



2047.  
fringe

BIGGEST  
FREE WEEKLY  
FRINGE BOOKLET

## OUR POPULAR WEEKLY A5 PACKS HAVE BEEN REIMAGINED FOR 2025.

**We've transformed them into a handy A5 magazine containing a collection of selected Fringe shows and our pick of the top 10 'must see' shows that week.**

Unlike most other Festival or Fringe publications, our magazine is the most visible on the Edinburgh streets as they are exclusively distributed every week directly into the hands of Fringe goers by our street teams during the busiest times of the day around core Fringe hubs.

Key distribution points include The Royal Mile, Bristo Square, George Square, Cowgate and Fringe performance spaces on Princes St. The magazines are personally given to people looking for shows to go to every day from Friday 1st – Friday 24th August. These magazines are also being distributed by our team in selected high footfall outlets throughout the city centre.

Every year, 1.5 million visitors spend £200 million at the Edinburgh festivals. With 10,000 copies distributed every week, as one of the only dedicated Fringe magazines, 247 Fringe offers unparalleled access to the affluent, 18-35 cultural consumers that dominate this market.

For the promoters, shows and venues, inclusion in the magazine is a very cost effective method of marketing, and reduces waste and your printing costs. For the festival Fringe goers, having our magazine gives them a clear, concise and useful guide to the best shows the Fringe has to offer every week.

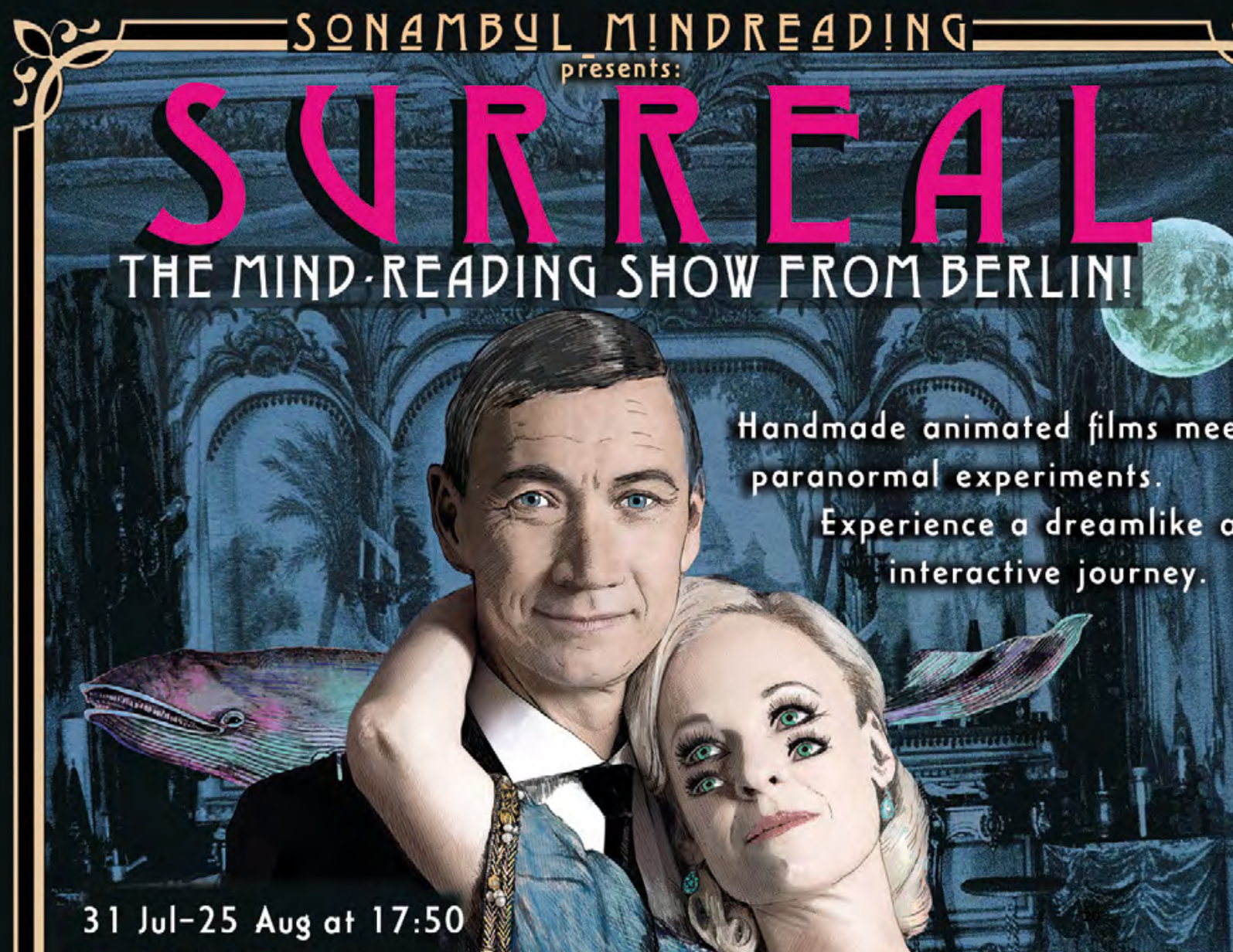




# 247. fringe

2024

YOUR FREE  
WEEKLY GUIDE  
TO THE BEST SHOWS  
AT THE EDINBURGH FRINGE  
WEEK 1 | W/C 5<sup>TH</sup> AUGUST



## KEY POINTS

**Frequency:** Weekly - three different editions during the Fringe

**Circulation:** 10,000 copies distributed per week

**Readership:** Over 30,000 people every week

**Released:** Every Monday

**Distribution:** Distributed hand to hand by our street teams and dedicated pick up points at key Fringe venues and hubs.

**Format:** Handy A5 size

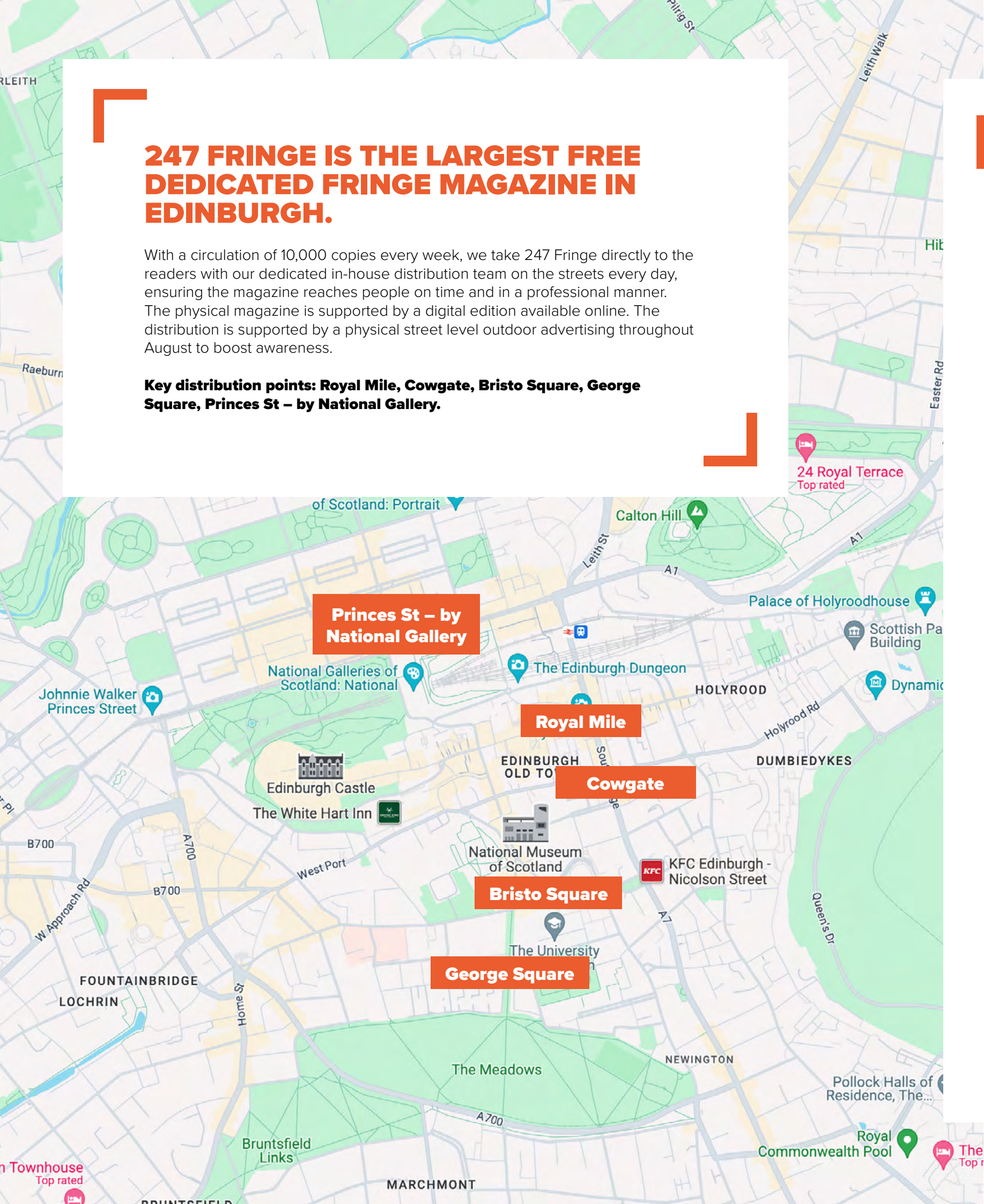
**Cover Price:** Free to everyone



# 247 FRINGE IS THE LARGEST FREE DEDICATED FRINGE MAGAZINE IN EDINBURGH.

With a circulation of 10,000 copies every week, we take 247 Fringe directly to the readers with our dedicated in-house distribution team on the streets every day, ensuring the magazine reaches people on time and in a professional manner. The physical magazine is supported by a digital edition available online. The distribution is supported by a physical street level outdoor advertising throughout August to boost awareness.

**Key distribution points: Royal Mile, Cowgate, Bristo Square, George Square, Princes St – by National Gallery.**



# INCREASE VISIBILITY FOR YOUR SHOW WITH 247 FRINGE.

247 Fringe is a very cost effective method of marketing, and reduces waste and your printing costs, especially when compared to printing flyers and pay a separate distribution team to give them out! For the festival Fringe goers, having our handy pocket sided booklet gives them a clear, concise and useful guide to the best shows the Fringe has to offer every week

Option of standard advertising, or have something more bespoke with paid-for editorial about your show.



Every edition has our top ten recommended shows to see that week – offering insight and guidance to readers who are looking for something to see. We don't offer show reviews, with over 3,000 shows taking place at the Fringe every day, there are numerous websites offering a huge amount of content to satisfy every taste. As everything is so subjective, we only do show previews to highlight forthcoming shows to see.

**We promote all types of Fringe shows including Comedy, Dance, Circus & Physical Theatre, Music, Kids, Theatre, Cabaret, Musicals & Opera and Local Businesses - Everyone needs somewhere to eat, drink and escape to do / see something different – reach visitors to the city and tell them about what you can offer them!**

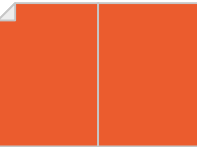


ADVERTISING OPTIONS



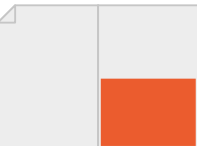
**FRONT COVER**

148mm h x 148mm w  
(Plus 3mm bleed on all sides)



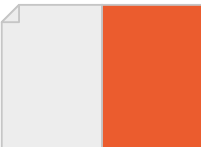
**DOUBLE PAGE SPREAD**

210mm h x 297mm w  
(Plus 3mm bleed on all sides)



**HALF PAGE HORIZONTAL**

100mm h x 141mm w  
(No bleed required)



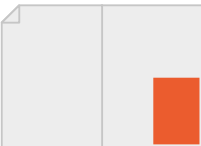
**FULL PAGE**

210mm h x 148mm w  
(Plus 3mm bleed on all sides)



**HALF PAGE VERTICAL**

204mm h x 70mm w  
(No bleed required)



**QUARTER PAGE**

100mm h x 70mm w  
(No bleed required)

ADVERTISING RATES

|                                    | 1 Issue    | 2 Issues    | 3 Issues    |
|------------------------------------|------------|-------------|-------------|
| Front Cover                        | £750 + vat | £1500 + vat | £2250 + vat |
| Outside Back Cover                 | £695 + vat | £1375 + vat | £2000 + vat |
| Inside Front Cover                 | £595 + vat | £1175 + vat | £1750 + vat |
| Inside Back Cover                  | £595 + vat | £1175 + vat | £1750 + vat |
| Double Page Spread                 | £800 + vat | £1500 + vat | £2250 + vat |
| Full Page                          | £495 + vat | £975 + vat  | £1450 + vat |
| Half Page (vertical or horizontal) | £250 + vat | £500 + vat  | £750 + vat  |
| Quarter Page                       | £150 + vat | £300 + vat  | £450 + vat  |

ARTWORK DEADLINES

|         | Artwork deadlines        | Street Date             |
|---------|--------------------------|-------------------------|
| Issue 1 | Thursday 24th July 2025  | Monday 4th August 2025  |
| Issue 2 | Thursday 31st July 2025  | Monday 11th August 2025 |
| Issue 3 | Thursday 7th August 2025 | Monday 18th August 2025 |

2024

24+7.  
fringe

YOUR FREE WEEKLY GUIDE TO THE BEST SHOWS AT THE EDINBURGH FRINGE  
WEEK 3 | W/C 19<sup>TH</sup> AUGUST

CLOUD9 MANAGEMENT LTD PRESENTS

WEST END STAR  
NORMAN BOWMAN

TONY AWARD WINNER  
FRANCES RUFFELLE

Fantastic. Ruffelle and Bowman are king and queen...their voices thrilling.  
The Scotsman  
★★★★

"A real rare treat. Two first class performers. Spinetingling"  
Reviews Hub  
★★★★★

"The Scot and the Showgirl is a fight-for-a-ticket show! Do it now before you can't!"  
Lisaattheatre.com  
★★★★★

"A kilt swishing good time"  
WestEndBestFriend  
★★★★

"Buzzing...oozing...captivating...this is a show to add to your list!"  
★★★★

"WEAR LESS CLOTHES AND GO SEE THIS!"

THE SCOT AND THE SHOWGIRL

A WEE TRUE(ISH) MUSICAL THINGAMAJIG

PLEASANCE, QUEEN DOME 3.50 PM | 2ND - 26TH AUG

PHOTO BY DEBBI CLARK

Scan me



## PAID FOR EDITORIAL

|                 | Full Page  | Half Page  |
|-----------------|------------|------------|
| Price per issue | £600 + vat | £300 + vat |

**Kirsty MacColl: My Tribute**  
by Karen J White

Kirsty MacColl was a much-loved singer-songwriter and her death in a shocking boating incident in December 2000 caused great sadness throughout the music industry and worldwide fans, for a brilliant life cut short.

When Karen J White was persuaded to 'bullied into' perform – singing songs, accompanying herself on guitar – in public in the early 2000s, she turned to Kirsty's catalogue for much of her initial repertoire. Karen's love of Kirsty's songs meant that when she first contemplated putting together a solo, themed live show a close friend pointed out that the obvious choice would be to create a show around Kirsty's music.

To arrive at a list of songs to include, Karen turned to fellow Kirsty fans she had met through attendance at the annual celebration of Kirsty's life, the Kirstyfest, and through Facebook groups – she gave them a 'short list' of about 40 of the Kirsty songs in her repertoire and they told her which were their favourites: this resulted in the track list for two professionally recorded tribute CDs from which, together with two tracks already included on Karen's first album, Karen chose 12 tracks to include in the live



show. In between the songs Karen gives snippets of information about Kirsty's life and recordings.

Kirsty's catalogue of songs cover the full range of emotions from joy to sorrow and back again. Karen's show takes the audience on a roller-coaster journey through those emotions with her take on Kirsty's fabulous songs. There will be tears – but will they be of sadness or laughter?

**Karen will be presenting her show at Venue 67, on 20, 22, 24 and 26 August at 16:00, and on 21 August at 14:30. Kirsty MacColl: My Tribute, by Karen J White.**

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## ADVERT AND PAID FOR EDITORIAL PACKAGE

|                 | Full page advert & Full page editorial | Half page advert & Half page editorial |
|-----------------|----------------------------------------|----------------------------------------|
| Price per issue | £995 + vat                             | £550 + vat                             |

**MILANKA BROOKS**  
MUM AND I DON'T TALK ANYMORE

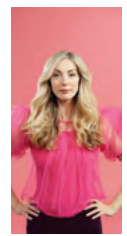
Producer and director Ben Casey is thrilled to welcome the brilliant actress Milanka Brooks to the Edinburgh Fringe debut.

Mum and I Don't Talk Anymore is the eagerly awaited writing about her mother Milanka Brooks, a brilliant actress and comedian, an introduction to her life and her mother's life through their relationship. Through a series of sketches, Milanka Brooks explores the relationship between her mother and her, and the impact of her mother's life on her own.

This is an extremely funny, intelligent and poignant show that tells the story of the relationship between Milanka and her mother, and the impact of her mother's life on her own.

On Monday 14th August Milanka Brooks will be performing her Edinburgh Fringe debut at the Edinburgh Fringe, and the excitement of her debut is the focus of the show. Through a series of sketches, Milanka Brooks explores the relationship between her mother and her, and the impact of her mother's life on her own.

**MILANKA BROOKS MAKES HER EDINBURGH FRINGE DEBUT**



will not only entertain, but also bring plenty of passion, integrity, and joy.

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## IN HOUSE DESIGN

# WE CAN HELP YOU WITH EFFECTIVE AND APPEALING DESIGN, THAT WILL PROMOTE YOUR SHOW DURING THE EDINBURGH FESTIVAL FRINGE.

We can provide an artwork creation or resizing service at additional cost – please contact us for more details [hello@outofhand.co.uk](mailto:hello@outofhand.co.uk).

There is more to Italian music than Opera.

Boundary blowing brew of Jazz, Cabaret, Pop and Romance.

**DANIELA NARDI'S ESPRESSO MANIFESTO**

★★★★★  
A very playful, poised, vivacious, sexy & suave performance.  
Broadway Baby

Earthy and al dente, clever and fun.... Brava Ragazza.  
Jazz Weekly

Stellar...wonderfully atmospheric, infectious, fiery, shimmering...the sensuousness of Sophia Loren blended with the earthiness of Anna Magnani.  
Jazz Times

AUGUST 14-17, 19-24 6PM-7PM

VENUE 67  
VALVONA & CROLLA.  
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