

2022
Guide to Marketing

Welcome to theSpaceUK's guide to marketing at the Edinburgh Festival Fringe. Whether you're an old hand or it's your first time at the Fringe, this guide offers invaluable advice in how to market your show.

Investing both time and money in your marketing campaign will help pay dividends at the Fringe. Make sure that your campaign has a clear message. Use the same fonts, style, images throughout your campaign as this will help audiences remember your show. Every show is unique and so is every marketing campaign - what works for one show might not be appropriate for another.

This guide contains some suggestions on where you might want to target your marketing and what options are available.

If you have any questions about marketing, please get in touch with us at
publicity@thespaceuk.com

Hints & Tips

- *Decide on a marketing budget*
- *Plan your campaign before the Fringe begins. Decide on where your money will be spent, agree a flyering rota, get your artwork approved etc.*
- *Remember that your artwork needs to be approved by theSpaceUK. Send it through to us for approval*
- *Be flexible during the Fringe. If you find something isn't working have a Plan B.*
- *Remember there are 4000+ shows at the Fringe. It can be hard to stand out from the crowd. Consider what's unique about your show and how to get that message across*

**IMPORTANT MARKETING DATES 2022**

Out of Hand Sales Open: 5 April

Edinburgh Fringe Brochure Discount Deadline: 13 April

Edinburgh Fringe Brochure Deadline: 6 May

theSpaceUK Advertising Options Released: 29 April

theSpaceUK Brochure Deadline: 28 May

theSpaceUK Outdoor Advertising Deadline: 17 June

The List Preview Edition Deadline: 20 June

1. Flyers & Posters

Print is one of the most effective marketing tools at the Fringe. A good flyer can help capture interest, provide information and sell a show. The recommended size for flyers is A6 (105mm x 148mm).

Key Points

- Flyers should be printed on both sides. We would recommend that the front of your flyer be your poster. The back of your flyer should not just be a repetition of your Fringe programme blurb, we would recommend using a secondary image and colour.
- Do not use photocopied or laser printed print
- A6 flyers should be printed on card with a minimum weight of 250gsm
- Posters should be printed on gloss, silk or matt art paper with a minimum weight of 130gsm
- You must submit your artwork for approval by theSpaceUK. Please make sure that you submit your artwork BEFORE sending it to print. Artwork should be uploaded to the Production Website.



1.1 Flyering & Distribution

Flyering is a central part of your promotion at the Fringe, but can also be demanding and stressful. You should treat flyering with the same level of commitment as you treat your show and expect to flyer for a minimum of a couple of hours a day. Create a schedule with your company to divide responsibilities equally and make sure part of the schedule involves flyering directly before your show.

Posters can be displayed on the Royal Mile, or in local shops & businesses (with the owner's permission). You may distribute flyers for your shows around theSpaceUK by handing them out to audience members in the venues. A stock of flyers can be left at your Venue Box Office (one box only) and will be displayed by the venue staff.

Please do not place flyers in the bars or elsewhere in the venue as these will be removed. Flyposting – refers to sticking up posters, flyers, stickers etc. on public or private property without the owner's permission - is illegal in Edinburgh. This can result in fines (consider that all your details are on the poster). Please do not flypost.

1.2 Using Flyering Teams

Many individuals and companies will offer to flyer your show on your behalf for a payment. These can be variable in quality. If you do make use of a flyering team, we recommend getting references in advance, regularly checking that flyering is being done and ensuring that members of the flyering team have seen your show in advance.

1.3 Distribution Companies in Edinburgh

Another option is to use a distribution company in Edinburgh. These will display your poster & flyers in shops/cafes/businesses. This is particularly useful for posters. The following are distribution companies in Edinburgh:

Company	Direct Distribution	Website	www.directdistribution.co.uk
Company	Hanging Rock	Website	www.hanging-rock.co.uk
Company	Out of Hand	Website	outofhand.co.uk/fringe

Hints & Tips

- *Consider flyering in costume – it has plenty of visual appeal.*
- *Don't just hand flyers to people. A genuine one-on-one conversation with someone who is passionate about their show will sell more tickets. Volume isn't the key, conversion rate is.*
- *Work together with other shows, flyer queues and seats for shows similar to yours and let them do the same*
- *Locations that we recommend flyering*
 - Royal Mile (although be aware that everyone does this)*
 - Half-Price Hut (especially if you're on sale in the Half Price Hut)*
 - Outside your own venue (particularly in the hour before your show)*
 - Exit/Enter flyer for other shows (pick shows that are similar to yours, DO NOT flyer in other venues apart from theSpaceUK)*

2. Outdoor Advertising

2.1 theSpaceUK Correx

theSpaceUK offers free outdoor advertising printed on waterproof Correx outside of each venue. You don't require any specific artwork as we will use your poster or flyer image to create the advert.

Please note that artwork must be received and approved by this deadline. Artwork can be submitted after this deadline, however won't be included on the outdoor Correx.

Booking Deadline: None, you are booked as part of your registration with theSpaceUK

Artwork Deadline: 30 June

2.2 Further Outdoor Advertising

theSpaceUK also offers further outdoor advertising opportunities in prime locations at an affordable cost. Rates, booking & artwork deadlines will come out in early May.

Media Pack Released: 29 April

Booking Deadline: 17 June

Artwork Deadline: 30 June

2.3 Out of Hand

Edinburgh City Council have appointed Out of Hand to deal with outdoor advertising during the Fringe. They offer a range of formats from giant 8x4ft Towers, to smaller A3 Poster packs printed on Correx. Outdoor advertising is a fantastic way to get your show seen by audiences and is highly recommended.

Out of Hand will take care of maintaining these sites and will also send your photographic evidence after they have been put up. Damaged Correx will be replaced (at a cost to you) and be aware that certain formats are more liable to damage than others. The Out of Hand website offers a guide to extra stock that may be required.

Website: outofhand.co.uk/fringe

Email: hello@outofhandscotland.co.uk

Phone: +44 (0)131 661 8122

Media Pack Released: 29 March

Bookings Open: 5 April



Hints & Tips

- Ensure that your artwork is of a high quality. You may wish to employ a graphic designer to assist with this
- Send any proposed artwork to theSpaceUK and we will offer our recommendations

3. Advertising in Brochures

3.1 The Edinburgh Festival Fringe Brochure

The Edinburgh Festival Fringe brochure is distributed in July around both Edinburgh and the UK with close to 200,000 copies printed each year. It should be high on your list of possible options for advertising at the Fringe. We would generally recommend an advert placed in your section (i.e. if your show is in the theatre section, place your advert in the theatre section).

Rates can be found here:

<https://www.edfringe.com/about/advertise-with-us/participant>

If you book prior to mid April, where you'll receive a 15% discount. The booking & artwork dates (which are hard deadlines), can be found below.

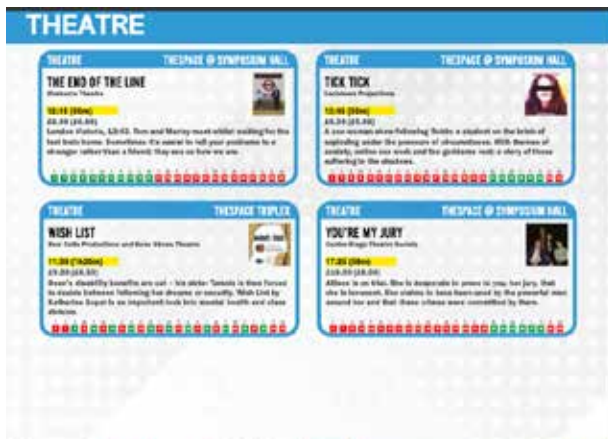
Discount rate booking deadline: 13 April 2022, 17:00

Standard rate booking deadline: 06 May 2022, 17:00

Artwork deadline: 18 May 2022, 17:00

Hints & Tips

- Quarter page adverts are the easiest to resize an A3 poster for. Half & Eighth Pages will require a re-design to be effective.
- Booking before the discount deadline is recommended.



3.2 theSpaceUK Brochure

Each year, theSpaceUK produces a physical brochure with c20,000 copies distributed across locations & venues. This brochure is an excellent and affordable way of getting your show advertised. Rates, artwork and booking deadlines will be announced in early May

Media Pack Released: 29 April

Booking Deadline: 28 May

Artwork Deadline: 30 June



4. Print Advertising

There are many different publications at the Fringe, and they provide a range of different advertising options. Several of the major publications offer discounts to theSpaceUK. Discounts are shown below - for a full rate-card, contact theSpaceUK's Press Office.

theSpaceUK also purchases pages or double page spreads in the magazines listed below, and will provide companies with an opportunity to purchase a slot on these pages. This gives companies an affordable way of getting their show advertised in the publications below. Further details about these opportunities will come out in early May.

The List

A very well-known publication in Edinburgh. They publish throughout the year and have a strong arts-orientated readership base.

Publishes a Preview Guide (c15,000) and 3 weekly editions (c15,000).

theSpaceUK Discount: Multiple. See theSpaceUK/List Rate Card for discounted rates

FEST

A free, bi-weekly A5 glossy publication distributed at key festival venues. One of the most recognized publications at the Fringe.

Publishes a Preview Guide in July (c15,000) and 2 weekly copies in August (c5,000)

theSpaceUK Discount: Multiple. See theSpaceUK/FEST Rate Card for discounted rates

Other publications that you may want to consider include The Scotsman, The Herald, The Skinny and the Edinburgh Evening News.

Hints & Tips

- *Pick the publication that's most suited to your audience*
- *Closer to publication dates, you might be able to pick up deals*
- *Always negotiate. The publications will publish a rate-card, ask if there is a discount*
- *Ask where your advert is to be placed. You ideally want it near where people will be reading relevant articles*

5. Online Advertising

Similar to print (perhaps even more so), there's a veritable plethora of online advertising spots available. These range from advertising at edfringe.com to much smaller sites. If you are going to advertise online, we would recommend advertising with sites that have significant traffic on them. In recent years, more nefarious sites have taken to offering to publish a review should you advertise with them.

edfringe.com

The biggest site of all. It's where the majority of people will go to book their ticket and so has the highest traffic at the Fringe. You need to book for a minimum of 7 days. Prices increase as it gets closer to August. We would recommend booking on both the site and mobile version

theSpaceUK Discount: No discount available

Facebook

Offers a range of ways to advertise, from promoted posts to banner adverts. Can target Edinburgh based audiences with an interest in theatre etc. You get to set a limit on how much you spend on advertising.

theSpaceUK Discount: No discount available

BroadwayBaby.com

The largest reviewing site at the Fringe. Used to be a hard-copy but is now just online. Publishes more reviews than anyone else and has a highly rated editorial team.

theSpaceUK Discount: 10%. Enter the code Space21 when booking

6. Royal Mile Stages and other Performances

There are several stages on the Royal Mile which can be booked out by companies for up to 20 minutes at a time. You'll receive an email when bookings for these open and can request multiple slots.

The Royal Mile stages are very good at helping promote your show. However the Royal Mile is loud and you'll struggle to make yourself heard without a microphone & portable speaker. This means that the slots are very useful if you have a music, comedy or visually appealing show but is somewhat less useful if you have a slow burning drama. If you do decide to book slots, try and arrange help in flyering whilst you are performing.

Royal Mile Bookings

www.edfringe.com/take-part/fringe-street-events

During the course of the Fringe, there will be many other opportunities to be a part of other events or shows. There are plenty of late-night cabaret shows, guest spots in other shows and others opportunities to keep an eye out for. Should your show be suitable, you should enquire and email the person responsible for booking these with details of your show.



Hints & Tips

- *Have a 5/10 minute version of your show ready-to-go. If you're able to excite and entertain an audience in a guest spot, they may wish to see the full thing*
- *Plan your schedule and make sure you can fit it all in without tiring yourself out.*