



MEDIA PACK

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



**BIGGEST
FREE WEEKLY
FRINGE BOOKLET**

OUR POPULAR WEEKLY MAGAZINE REFRESHED FOR 2026.

We've transformed our magazine into a handy A5 publication featuring a curated selection of Fringe shows, including our pick of the top 10 "must-see" shows each week.

Unlike most other festival or Fringe publications, 247 Fringe is the most visible magazine on the streets of Edinburgh. It is distributed exclusively every week directly into the hands of Fringe-goers by our street teams during the busiest times of 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 31st July – Fri 21st 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.





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.

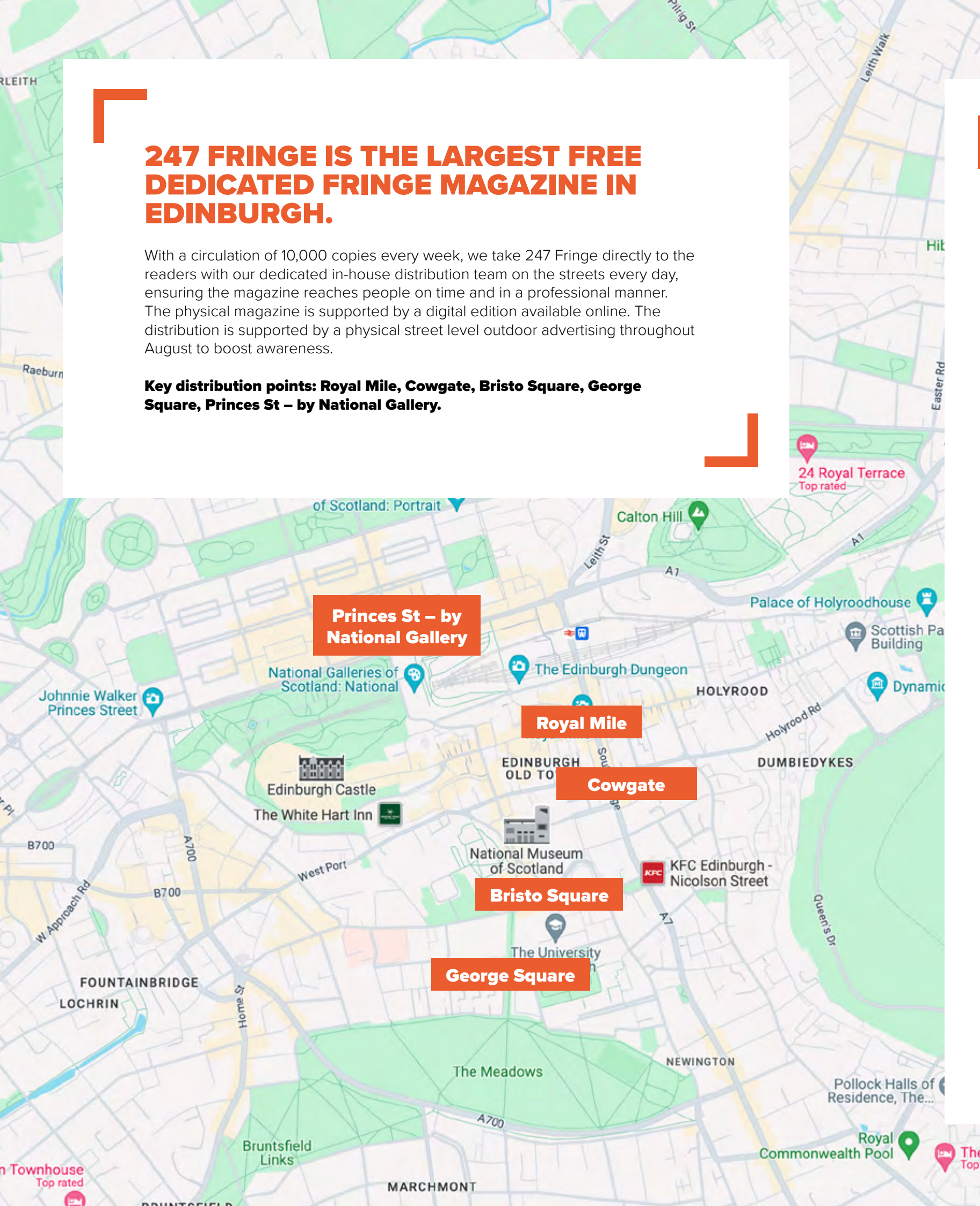
Format: Handy A5 size

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



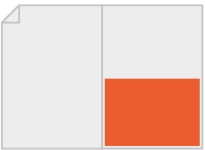
FRONT COVER

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)



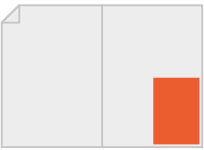
FULL PAGE

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(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 x Issue	2 x Issues	3 x 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	Weds 29th July	Mon 10th August
Issue 2	Weds 5th August	Mon 17th August
Issue 3	Weds 12th August	Mon 24th August

2025

24+7.

fringe

YOUR FREE WEEKLY GUIDE TO THE BEST SHOWS AT THE EDINBURGH FRINGE

WEEK 3 | W/C 18TH AUGUST

MARK SIMMONS

HIS LATEST JOKES

Liquid Room Studio

10:45PM 1-23 Aug



BRITT MIGS

DOLPHIN MODE

Underbelly Balthazar, George Square

2:15PM 30 July-24 Aug



NICK HORNEDO

WATCH THIS WHEN YOU GET HOME

Underbelly Clover, Bristo Square

2:25PM 30 July-24 Aug



JOHN SHUTTLEWORTH

RAISE THE OOF!

Upstairs at Pleasance Courtyard

5:40PM 31 Aug



TOM LITTLE

TOM LITTLE LESS CONVERSATION, TOM LITTLE MORE ACTION

Liquid Room Studio

6:45PM 1-24 Aug



ALFIE PACKHAM

MY APOLOGIES TO THE CHEF

Underbelly Dandel, Bristo Square

7:15PM 30 July-24 Aug



SUSAN HARRISON

SHOULD I STILL BE DOING THIS?

Gilded Balloon, Appleton Tower-Pip

7:40PM 30 July-24 Aug



SEATON SMITH

TRAUMA BONDING

Pleasance Courtyard, Bunkers Three

8:30PM 30 July-24 Aug



BECKY UMBERS

PUT THAT CAT BACK IN THE BAG

Assembly Room, Snug

8:40PM 30 July-24 Aug



ELI MATTHEWSON

NIGHT TERROR

Underbelly Wren Coo, George Square

8:50PM 30 July-24 Aug



JOE SIB

CALIFORNIA CALLING

Gilded Balloon Appleton Tower

Bristo Square, Pip

9:00PM 30 July-24 Aug



PARKER CALLAHAN

SODA POP

Assembly George Square Studios-Studio 5

10:05PM 30 July-24 Aug



PLEASE LAUGH RESPONSIBLY

	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 138, 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.

Full Page

£600 + vat

Half Page

£300 + vat

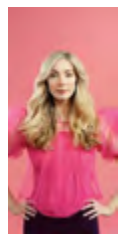
	Full page advert & Full page editorial	Half page advert & Half page editorial
Price per issue	£995 + vat	£550 + vat

**MILANKA
BROOKS
MAKES HER
EDINBURGH
FRINGE DEBUT**

Producer and director, Ben Cawey is thrilled to announce that Black Mirror's Milanka Brown will be making her Edinburgh Fringe debut with a deeply personal and hilarious new show *Mum and I Don't Talk Anymore*. The show will be at Assembly George Square, The Caisle from 21st July - 25th August. Tickets are on sale now.

This is an extremely funny, candid and poignant read, told solo about the unique and crazy relationship between Milkens and her flamboyant mother, Lela. A touching story of a female double act who together flourish in the world of showbiz, the book contains a series of incredible characters introduced throughout, including tales gay to know Lela and are invited on a journey that will leave you laughing out loud. "I can't tell you how much 'Dad is inevitable,' as she would say."

On making her Edinburgh debut Milanne said: "I'm so excited to be bringing my first solo show to this year's Fringe Festival. For years I've been hoping to make a piece about my mum and the eccentricities of our relationship. As created the piece, Edinburgh was always the ultimate goal as The Fringe is undoubtedly the home of the one-person show. I'm ensured that as the audience meets Mum, an experience our, sometimes wild stories, they'll also encounter a few other people along the way. This has become a character show with much humour and heart, and I'm excited to take the audience on a journey that I hope



will not only entertain, but also bring plenty of session, scenery and promise."

When *Minkta* is not writing, she can be seen as Elena Tuzova in the Emmy award-winning episode of *Black Mirror*; *US\$* Callista on *Netflix*, and she is currently filming a high-profile and confidential show for one of the major streamers. As an actor and writer, her credits include the multi-award-winning *60/40* sitcom. My Family and she is best known for playing Isabella in ITV's *Berlin*, and Princess Sultana in Netflix's *The Windsors*.

Kirsty MacColl: My Tribute

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Kirsty M
Mrs Tobieta

Key Words: child abuse; child neglect; child maltreatment; child welfare; child protective services; child abuse investigation; child abuse prevention; child abuse reporting; child abuse intervention; child abuse treatment; child abuse recovery; child abuse prevention; child abuse reporting; child abuse intervention; child abuse treatment; child abuse recovery

Kirsty's

David J. White

Keywords: child sexual abuse; disclosure; self-blame; social support

IN HOUSE DESIGN

**WE CAN HELP YOU WITH
EFFECTIVE AND APPEALING
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EDINBURGH FESTIVAL FRINGE.**

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blowing
brew of
Jazz,
Cabaret,
Pop and
Romance.

**DANIELA
NARDI'S
ESPRESSO
MANIFESTO**

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— Broadway Baby
"Early and at dance, clever and fun.... Brava Ragazza."
— Jazz Weekly
"Stellar...wonderfully atmospheric, infectious, fiery,
glittering...the sensuousness of Sophia Loren blended with
the earthiness of Anna Magnani."
— Jazz Times

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

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