



**EDINBURGH'S
WINTER
FESTIVAL**

Edinburgh's Winter Festival

Advertising Opportunities 2026/27

Edinburgh's Christmas · Edinburgh's Hogmanay

Edinburgh's Winter Festival in numbers (2025/26)



One of the world's most celebrated winter festivals.

2.9M

visitors to Edinburgh's Christmas

£71.9m

economic impact on the city

7 weeks

Edinburgh's Christmas season

3.5M

website sessions per season

55,000

brochures distributed

EDINBURGH'S CHRISTMAS (2026/27)

14 November – 03 January
East & West Princes Street Gardens
Christmas Markets · Big Wheel · Santas
Stories · Star Flyer · Ice Rink · Ice Bar

EDINBURGH'S HOGMANAY

29 December – 01 January
City-wide event
Street Party · Concert in the Gardens ·
Torchlight Procession

An audience already spending

Source: MindField Visitor Experience Evaluation, February 2026 — 589 respondents

ECONOMIC IMPACT

£71.9m

generated for Edinburgh's economy

£604 avg spend per person

£166 avg spend on food & drink

WHO THEY ARE

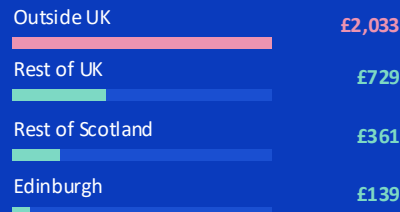
47% AB socio-economic group

40% families with children

37% couples

73% non-local visitors

AVERAGE SPEND (per person) BY ORIGIN



ADVOCACY

83% overall net enjoyment

82% likely to recommend

100% international visitors recommend

TRAVEL & STAY

53% arrived by train — LNER audience

35% stayed in hotel — avg 2.6 nights

21% flew in — highest spend segment

60% walked to events in the city

WHAT THEY'RE LOOKING FOR

Unique experience **66%**

Local experience **64%**

Lively atmosphere **61%**

Wide range of events **60%**

Great value for money **59%**

HOW THEY FOUND OUT

61% came specifically for Edinburgh's Christmas

30% discovered event via social media

51% international visitors found it on social

19% 16–24s discovered it through OOH

PRODUCT 01 — OUT OF HOME



2.9 million people. One way in. One way out.

In-market OOH advertising across Edinburgh's Christmas festival sites

THE HOOK

Every visitor to East Princes Street Gardens follows the same linear route through the market and back out again. Boards on this route achieve near 100% viewability.

2.9M

footfall exposure

~100%

viewability rate

£0.87

CPM at £2,000

WHO'S BUYING AND WHY

Visitors spend £166pp on food and drink · 40% try another Edinburgh attraction · Strong fit for restaurants, bars, attractions, retail and travel brands targeting an ABC1 family and couple audience.

'Our ads are already performing well! Looks great.'
Marketing Manager, Top attraction in Edinburgh

FORMATS & PRICING

Standard board — East Princes Street Gardens

1x2 hoarding · Full 7-week season · Illuminated · 2.3M footfall **£2,000**

Entrance / premium position — New 2025/26

Near 100% of all 2.3M visitors pass this point · Maximum visibility **£4,000**

Ice rink boards

59,000+ skaters · High dwell time · Subject to site confirmation **£750**

All boards professionally printed and installed. Artwork specs on request. Lighting included.
All rates exc. VAT.

[Click to view 2025/2026
Brochure](#)



EDINBURGH'S CHRISTMAS

Around the World Starflyer

Try it if you dare! The world's largest transportable Starflyer returns to Edinburgh's Christmas, standing an incredible 80 metres tall above East Princes Street Gardens.

This spectacular attraction offers the most thrilling way to experience the city, with breathtaking views of Edinburgh Castle, the Old Town and the sparkling Christmas Market below.

Hold on tight and enjoy the ride as you soar high above the rooftops - the Starflyer is the ultimate festive adventure for thrill-seekers looking to see Edinburgh like never before.



Hold on tight and enjoy the views as you fly high above the rooftops!

DATE

Sat 15 Nov - Sun 4 Jan

LOCATION

East Princes Street Gardens

INFO

Price: From £13.50

Time: Various times

Note: Your ticket time (e.g., 10am) shows when the Starflyer opens. It's valid for one ride anytime during the day, from opening until 30 minutes before closing.

Restrictions:

Riders must be a minimum

1.2m in height

Riders under 1.4m must be accompanied by a responsible paying adult

No babies in arms

Tickets are only valid for the selected date and cannot be used on another day.



For additional information head to our website edinburgh-christmas.com or scan the QR Code

CALLUM BEATTIE

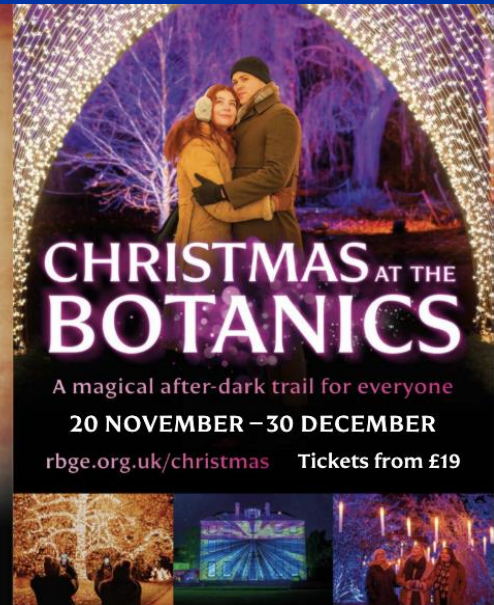
PLUS SPECIAL GUESTS



FRIDAY 10TH JULY 2026
EDINBURGH CASTLE

TICKETMASTER.CO.UK

HOSPITALITY PACKAGES FROM SEATUNIQUE.COM



A magical after-dark trail for everyone

20 NOVEMBER - 30 DECEMBER

rbge.org.uk/christmas Tickets from £19



The only guide people carry for nine weeks

55,000 copies · ~137,500 readers · Central Belt distribution · On street from 1 November

WHY PRINT WORKS DIFFERENTLY HERE

Most print advertising is consumed once and discarded. The EWF brochure is a planning tool, it sits in bags, on hotel room tables, in visitor centers across Central Scotland for over 10 weeks. Readers return to it because they are actively planning what to do next.

55K

print copies

~137K

readers est.

9+ wks

on street

HOW WE COMPARE

EWF brochure CPM  **£10-22**

Competitors  **£25 CPM**

EWF has near-double the circulation of competitors at double the duration

FORMATS & PRICING

Outside Back Cover

Most premium. First and last thing readers see.

£2,750

Inside Front Cover

First editorial page. Maximum early impact.

£2,500

Inside Back Cover

Strong closing position.

£2,000

Full page — run of brochure

Full colour. Subject to availability.

£1,850

Half page — run of brochure

Full colour. Subject to availability.

£1,100

Advertorial listing — NEW 2025/26

Editorial neighborhood guide inclusion.

TBC



Christmas at the Botanics

Returning this festive season with an awe-inspiring after-dark illuminated trail.

This year's trail will feature new, spectacular installations from international artists, designed to complement the Botanics' landscape. And, don't miss Santa along the way!

BOOK NOW

Follow us on socials

Share and follow the experiences and fun moments at Edinburgh's Christmas! Tag us @EdinburghsChristmas or #EdinburghsChristmas



**EDINBURGH'S
CHRISTMAS**

Unique Assembly,
2 Roxburgh Place,
Edinburgh,
Midlothian,
EH8 9SU

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Christmas on board The Royal Yacht Britannia

A great day out for all the family, explore each of the five decks at this top, highly accessible attraction. Now dressed for Christmas, come to experience the sparkling decorations across the State Apartments and feel full of the festive spirit.

BOOK NOW



Fingal's Festive Afternoon Tea

Edinburgh's luxury floating hotel. Full of sugar and spice and all things nice, Fingal's Festive Afternoon Tea is a sight to behold with perfectly crafted savoury bites, light buttermilk scones and sweet delicacies. Gather friends or family for an afternoon of nautical indulgence in Fingal's shimmering Lighthouse Restaurant. For extra sparkle, add a glass of your favourite Champagne.

BOOK NOW

Follow us on socials

Share and follow the experiences and fun moments at Edinburgh's Christmas! Tag us @EdinburghsChristmas or #EdinburghsChristmas



BetVictor Scottish Open 2025

Snooker's BetVictor Scottish Open returns to the Meadowbank Centre, Edinburgh from the 15-21 December. See top stars such as John Higgins, Mark Williams, Neil Robertson, Mark Selby, Kyren Wilson plus many more...

Tickets start at just £14*, secure your seats now!

BOOK NOW

Follow us on socials

Share and follow the experiences and fun moments at Edinburgh's Christmas! Tag us @EdinburghsChristmas or #EdinburghsChristmas



**EDINBURGH'S
CHRISTMAS**

Click here

[Example Email](#)

An audience that opted in to hear about Christmas

Not a rented list. Not scraped data. Every subscriber chose to receive this.

62K

Christmas subscribers

55K

Hogmanay subscribers

40K

Winter Fest subscribers

WHY EMAIL INTENT MATTERS

These subscribers are at the planning end of the funnel and actively looking for things to do and places to go. That intent drives engagement rates that outperform industry benchmarks.

HOGMANAY DATABASE — PREMIUM AUDIENCE

Stronger international skew. AB demographic profile. Higher household income and discretionary spend. UK-wide with significant European and North American component. One of the world's most recognised New Year celebrations, our subscriber base reflects that.

FORMATS & PRICING

In-line editorial — Christmas database

62,000 subscribers · Editorial format · No banner blindness

£550–£750

In-line editorial — Hogmanay database

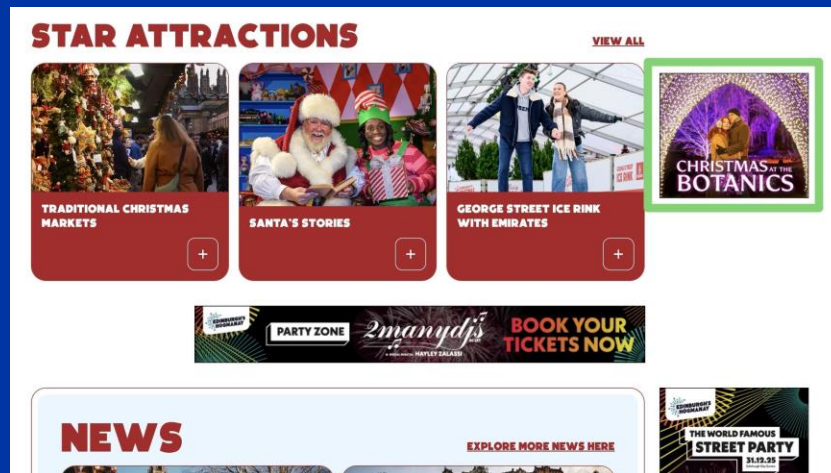
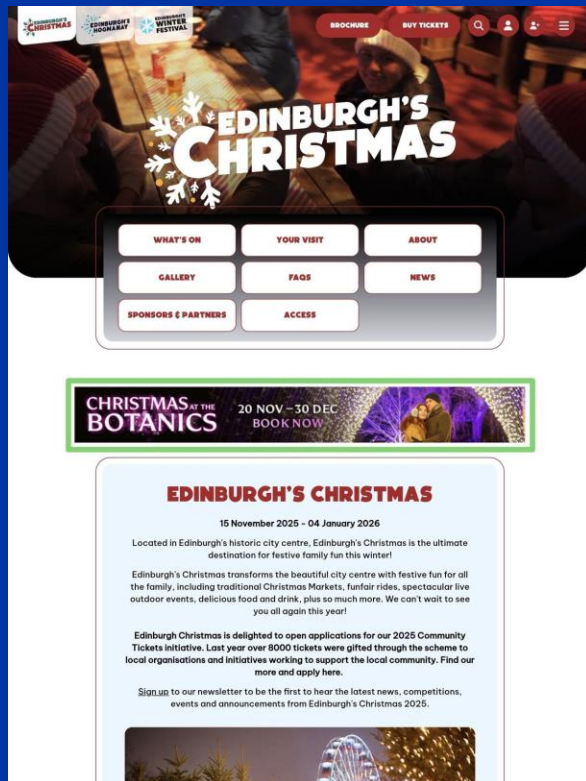
55,000 subscribers · AB international skew · Premium audience

£450–£650

Sponsored mailer — full send ownership

Highest engagement format. Theme built around your brand.

On application



Edinburgh Winter Festivals Homepage

3.5 million sessions.

edwinterfest.com · Rebuilt for 2025/26 · Flat day-based pricing · No impression shortfalls

3.5M

website sessions per
season

100K+

daily sessions at peak

£150

per day — all 3 formats

WHAT CHANGED FOR 2025 / 26

- ✓ Ad placements redesigned for mobile scroll
- ✓ Flat day-based pricing so you know exactly what you're buying, no CPM shortfalls
- ✓ Leaderboard, MPU and HPU all confirmed live and tracked from launch

WHY DAY-BASED PRICING

At 100,000+ daily sessions at peak, you benefit from high-traffic days without paying extra and you're never underdelivered.

Live from late October 2025 · All rates exc. VAT

THE FORMATS

Leaderboard

Top of page · First thing seen · Desktop and mobile

HPU - High-Impact Page Unit

Mid-page · High viewability on scroll · Strong CTR from first season

MPU - Mid-Page Unit · Fixed for 2025/26

In-content placement · Mobile scroll optimised · Placement issue resolved

All three formats as a combined package

per day · from late October through January

£150

Premium dates (opening wknd, peak December, NYE) — limited availability, on application



Three nights. City center. A captive audience.

Giant screens across Edinburgh's Hogmanay — Torchlight · Night Afore Concert · Street Party

3 nights

of city-center screen advertising

50K+

NYE Street Party audience

AB skew

international Hogmanay audience

60 min

looping ad rotation

THE PROGRAMME

29 Dec **Torchlight Procession**

Screens in the Meadows and along route · operational from 2pm · city-wide audience

30 Dec **Night Afore Concert**

Main stage screens live · concert-going audience in city center

31 Dec **Street Party**

All street party screens + main stage · 50,000+ ticketed audience · operational from 2pm

WHY HOGMANAY SCREENS WORK

Giant impactful screens that light up the night, across 3 of our events, with thousands of people gathered around them. Hogmanay is one of the most distinctly Scottish moments in the calendar and the screens are at the center of it.

FORMATS & PRICING **EARLY BIRD**

10-second ad

£2,500

One in six rotation · Torchlight + Night Afore Concert + Street Party · 3 days

Approx. 80 plays per day across the 3 events

30-second ad

£4,500

One in six rotation · Torchlight + Night Afore Concert + Street Party · 3 days

Premium format, stronger recall, longer message

Pre-built combinations

Bespoke packages available for any budget. These are starting points, not limits.

AWARENESS PACKAGE

£3400

exc. VAT

- ✓ OOH standard board — full 7 weeks
- ✓ Brochure full page — run of brochure

Be seen in the market and in the guide people plan with.

Best for: restaurants, bars, attractions, retail brands
wanting city-wide awareness during the festival season

DIGITAL PACKAGE

£1900

exc. VAT · based on 10-day web buy

- ✓ Email in-line editorial — Christmas database
- ✓ Web advertising — 10 days peak period

Reach the audience before they arrive and when they're planning.

Best for: on line bookings, travel, accommodation, events
looking to convert the planning-stage audience

FULL-FESTIVAL PACKAGE

POA

bespoke — contact us

- ✓ OOH board + entrance premium position
- ✓ Brochure premium position
- ✓ Email editorial — both databases
- ✓ Web advertising — peak period

Own the entire Edinburgh's Christmas media environment.

Best for: headline sponsors, major national brands,
attraction partners wanting maximum presence

Full rate card

All rates exclude VAT · Limited inventory available · Early booking recommended for peak dates

Product	Format	Rate	Status
OUT OF HOME			
OOH	Standard board East Princes St Gardens (7 weeks)	£2,000	Go
OOH	Entrance / premium position, new for 2025/26	£4,000–£6,000	Go
OOH	Ice rink boards (subject to site confirmation)	£1,500	TBC
BROCHURE			
Print	Outside Back Cover	£2,750	Go
Print	Inside Front Cover	£2,500	Go
Print	Inside Back Cover	£2,000	Go
Print	Full page — run of brochure	£1,850	Go
Print	Half page — run of brochure	£1,100	Go
Print	Advertorial listing — neighbourhood guide (NEW)	TBC	New

Product	Format	Rate	Status
EMAIL NEWSLETTERS			
Email	In-line editorial, Christmas database (46K)	£550–£750	Go
Email	In-line editorial, Hogmanay database (35K)	£450–£650	Go
Email	Sponsored mailer, full send ownership	On application	Go
WEB ADVERTISING			
Digital	Day package, Leaderboard + HPU + MPU combined	£150/day	Go
Digital	Premium dates (opening wknd, peak Dec, NYE)	POA	Limited
HOGMANAY SCREENS			
Screens	10-second ad, Torchlight + Night Afore + Street Party	£2,500	Go
Screens	30-second ad, Torchlight + Night Afore + Street Party	£4,500	Go

Bespoke packages available on request. Early booking recommended — inventory is limited. All rates exclude VAT.



Let's talk about your brand

CONTACT

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WHY ACT NOW

- 1 OOH inventory is finite. Best positions go first.
- 2 Brochure advertising closes mid-October. Early booking gets better positions.
- 3 Clients who booked last year wished they had planned further ahead. This year we're making that possible.
- 4 Advertisers who confirm in May have more lead time, better creative and better results.