



**EDINBURGH'S  
WINTER  
FESTIVAL**

2025/26

## **ADVERTISING & EVENT LISTING OPPORTUNITIES**

7-WEEK CAMPAIGN | 15 NOVEMBER - 04 JANUARY

**UNIQUE assembly**

ALL INFORMATION IS CONFIDENTIAL. NOT TO BE SHARED PUBLICLY



 @edinburghschristmas

 @edinburghschristmas

 @edxmas

 @edchristmas

<https://edwinterfest.com/edinburgh-christmas>

**#EDINBURGHSCHRISTMAS**



 @edinburghshogmanay

 @edhogmanay


 @edhogmanay


 @edhogmanay

<https://edwinterfest.com/hogmanay>

**#EDHOGMANAY**



 @edinburghwinterfestival

 @edinburghwinterfestival

 @edwinterfest

 @edwinterfest

**#EDWINTERFEST**  
<https://edwinterfest.com/home>



# EDINBURGH'S CHRISTMAS

**15 NOVEMBER 2025 - 04 JANUARY 2026**

7 weeks of seasonal fun across Edinburgh's city centre, including Traditional Christmas Markets, LNER Big Wheel, outdoor Ice Rink, Santa's Stories, Polar Ice Bar and more!

Edinburgh's Christmas welcomed over 2.8m visitors last year to enjoy a spectacular programme of festive fun in the city.



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**29 DECEMBER 2024 - 01 JANUARY 2025**

Scotland's official New Year celebrations return, with a spectacular 4-day programme of events, welcoming over 120,000 visitors to party at the Home of Hogmanay!



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## Print Advertising

Our Edinburgh Winter Festival Brochure is your guide to navigating the city and all it has to offer this Christmas and New Year. It covers all events listings throughout the city, editorial recommendations on what to see and do, maps with how to get around and plan your trip as well as reader offers and promotions with Unique Assembly and local businesses.

50k distribution FREE across Edinburgh, Glasgow, Central Belt & Dundee, including from all Festival sites and strategic partner venues.

Inside Front Cover	£1,850 +VAT
Full Page Advert	£1,300 +VAT
Half Page Advert	£750 +VAT
Centre DPS	£2,500 +VAT
Inside Back Cover	£1,850 +VAT
Outside Back Cover	£2,750 +VAT

**TO BOOK PLEASE CONTACT  
ADVERTISING @UNIQUE-ASSEMBLY.CO.UK**

EDINBURGH'S  
CHRISTMAS

EDINBURGH'S  
HOGMANAY

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# EdWinterFest.com

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Alongside our printed official Winter in Edinburgh 2025 brochure which is distributed around Edinburgh, Glasgow and the Central Belt, we also present a comprehensive online guide to all Edinburgh has to offer this Winter [edwinterfest.com](http://edwinterfest.com)

The site includes information on all events happening across Edinburgh November 2025 - January 2026.

It is free to list your event, please contact us for details

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ADVERTISING@UNIQUE-ASSEMBLY.CO.UK**

EDINBURGH'S  
**CHRISTMAS**

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**HOGMANAY**

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# Web Advertising

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There are also opportunities for advertising on our official websites, to gain maximum visibility for all residents and visitors:

## Digital Display Advertising

Leaderboard	£12 +VAT CPM
MPU	£20 +VAT CPM
HPU	£36 +VAT CPM

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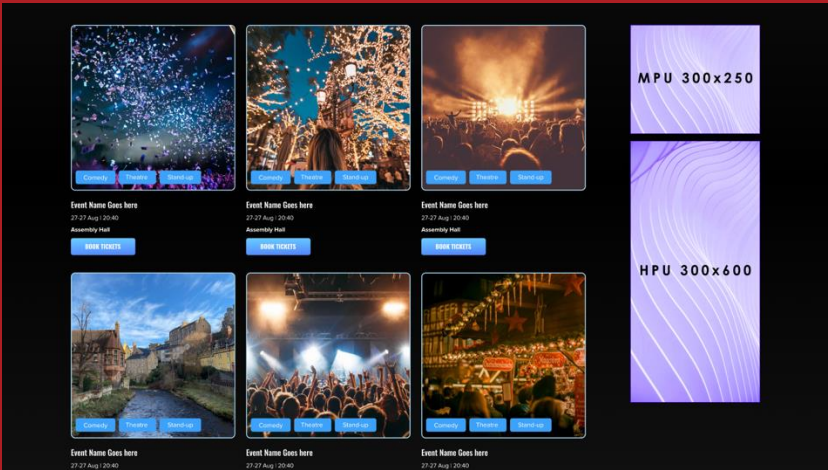




# Web Advertising

## Desktop example

Leaderboard under main navigation  
Sidebar HPUs & MPUs on Event Listing  
1 in 6 rotation, updated weekly

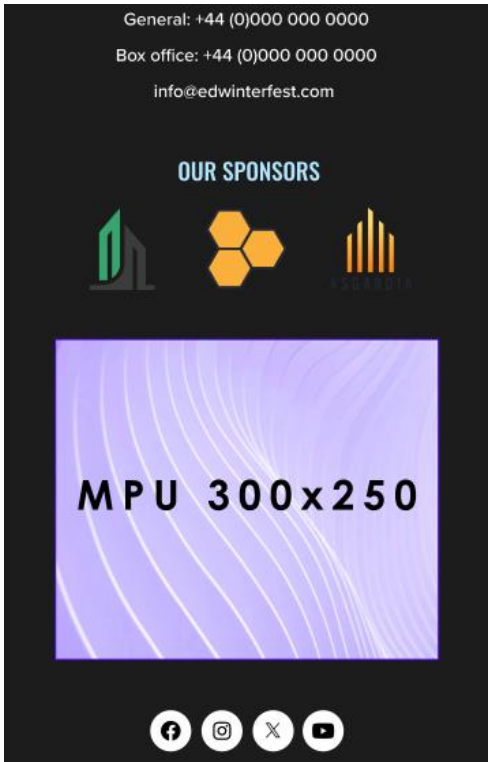
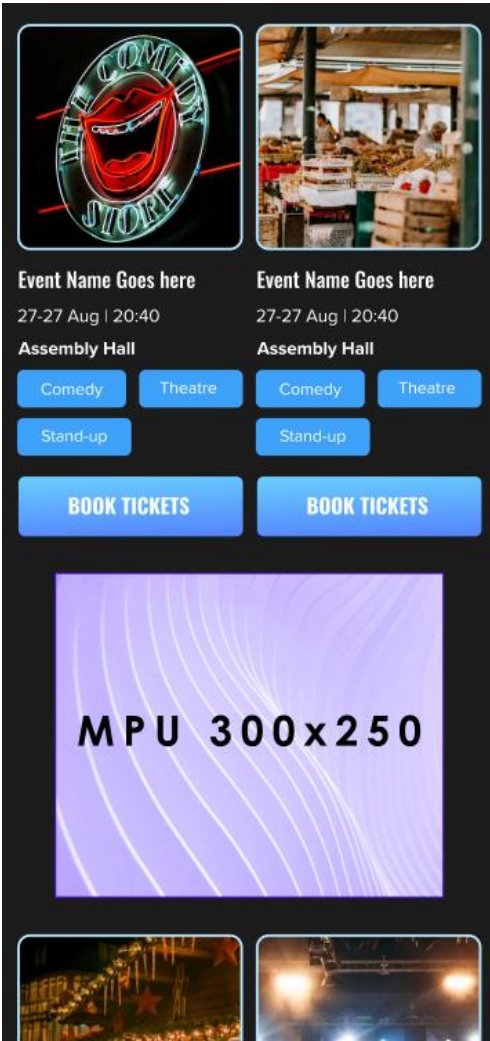


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ADVERTISING @UNIQUE-ASSEMBLY.CO.UK



## Mobile example

MPU on Event Listing Pages & Footer  
1 in 6 rotation, updated weekly





# Email Marketing

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## Edinburgh's Christmas Database

46k database / 40% open / 2.5% click through

- Solus email - reserved for sponsors
- Paid editorial feature in mailout - £550 +VAT

## Edinburgh's Hogmanay Database

35k database / 41% open / 2.5% click through

- Solus email - reserved for sponsors
- Paid editorial feature in mailout - £450 +VAT

## Edinburgh's Winter Festival Database

22k database / 35% open / 2.5% click through

- Solus email - £1,200 +VAT
- Paid editorial feature in mailout - £350 +VAT

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ADVERTISING @UNIQUE-ASSEMBLY.CO.UK**





# Outdoor Print Advertising

There are opportunities for outdoor advertising across Edinburgh's Christmas event sites on East & West Princes Street Gardens, George Street, as well as around the George Street Ice Rink:

East/West Princes Street Gardens (internal facing),  
George Street (external facing) - over 2.8m visitors

- 1m x 2m (portrait) - £750 +VAT each
- 3 for £2000 +VAT

Ice Rink, George Street (external facing) - over 59,000 skaters, plus passing footfall along George Street West.

- Ice Rink advertising board (approx. 1m x 2m, landscape) - £500 +VAT each
- 3 for £1250 +VAT

**TO BOOK PLEASE CONTACT  
ADVERTISING @UNIQUE-ASSEMBLY.CO.UK**





# Outdoor Screen Advertising

PACKAGE 1: £4,000 +VAT | MINIMUM OF 55 X 30 SEC AD SCREENINGS

PACKAGE 2: £2,500 +VAT | MINIMUM OF 55 X 10 SEC AD SCREENINGS

Edinburgh's Hogmanay presents a series of large-scale outdoor events in Edinburgh city centre, with Giant Event Screens used to relay advertising and messaging to tens of thousands of party people from 29 - 31 December.

Advertisers will receive multiple screenings of 30 sec or 10 sec adverts at the following events / times, packaged in 15min content loop:

29 DEC - TORCHLIGHT PROCESSION - THE MEADOWS - 2 X GIANT EVENT SCREENS - 12,500+ AUDIENCE

2pm - 7pm: Pre-Event & Audience Arrival Screen Advertising

Minimum 20 ad screenings - 30 sec or 10 sec

30 DEC - NIGHT AFORE CONCERT - WEST PRINCES STREET GARDENS - MAIN STAGE SCREENS - 4000+ AUDIENCE

6pm - 7pm: Pre-Event & Audience Arrival Screen Advertising

Approx. 8.20pm - 8.45pm: Artist Changeover

Minimum 5 ad screenings - 30 sec or 10 sec

31 DEC - STREET PARTY & CONCERT IN THE GARDENS - CITY CENTRE - 10 X GIANT SCREENS - 50,000+ AUDIENCE

2pm - 8.30pm: Pre-Event & Audience Arrival Screen Advertising (minimum 25 ad screenings - 30 sec or 10 sec)

Approx. 8pm - 9pm: Audience Arrival Concert in the Gardens (minimum 5 ad screening - 30 sec or 10 sec)

Minimum 30 ad screenings - 30 sec or 10 sec







## Edinburgh's Christmas

### Key Stats & Footfall

	2024	2023	2022
No. of Operational Days	50	51	39
OVERALL FOOTFALL	2.8M+	3M+	2.4M+
EH local tickets	101,500	100,000	82,000
Market Traders attended	91	94	90
Local Scottish	74%	61%	58.4%
People took a spin of the Big Wheel	190,000	210,000	140,000
People heard Santa's Stories	11,000 +	11,000+	9,000+
Skaters took to the Ice	59,000	72,000	66,000
Family Funfair Rides	14	15	15
Winter Windows School Art Exhibited	24	24	12
Ross Community Events	7 (+ Edinburgh Diwali)	8 (1 cancel due to weather)	6



# Edinburgh's Christmas

## Audience Profile

Edinburgh's Christmas brought over £148m into the city's economy.

With the economic impact of the full Edinburgh's Winter Festivals 24/25 estimated at £198m

### Audience Profile:

#### Age

16-24 - 24%  
25-34 - 23%  
35-44 - 29%  
45-54 - 17%  
55+ - 6%

#### Socio-Economic Group

AB - 39%  
C1 - 20%  
C2 - 10%  
DE - 19%

#### Gender

Male - 28%  
Female - 78%

#### Location

Edinburgh - 36%  
Rest of Scotland - 30%  
England - 26%  
Outside of the UK - 8%





# Edinburgh's Hogmanay

## Key Stats & Footfall



	2023	2024
No. of Festival Days	4	4
ESTIMATED AUDIENCE FIGURES	100,000	[120,000]
No. of Official Events	14	[20]
Torchlight Procession Participants	20,000	Cancelled
Sold Out Street Party	40,000	Cancelled
Sold Out Concert in the Gardens	10,000	Cancelled
EH Local Tickets [inc. in SP audience]	5,000	[5,000]
New Year's Day Estimated Audience	21,500	[25,000]
New Year's Day Venues	18	[20]
New Year's Day Artists	38	[50]
Assembly Rooms Ticketed Audience	3,000	[5,000]
Assembly Rooms Indoor Shows	4	[8]
Other Audiences Over Various Events	3,000	[10,000]





# Edinburgh's Hogmanay

## Audience Profile

Data for Edinburgh's Hogmanay 2023/24 [last full event period], due to cancellation of 2024/25 outdoor events due to weather.

An estimated 100,000 people attended Edinburgh's Hogmanay events in 2023/24.

For those living outside of the city, 3 in 4 people said Edinburgh's Hogmanay was key to their decision to visit Edinburgh.

Edinburgh's Hogmanay brought over £50 million into the city's economy.

**Average spend by attendee:** Visitor - £1,291 / Resident - £183

Age	Socio-Economic Group
16-24 - 6%	AB - 56%
25-34 - 22%	C1C2 - 29%
35-44 - 20%	DE - 5%
45-54 - 26%	
55-64 - 19%	
65+ - 6%	
Gender	Location
Male - 32%	Edinburgh - 20%
Female - 66%	Rest of Scotland - 13%
	Elsewhere in the UK - 33%
	Outside of the UK - 33%





## Contacts

Edinburgh's Winter Festivals 2025/26

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To book any listed advertising, or to discuss bespoke packages across both Edinburgh's Christmas and Hogmanay, please contact:

[advertising@unique-assembly.co.uk](mailto:advertising@unique-assembly.co.uk)

To discuss event sponsorship and partnership opportunities across Edinburgh's Christmas and Hogmanay, please contact:

Ellie Miles - Sponsorship & Partnerships Manager  
[elliemiles@unique-assembly.co.uk](mailto:elliemiles@unique-assembly.co.uk)

Al Thomson - Festival Director/Communications:  
[al@unique-assembly.co.uk](mailto:al@unique-assembly.co.uk)



# UNIQUE assembly

• EDINBURGH •  
THE CITY OF EDINBURGH COUNCIL



ALBA | CHRUTHACHAIL



Forever  
**Edinburgh**





Edinburgh's Winter Festival  
comprises of  
**Edinburgh's Christmas**  
celebrations and  
**Edinburgh's Hogmanay**  
New Year Festival

Created and designed by  
collaborators

**Unique Assembly**  
and delivered on behalf of  
event owners

**The City of Edinburgh Council**



**UNIQUE assembly**

