

Fest Magazine: Adelaide 2024

Fest is an established Edinburgh Fringe review magazine, and for 2024 we're finally coming **back to Adelaide** after a hiatus



For 2024, we are publishing two printed editions alongside our festival-long online coverage. The **Preview** issue (8 Feb, **10,000** copies) will be packed with highlights, interviews and tourist info. The **Festival** issue (7 Mar, **10,000** copies) will have a selection of the best reviews published so far.

We'll distribute copies to major Fringe and Festival box offices, as well as venues throughout the CBD and surrounding areas.

You can advertise in one or both editions – rates below.

| | |
|----------------------------------|-------------|
| Back cover | \$3,500 AUD |
| Inside front cover /Page 3 | \$2800 AUD |
| Double page spread | \$3000 AUD |
| Full page | \$1650 AUD |
| 1/2 page (Vertical / Horizontal) | \$900 AUD |
| 1/4 page | \$500 AUD |
| 1/8 page | \$300 AUD |

Rates are before GST

Bookings & Enquiries:

For more information, speak to George, or head to festmag.com/advertise

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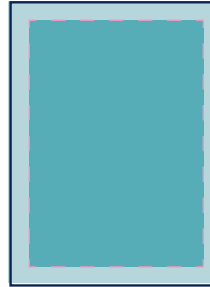
Fest Sales Team
sales@festmag.com

Dates & Deadlines

| EDITION | ARTWORK | STREET |
|----------|---------------|--------|
| Preview | 26 Jan | 8 Feb |
| Festival | 23 Feb | 7 Mar |



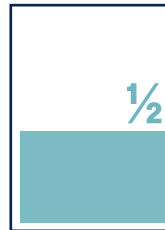
Print Tech Specs



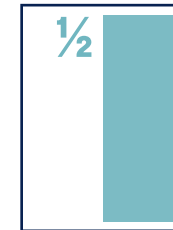
FULL PAGE

bleed w **154** × h **216**mm
 trim w **148** × h **210**mm
 safe w **128** × h **190**mm

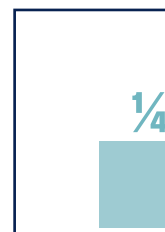
NOTE: optimal export settings for full pages do not include crop marks or printer registration info



HALF HORIZONTAL
 w **123** × h **93**mm



HALF VERTICAL
 w **60** × h **188**mm



QUARTER PAGE
 w **60** × h **93**mm



EIGHTH PAGE
 w **60** × h **45**mm

In-house design

We can provide an artwork creation or resizing service at additional cost – please contact us for more details.

sales@festmag.com

Artwork Checklist

Run through our copy checklist to avoid problems processing or placing your advert in the magazine:

Your adverts should be supplied as **flattened PDF files in CMYK colour**. We can also accept CMYK TIFF and JPEG files, however we cannot print any copy from Word or Powerpoint files.

Resolution must be at least **300dpi** and **image quality must be suitable for print**. Please make sure your **chosen type size is legible for print**. As a rule of thumb we advise no smaller than 5.5 pt (depending on your chosen typeface).

- ✓ File is a PDF, TIFF or JPEG
- ✗ No Word or Powerpoint files
- ✓ Resolution is 300dpi
- ✓ Correct size and orientation
- ✓ Colour space is CMYK
- ✓ Legible typesize
- ✓ Full page ads: bleed and safe area sizes are correct
- ✓ Supplied at least **4 days** prior to publishing date

Please email your ad to:
ads@festmag.com