

BRIGHTON FRINGE.

3 May - 2 JUNE 2019



ADVERTISING PACK 2019
REACH THE LARGEST ARTS FESTIVAL IN ENGLAND

BRIGHTON FRINGE 2019 FACTS AND FIGURES

Brighton Fringe is England's largest arts festival and one of the largest fringe festivals in the world. 2018 was a record breaking year, bringing a significant increase in audiences and an ever growing range of shows and events. With increased OTS for partner branding and activities, 2019 is looking bigger and better than ever!

4

WEEKS

1,010

EVENTS

164

VENUES

200+

FREE EVENTS

4,476

PERFORMANCES

373

WORLD PREMIERES

572,980

TOTAL ATTENDANCES

244,600

TOTAL TICKETS SOLD

100,000

FRINGE CITY FOOTFALL

£2,300,000+

OVERALL TICKET VALUE

DISTRIBUTION

100,000

BRIGHTON FRINGE BROCHURES
DISTRIBUTED ACROSS SUSSEX, KENT
& LONDON

80,000

FAMILY GUIDES DISTRIBUTED ACROSS
EAST & WEST SUSSEX

10,000

POCKET GUIDES DISTRIBUTED ACROSS
BRIGHTON & HOVE

WEB STATS

228,725

UNIQUE VISITORS TO
BRIGHTONFRINGE.ORG

1,750,802

PAGE VIEWS

SOCIAL MEDIA

54.5K
TWITTER

8.4K
INSTAGRAM

12.1K
FACEBOOK

BRIGHTON FRINGE PRINT ADVERTISING

A4 Brochure Advert Specs

Each year Brighton Fringe produces an A4 portrait brochure bursting with a selection of every art form, to suit all tastes, ages and budgets. 100,000 copies of the main brochure are distributed across Brighton & Hove, Sussex and London, and a downloadable version is accessible at brightonfringe.org.



**Inside front, back cover,
gate fold**
210mm (w) x 297mm (h)
Please allow 5mm bleed
for full page ads

Full page ad
210mm (w) x 297mm (h)
Please allow 5mm bleed
for full page ads

Half page horizontal ad
190mm (w) x 130mm (h)
Please allow 5mm bleed

From £4000 + VAT

£3000 + VAT

£1800 + VAT

**Half page
vertical ad**
93mm (w) x
262mm (h)
Please allow
5mm bleed

Quarter page ad
93mm (w) x 130mm (h)
Please allow 5mm bleed

**Section sponsorship
strip ad**
190mm (w) x 42mm (h)
Please allow 5mm bleed

1/6 page ad
93mm (w) x 86mm (h)
Please allow 5mm bleed

£1800 + VAT

£1000 + VAT

From £2,000 to £4,000
+ VAT
(includes logo
placement and web
banner advert)

£600 + VAT

BRIGHTON FRINGE PRINT ADVERTISING

A5 Family Guide Specs

The Brighton Fringe Family Guide (Landscape A5) is produced alongside the main brochure with a hand picked selection of events for children and families throughout May and the May half-term. 80,000 of these are distributed to primary schools in East and West Sussex, and in family friendly venues across Brighton & Hove and the surrounding areas.



Inside front, back cover
210mm [W] x 148mm [H]

Please allow 5mm bleed
for full page ads

From £1500 + VAT

**Half page
portrait ad**
105mm [W] x
148mm [H]
Please allow
5mm bleed

£700 + VAT

Full page ad
210mm [W] x 148mm [H]

Please allow 5mm bleed
for full page ads

£1000 + VAT

Print Artwork Requirements

Preferred format: High resolution (minimum 300dpi) PDF.

We recommend a minimum type size of 7pt.

For full page adverts we require a 5mm bleed.

Please send advertisements to hazel.mccoubrey@brightonfringe.org

Main Brochure advert artwork deadline: 18 January 2019

Family Guide advert artwork deadline: 8 February 2019

See your ad in
100,000
brochures!

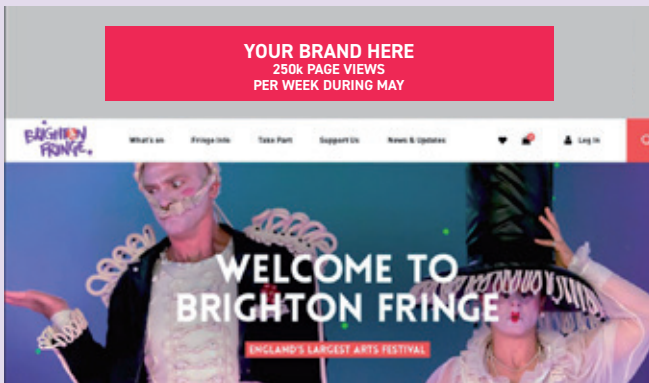
For more information about advertising, please call Karla and Charlotte on 01273 764904,
or email sales@brightonfringe.org

BRIGHTON FRINGE DIGITAL ADVERTISING

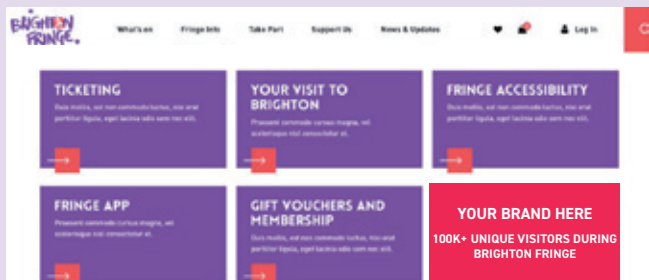
Advertising on Brighton Fringe is a great way to build brand awareness and increase exposure for your event or organisation. In 2018 brightonfringe.org had 250,837 unique visitors and over 1,867,290 page views.

More than
100,000
unique web visitors
during
Brighton Fringe

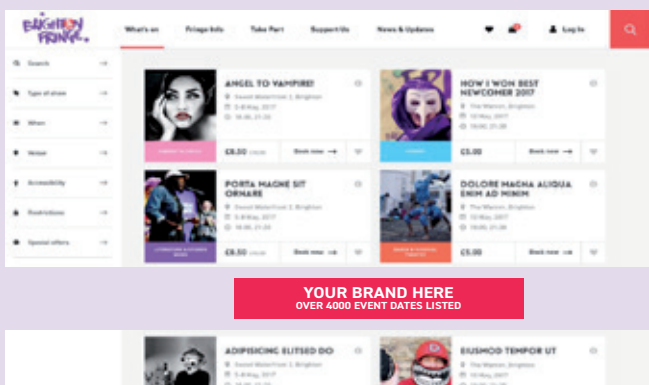
Website Advert Specs



Takeover Advert
From £6,000
Online sale period
(970 X 250 px)



Box Advert
£500 per 4 weeks
(300 X 250 px)



Leaderboard Advert
£700 per 4 weeks
(728 X 90 px)

Website Artwork Requirements

Please provide adverts in JPG or animated GIF format, 72dpi. Artwork is requested in multiple sizes to ensure adverts display clearly on all devices, including mobiles and tablet.

Please send advertisements to hazel.mccoubrey@brightonfringe.org

Deadline: No later than a week before your agreed upload/ send out date.

For more information about advertising, please call Karla and Charlotte on 01273 764904, or email sales@brightonfringe.org

BRIGHTON FRINGE DIGITAL ADVERTISING

Brighton Fringe E-Newsletters

Brighton Fringe sends regular E-Newsletters to over 26k subscribers.

Over
26k
subscribers!

E-Newsletter Artwork Requirements

Please provide 50 - 75 words, a URL, and an image in JPG or PNG format, no smaller than 300px x 300px.

Please send E-letter inclusions to amy.jones@brightonfringe.org

Deadline: No later than a week before your agreed upload/ send out date.



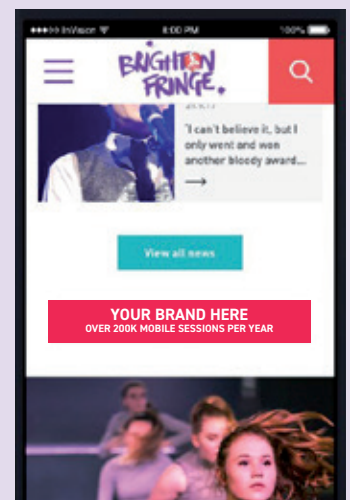
Brighton Fringe App Sponsorship

Live from December 2018 to June 2019.

The Brighton Fringe 2018 app received 26,280 sessions, a number that is expected to increase significantly in 2019. Now is a great time to get involved and gain fantastic exposure for your brand. Exclusive sponsorship of our 2018 app includes:

- Banner advert on all key navigation pages of the app
- Feature page on app with logo in information section
- Link to sponsor's company information via the app e.g. phone, email, website
- Advert on Brighton Fringe website (100k impressions)
- Logo placement on supporter's pages in main brochure
- Logo placement on app advert on all pages of website
- Logo placement on app promotional advert in Brighton Fringe brochure (100,000 copies)
- Logo placement on app promotional advert in Family Guide (80,000 copies)
- Logo placement on regular e-News reminders to audience regarding app
- Logo placement on all social media campaigns in relation to app

Contact sales@brightonfringe.org for costs and more information.



For more information about advertising, please call Karla and Charlotte on 01273 764904, or email sales@brightonfringe.org

BRIGHTON FRINGE DIGITAL ADVERTISING

Digital SmartScreen - Queen's Road, Brighton

Advertise on Brighton's SmartScreen, located on the direct route from Brighton Train Station towards the seafront and shopping areas. 90% of pedestrians leaving the station will have to walk past the Smartscreen with views in excess of 270,000 per month.



Digital Artwork Requirements

Artwork should be supplied at 400 pixels high x 800 pixels wide, 72dpi – 300dpi with no trim, no bleed or safe-area. Files must be supplied in JPEG (RGB) format for static display, or .mov file for Dynamic. Please supply all artwork at least one week prior to your live slot.

Animation file formats:

- H.264 codec
- 10s duration
- 25 Frames Per Second
- Max Bitrate 4 MB/s
- Variable Bit Rate
- Maximum file size 25MB
- Digital creative types
- Dynamic Digital
- Full Animation
- Static Digital

Colour mode:

- RGB (True black = R0, G0, B0) – CMYK not accepted
- It is preferable to use bold and contrasting colours with full shades as they look better on LED displays
- Large and legible fonts – minimum pixel height for text 5 pixels
- No gradients

Please send advertisements to hazel.mccoubrey@brightonfringe.org

Deadline: No later than a week prior to your live slot.

For more information about advertising, please call Karla and Charlotte on 01273 764904, or email sales@brightonfringe.org

ARTWORK DEADLINES

Main Brochure and Family Guide

Main brochure deadline - 18 January 2019

All artwork for the main brochure must be supplied no later than Friday 18 January 2019.

Family Guide deadline - 8 February 2019.

All artwork for the Family Guide must be supplied no later than Friday 8 February 2019.

Online Adverts

Please supply all artwork no later than one week before your agreed upload date.

Digital SmartScreen - Queen's Road, Brighton

Please supply all artwork no later than a week prior to your live slot.

E-Newsletter slots

Please supply your copy, URL and image no later than one week before your agreed newsletter date.

BRIGHTON FRINGE RATE CARD

PRINT: MAIN BROCHURE

Advert	Price (excl. VAT)
Inside front, back cover, gatefold	From £4,000
Full page ad (210 X 297mm + 5mm bleed)	£3,000
1/2 page ad (93 x 262mm / 190 x 130mm + 5mm bleed)	£1,800
1/4 page vertical ad (93 x 130mm +5 mm bleed)	£1,000
1/6 page horizontal ad (93 x 86mm + 5mm bleed)	£600
Flyer inserts (3,000 mailout)	£300
Brochure section sponsor Includes brochure advert (190 x 42mm plus exclusive Leader Board Advert)	£2,000 - £4,000

PRINT: FAMILY GUIDE

Inside front cover / inside back cover (210mm X 148mm + 5mm bleed)	From £1,500
Full page ad (210mm X 148mm + 5 mm bleed)	£1,000
Half page ad (Portrait: 105 mm x 148 mm + 5mm bleed)	£700

ONLINE & DIGITAL

Takeover Advert (970 X 250 px)	From £6,000 online sale period
Box Advert (300 X 250 px)	£500 per 4 weeks
Leader Board website advert (728 X 90 px)	£700 per 4 weeks
Outdoor Smartscreen advert (Displayed 4480 times over 30 days)	£1,750
E-Newsletter slot (26K+ subscribers)	£350
Social Media packages (76K+ followers)	From £500