



EDINBURGH FESTIVAL 2026

THE LEADING GUIDES TO ALL THE FESTIVALS FOR OVER 40 YEARS

THE LIST HAS A UNIQUE PLACE AT **THE HEART OF THE FESTIVAL**
THANKS TO OUR LONGSTANDING MEDIA PARTNERSHIP WITH THE
FRINGE AND OUR FAMOUS OPENING FESTIVAL PARTY

AWARD-WINNING CRITICS AND WRITERS

OVER **60,000** COPIES IN PRINT WITH AN ESTIMATED READERSHIP
OF OVER **500,000** FESTIVAL GOERS

REACHING **OVER 2.7 MILLION UNIQUE USERS** ONLINE
ACROSS THE FESTIVAL PERIOD

THE LIST FESTIVAL GUIDES ARE AVAILABLE **THROUGHOUT THE UK**
ACROSS JULY AND AUGUST



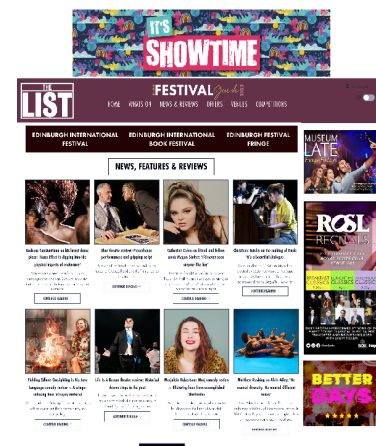
FESTIVAL GUIDE

- **15,000 copies** – high quality, perfect bound
- **UK-wide distribution** from 13 July until August
- 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

- **15,000 copies** published each week in August
- Packed full of **award-winning features**, reviews, interviews and hitlist recommendations
- **Distribution for free** in festival venues across Edinburgh
- **High profile presence** throughout August – kicking off at The List's famous Festival Party



FESTIVAL MICROSITE

- **Over 2,700,000 unique users** in the summer festival period 2022
- **The largest UK site** to have listings, reviews and ticketing information for all the Edinburgh festivals
- **Award-winning** website and writers
- list.co.uk/edinburgh-festival has been the single **biggest independent source** of referrals for festival tickets for the last 15 years running



ALL-IN-ONE PREVIEW OUT 13 JULY

The all-in-one preview guide highlighting the very best of the festivals

Available across Central Belt Scotland

Dedicated sections for each of the festivals

Plus the City Guide to Edinburgh: where to Eat, Drink and Shop

15,000 copies – high quality, perfect bound, full colour throughout

UK-wide distribution from 7 July until 25 August

Targeted distribution within city hotels, hostels and serviced apartments

Eight page	£380
Quarter page	£590
Half page	£1000
Full Page	£1800
Double page spread	£3000

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: 29 June 2026
PUBLISHED MONDAY 13 JULY 2026

THE FESTIVAL MAGAZINES

ADVERTISING RATES A4, FULL COLOUR

The all-in-one preview guide highlighting the very best of the festivals

Hitlist recommendations of the very best shows

Packed full of award-winning reviews, features and interviews

15,000 copies distributed for free in festival venues
and across Edinburgh

Extra promotion by *The List*'s street teams in festival hotspots

Launched at *The List* Festival Opening Party



Eight page	£270
Quarter page	£480
Half page	£720
Full Page	£1200
Double page spread	£1900

For an additional 10% we can guarantee right hand positions
Book three adverts or more and save 25%
Rates are exclusive of VAT which will be added at 20%
Cover sites are subject to availability and premium rates apply

Copy & payment deadline: 7 days prior to publication
ISSUES OUT 5, 12 + 19 AUGUST 2026



FESTIVAL ONLINE

THE LEADING ONLINE GUIDE TO THE BIGGEST ARTS FESTIVAL

Reach a dedicated arts audience of over 2.7 million* unique users across the Edinburgh festival period

Target your advertising geographically, by section, genre, day, date or time. Reach the exact audience you're looking for

Advertise alongside our trusted and award winning reviews, previews and recommendations

15,000 copies – high quality, perfect bound, full colour throughout

Mobile friendly responsive sites

Hit your audience on the move

**THE LIST HAS BEEN
THE SINGLE BIGGEST
INDEPENDENT
SOURCE OF TICKET
SALES FOR THE
FRINGE, EVERY YEAR
SINCE 2009**

HOW DOES IT WORK?

1. Choose the type of advert you want
2. Choose the section you want your advert to appear in
3. Choose the amount of times for it to appear on site
4. Choose how long you want your advert to run for
5. Either supply artwork or The List will design it for free

HOW IS IT PRICED?

Online display adverts are priced on a cost per thousand impressions basis (£CPM). At a price of £20 CPM, it costs £20 for every 1,000 times your advert is shown in your chosen section. For example, if you wanted your advert to appear 20,000 times the price would be £400.

PRICING

TYPE	DIMENSIONS (PIXELS)	MAX FILE SIZE	CPM TARGETTED
Leaderboard	320px(w) X 50px(h)	60k	£12
Billboard	970px(w) X 250px(h)	Gif/Jpeg	£18
MPU	300px(w) X 250px(h)	Gif/Jpeg	£20
Halfpage	300px(w) X 600px(h)	Gif/Jpeg	£36

OFFERS AND COMPETITIONS

	PRICE	DETAILS
Online Offer/Competitions (up to 200 words + logo/image)	£195	Offers can go on <i>The List</i> within 2 hours of booking. Great for last minute pushes.





FESTIVAL NEWSLETTER

SENT THREE TIMES A WEEK DURING THE FESTIVAL

Dedicated Festival newsletter sent every Monday, Wednesday and Friday during the festival to over 12,000 festival goers

Regular weekly newsletter, Something for the Weekend, sent every Thursday to 12,000 art lovers

Banner or inline advert consisting of 40 words of copy, an image and multiple links



As the Fringe gets underway, we look at dance tackling political issues and re-imagined Scottish and Japanese myths

PRICING

PRICE

DETAILS

DEDICATED FESTIVAL

3 p/w during festival period

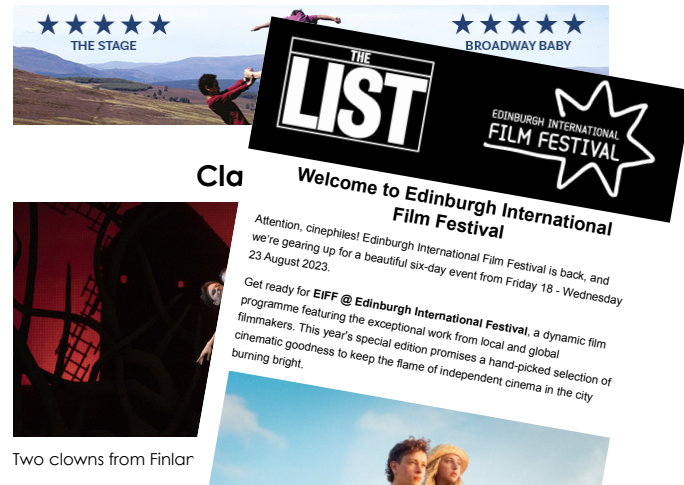
Inline Advert (40 words & image/logo).....£195.....per Insert
Banners (600px(w)x120(h)).....£195.....each, per NL
Full Sponsorship (Sponsor Inline & Banner).....£390.....per NL

SOMETHING FOR THE WEEKEND

Weekly/Thursday

Inline Advert (40 words & image/logo).....£195.....per Insert
Banners (600px(w)x120(h)).....£195.....each, per NL
Full Sponsorship (Sponsor Inline & Banner).....£390.....per NL

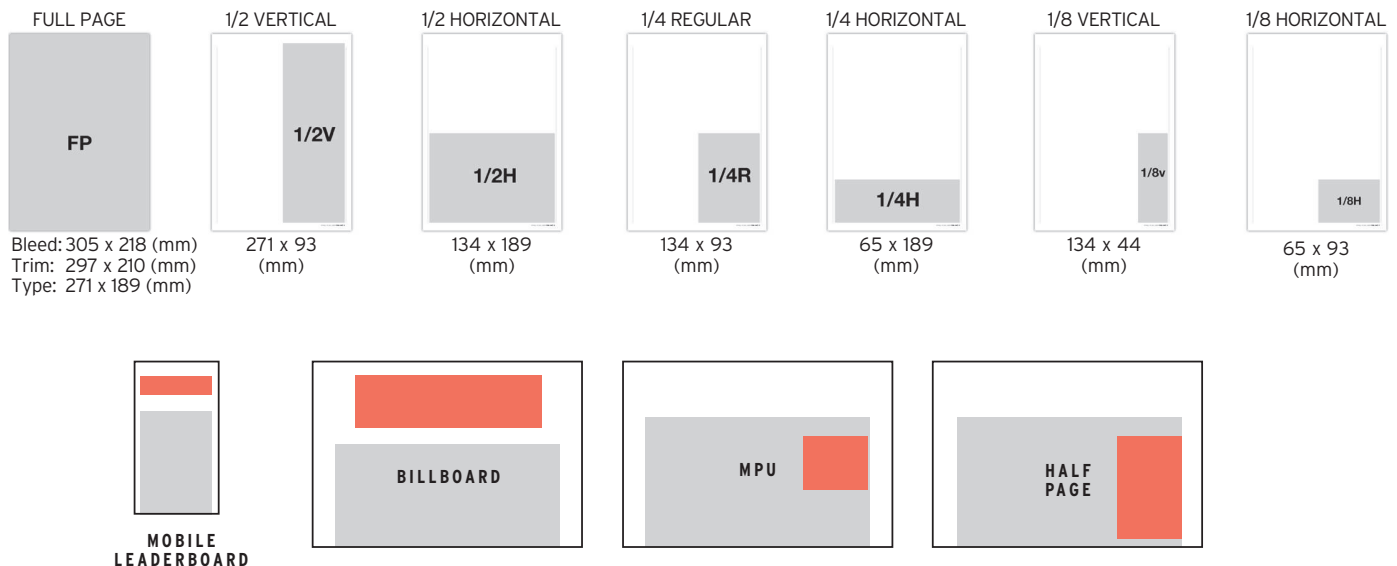
Your own completely dedicated newsletter.....£550....10,000 subscribers



TECHNICAL SPECIFICATIONS

FOR A FULL/BESPOKE SPEC, PLEASE CONTACT ADVERTISING@LIST.CO.UK / 0131 623 3040

DIMENSIONS: Festival Guide and Issues



DON'T MISS OUT!

Book your campaign now:

Call +44 131 623 3040 | Email advertising@list.co.uk

PAYMENTS

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

By purchasing a service from The List you are creating a contractual relationship and you agree we may process your contract information in line with our policy.

list.co.uk/advertising

advertising@list.co.uk

0131 623 3040

[@thelistmagazine](https://twitter.com/thelistmagazine)

[facebook/thelistmagazine](https://facebook.com/thelistmagazine)



PARTNER PACKAGES

GET MORE VALUE WITH ONE OF OUR PARTNER PACKAGES

PRICING

PLATINUM PACKAGE

Full page advert in Edinburgh Festival Guide
Full page advert in one weekly Festival issue
25,000 MPU impressions
Banner/Inline advert in *Something For The Festival*

TOTAL VALUE

£3,695

PARTNER PRICE

£2,500

GOLD PACKAGE

1/2 page advert in Edinburgh Festival Guide
1/2 page advert in one weekly Festival issue
20,000 MPU impressions
Banner/Inline advert in *Something For The Festival*

£2,235

£1,295

SILVER PACKAGE

1/4 page advert in Edinburgh Festival Guide
1/4 page advert in one weekly Festival issue
15,000 MPU impressions

£1,370

£959

BRONZE PACKAGE

1/8 page advert in Edinburgh Festival Guide
1/8 page advert in one weekly Festival issue
10,000 MPU impressions

£850

£550

Create your own package and receive a 25% discount off your booking



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