

THE LIST

ADELAIDE SUMMER FESTIVAL

2024

Guide

For 38 years *The List* magazine has been synonymous with the Edinburgh Festivals. We have worked very closely with Adelaide and its festivals over the years and we are delighted to return for a second year to support Adelaide's brilliant line-up of summer festivals in 2024.

With the support of Adelaide Fringe, Adelaide Festival, the Adelaide Festival Centre and Womadelaide, *The List* is delighted to announce *The List's* Adelaide Summer Festival Guide which will be distributed in Adelaide from the beginning of February 2024.

This 72-page A4, full colour guide will be free to pick up and will be written by our award winning writers and include previews of all of the summer festival highlights in Adelaide. It will include a City Guide with the best places to eat and drink and it will include a map detailing festival venues and locations.



THE LIST MAGAZINE IS SCOTLAND'S BEST LOVED EVENTS AND ENTERTAINMENT PUBLICATION SINCE 1985.



The List has been an amazing Festival publication in Edinburgh since 1985 and we were excited to see The List in Adelaide in 2023 - it was a fabulous addition to our Summer Festivals landscape. We are thrilled to welcome back The List for 2024!

HEATHER CROALL,
CEO OF ADELAIDE FRINGE

PRINT MAGAZINE

- All-in-one preview guide highlighting the very best of the summer festivals
- Available across Adelaide's CBD with targeted distribution in high traffic areas including bars, cafes, restaurants, venues, hotels, hostels and serviced apartments as well as suburb areas inc Bowden, Prospect, Glenelg, Norwood, Unley, Croydon, Port Adelaide and Semaphore
- Dedicated sections for each of the festivals
- Plus the City Guide to Adelaide: the best places to Eat, Drink and Shop
- 20,000 copies - A4, high quality, full colour
- Distribution from February 2

PRINT ADVERTISING

FULL PAGE	\$1800	COVERS	Inside Front Cover	1/2 VERTICAL	271 x 93mm	1/2 HORIZONTAL	134 x 189mm	\$1000
			Inside Back Cover					
			Outside Back Cover					
			\$3000					

1/4 REGULAR	134 x 93mm	1/4 HORIZONTAL	65 x 189mm	\$600	1/8 VERTICAL	134 x 44 (mm)	1/8 HORIZONTAL	65 x 93 (mm)	\$400

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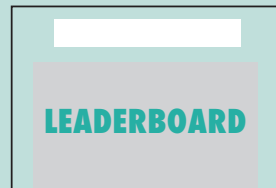
FESTIVAL ONLINE

list.co.uk/adelaide-festival

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

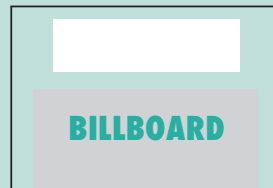
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DIGITAL ADVERTISING



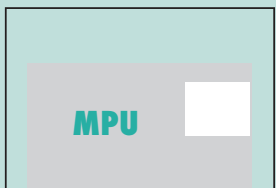
LEADERBOARD

\$12 CPM
(per 1000 impressions)



BILLBOARD

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MPU

\$16 CPM



HALF PAGE MPU

\$30 CPM

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Adelaide is a mature and growing festival city perfectly suited to welcoming an international media player to the market. The List has an enviable reputation for assisting thousands of audiences to navigate festival programs and we very much welcome their Adelaide edition.

JUSTYNA JOCHYM, CEO FESTIVAL CITY ADELAIDE



COPY DEADLINE

12 January 2024

PUBLICATION DATE

2 February 2024

HOW TO BOOK

Please email advertising@list.co.uk