PACKAGES

10,000 MPUs	£150
20,000 MPUs	£300
30,000 MPUs	£450

MPU  
300 x 250px

## LEADERBOARDS

10,000 leaderboards	£100
20,000 leaderboards	£200
30,000 leaderboards	£300

These discounted rates are available exclusively to advertisers in *The List Festival Guide* and/or *List* weekly issues

**PPA Best Online Presence 2008/2009**

# Festival Newsletter

- Inline advert consisting of 50-60 words of copy, an image and multiple links
- Sent every Monday, Wednesday and Friday during the festival to 8,000 festival goers
- £95 per insert

Newsletter advert

Digital creative to be supplied/signed-off 72 hours before going live date  
All digital advertising can be designed by *The List* at no extra cost  
For further technical spec contact [digitalsales@list.co.uk](mailto:digitalsales@list.co.uk)

**DON'T MISS OUT!**  
Book your campaign now:  
Call 0131 550 3060 Email [ads@list.co.uk](mailto:ads@list.co.uk)

[list.co.uk/festival](http://list.co.uk/festival)



# EDINBURGH FESTIVALS 2011 BOOKING FORM

T: 0131 550 3060

Company name .....

Show/campaign .....

Invoice address .....

..... Postcode .....

Contact name .....

Tel (incl. dialling code) ..... Mobile .....

Fax ..... Email.....


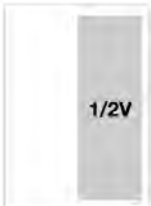





PRINT	Publication Date		Section <small>(eg. COMEDY, THEATRE etc.)</small>	Size <small>(eg. Full page, 1/4 etc.)</small>	Orientation <small>(eg. regular, vertical etc.)</small>	Position*	Cost
	20 Jul	Festival Guide					
	3 Aug	Festival issue 1					
	10 Aug	Festival issue 2					
	17 Aug	Festival issue 3					
	24 Aug	Festival issue 4					
ONLINE	Start Date* <small>(eg. 26/07/11)</small>	End Date <small>(eg. 09/08/11)</small>	Section <small>(eg. COMEDY, THEATRE etc.)</small>	Quantity <small>(eg. 10,000, 30,000 etc.)</small>	Format <small>(eg. L'board, MPU etc.)</small>	Cost	

- \* Position: RHGTD (right hand guaranteed). Please note that position guarantees incur a loading charge of 10 %
- \* VAT: rates are exclusive of VAT which should be added at 20%
- \* Start/End date: your digital campaign can run over any time period of your choice

<b>Subtotal</b>	
<b>VAT*</b>	
<b>Total</b>	

## DIMENSIONS

### Festival Guide and Issues

<b>FULL PAGE</b>  Bleed: 305 x 218 (mm) Trim: 297 x 210 (mm) Type: 271 x 189 (mm)	<b>1/2 VERTICAL</b>  271 x 93 (mm)	<b>1/2 HORIZONTAL</b>  134 x 189 (mm)	<b>1/4 REGULAR</b>  134 x 93 (mm)	<b>1/4 HORIZONTAL</b>  65 x 189 (mm)	<b>1/8 VERTICAL</b>  134 x 44 (mm)	<b>1/8 HORIZONTAL</b>  65 x 93 (mm)
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### Online (list.co.uk)

**MPU**  
300px x 250px  
GIF/ JPEG - Max file size 50KB

**Leaderboard**  
728px x 90px  
GIF/ JPEG - Max file size 50KB

**Newsletter In-line ads**  
Copy consists of 50-60 words,  
an image and multiple links

## PAYMENTS All adverts must be paid for in advance unless credit facilities have been previously agreed

I enclose a cheque for: £ ..... (Payable to The List Ltd)

Alternatively, you may pay by **MAESTRO, MASTERCARD** or **VISA** credit cards.

Please debit £ ..... to my: Maestro  MasterCard  Visa  (please tick)

Number:

Valid from   /   Valid until   /   Issue no   Security Code:

All bookings are subject to The List's standard Terms and Conditions (see www.list.co.uk/advertising).

Cardholder's name .....

I confirm the above order

**X** Signature ..... Date .....

The List accepts no liability for any loss incurred by error or omission of any advertisement.

**RETURN TO ADVERTISING DEPT, THE LIST LTD, 14 HIGH STREET, EDINBURGH, EH1 1TE  
FAX: +44 (0)131 557 8500 (see front page for contact details)**