

# Local business directory

Edinburgh  
**fringe**

**Promote your business at an Olympic-scale event, right on your doorstep!**



# Get exposure to the thousands of festival goers who come to the Edinburgh Festival Fringe.

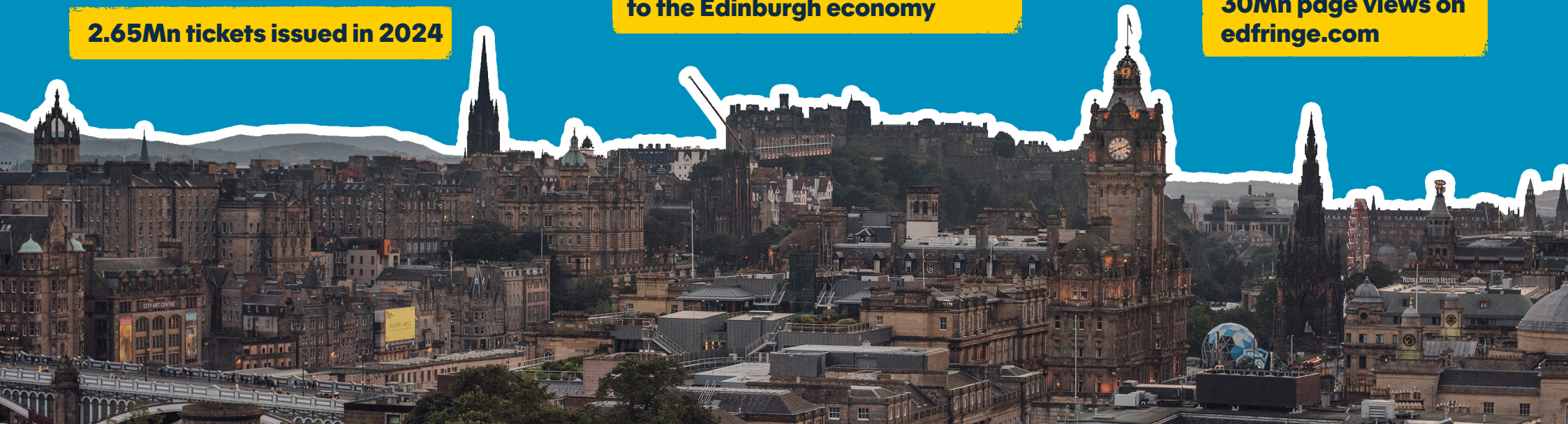
**Every August, Edinburgh plays host to one of the greatest celebrations of arts and culture in the world, attracting visitors and artists from far and wide to our wonderful city.** We're acutely aware that August is an important time for many Edinburgh businesses; as such, we want to provide a platform to help you showcase your amazing hospitality and services to the festival audiences and artists.

It's estimated that the Fringe generates around £300Mn for the local economy and we want to ensure that local businesses are front and centre of this opportunity. In joining this new local business directory, you are not just promoting your business to Fringe audiences, you're also supporting the delivery of the iconic Street Events programme!

**2.65Mn tickets issued in 2024**

**Estimated £300Mn contribution  
to the Edinburgh economy**

**30Mn page views on  
[edfringe.com](https://edfringe.com)**



# How will the business directory be promoted?

The local business directory is a new page in the experience section of [edfringe.com](https://edfringe.com); it is intended to act as a guide for audiences looking for places to eat, drink, stay or visit during their Fringe visit.

We have different options for local businesses to feature in this directory. There are packages available to suit all budgets, offering different levels of presence, with the option to feature on **10,000** copies of the Fringe venue map.

The local business directory will be promoted in our **e-newsletter** (over **140,000** subscribers) in the build-up to and during the festival, as well as via regular **social media posts** (to over **500,000** followers across our channels), ensuring participating businesses receive excellent exposure.

## e-newsletter

### Pre-order the Fringe programme



You can now pre-order a copy of the 2025 Fringe printed programme. Place your order before 25 May 2025 to receive your programme in time for the official programme launch on Tuesday 03 June.

Pre-order your copy

Looking for inspiration on where to eat, drink and shop this Fringe? Check out our local business directory



### Connect with us



© 2025 Edinburgh Festival Fringe Society - Registered Charity SC002995

This is an email update with information about the Edinburgh Festival Fringe. For more information about how we manage your data, check out our [privacy policy](#).

Edinburgh Festival Fringe Society, 180 High Street, Edinburgh, United Kingdom  
[Unsubscribe](#)

## Social media

edfringe

Looking for inspiration on where to eat, drink and shop this Fringe? Check out our local business directory



12

Liked by theraymondos and others



# Map preview

Shop Fringe merch

95mm x 46mm

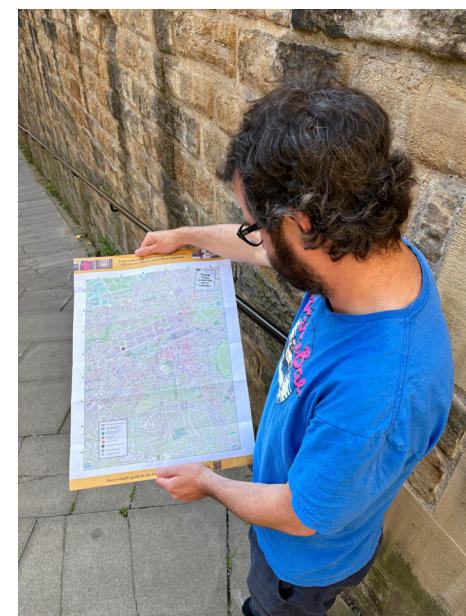
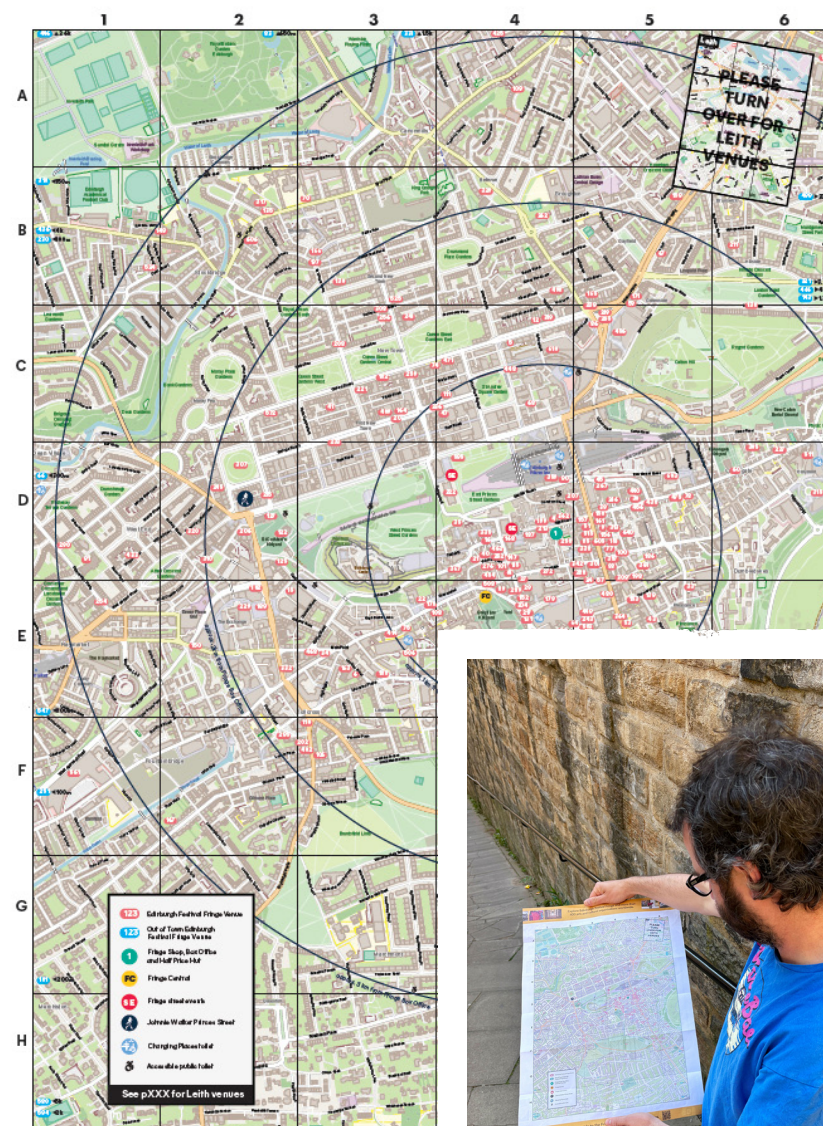
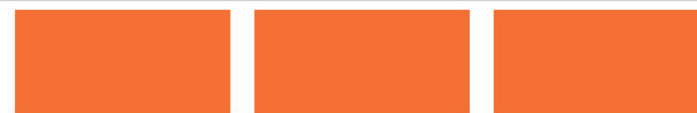
Discover more local businesses in our directory on [edfringe.com](http://edfringe.com)

Business Name	Address	Phone	Website
1. The Edinburgh Festival Fringe	1. The Edinburgh Festival Fringe	1. The Edinburgh Festival Fringe	1. The Edinburgh Festival Fringe
2. The Edinburgh Festival Fringe	2. The Edinburgh Festival Fringe	2. The Edinburgh Festival Fringe	2. The Edinburgh Festival Fringe
3. The Edinburgh Festival Fringe	3. The Edinburgh Festival Fringe	3. The Edinburgh Festival Fringe	3. The Edinburgh Festival Fringe
4. The Edinburgh Festival Fringe	4. The Edinburgh Festival Fringe	4. The Edinburgh Festival Fringe	4. The Edinburgh Festival Fringe
5. The Edinburgh Festival Fringe	5. The Edinburgh Festival Fringe	5. The Edinburgh Festival Fringe	5. The Edinburgh Festival Fringe
6. The Edinburgh Festival Fringe	6. The Edinburgh Festival Fringe	6. The Edinburgh Festival Fringe	6. The Edinburgh Festival Fringe

Shop Fringe merch

92mm x 21mm

10,000 copies distributed to help audiences navigate their way around the Fringe.



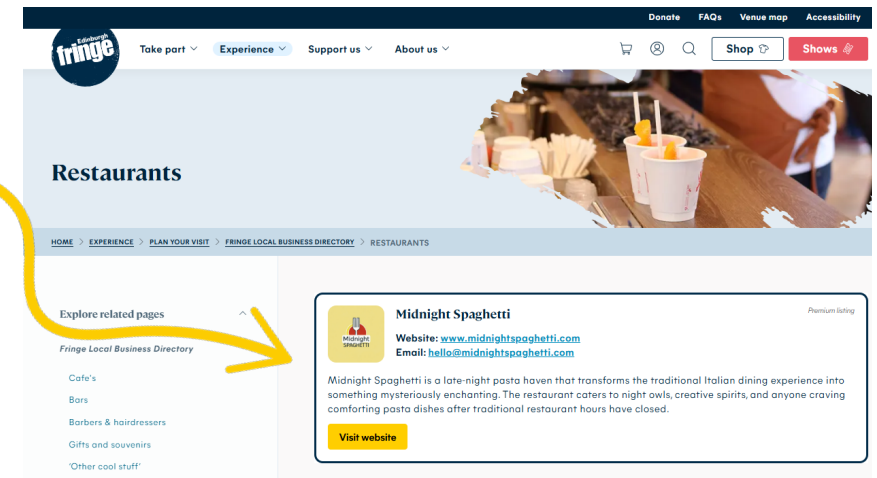


# Platinum package

**£2,500 (four available)**

## Platinum website listing

Business image / logo, 25-word description, website, phone and email. Listed at the top of the page (max four per category, listed alphabetically), with opportunity to list a special Fringe audience offer.

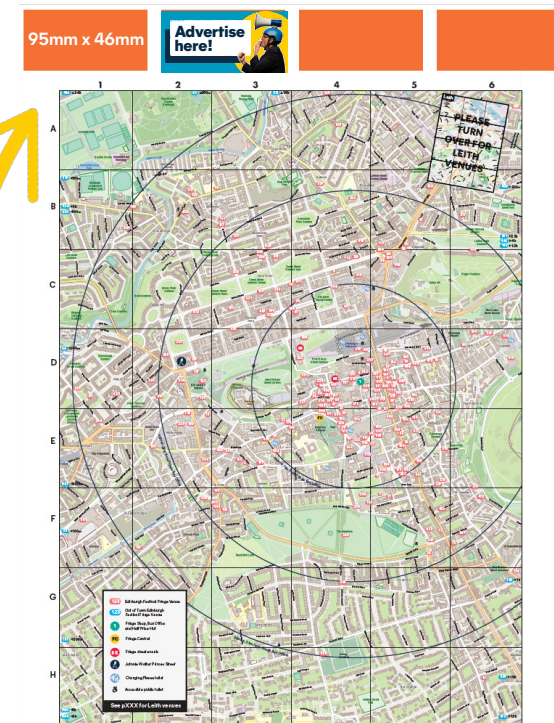


## Advertorial

Opportunity to create a Fringe audience offer, which will be referenced as a mini advertorial (as one of four business offers) within a local business directory article, which will be shared to our audience email database of **140,000**, across our social media channels (**500,000+**) and out to our press contacts.

## Fringe map advert

Platinum advert along the top of the Fringe map (**10,000** copies distributed free from Fringe Shop), with your business location marked on the map key.



Payment is required in advance of the campaign start date. All rates are subject to VAT.

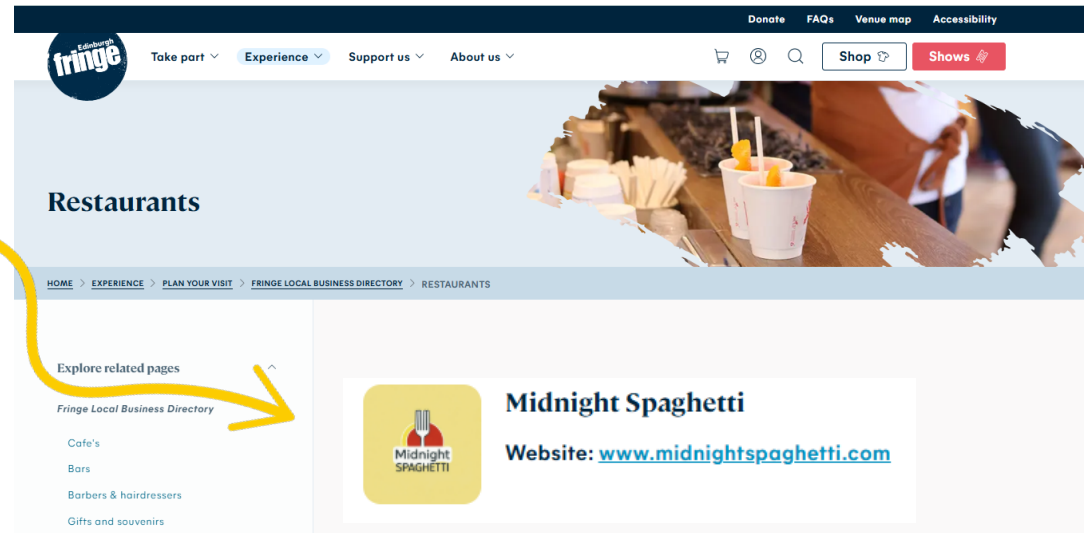


# Gold package

£1,500 (four available)

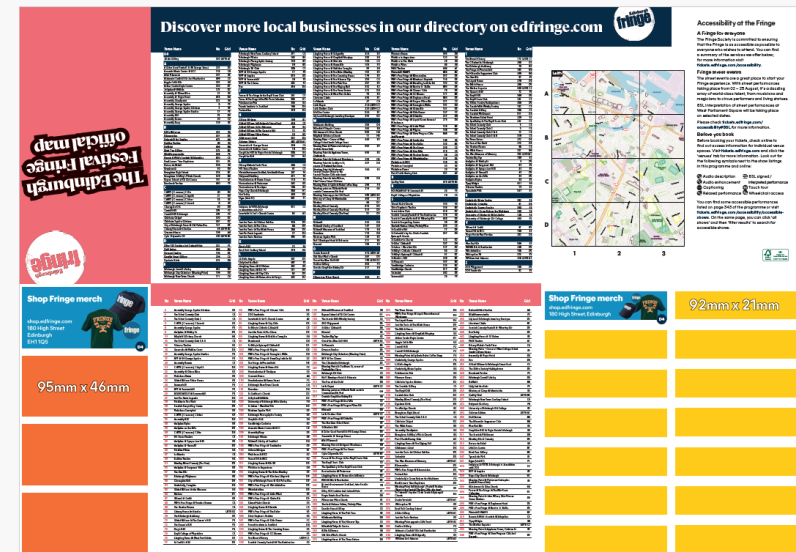
## Gold website listing

Business image / logo and website.  
Listed at the top of the page  
(beneath any Platinum listings).



## Gold map listing

Business advert on the outside back of the free Fringe map (**10,000 copies** distributed free from the Fringe Shop), with your business location marked on the map key.



Payment is required in advance of the campaign start date. All rates are subject to VAT.

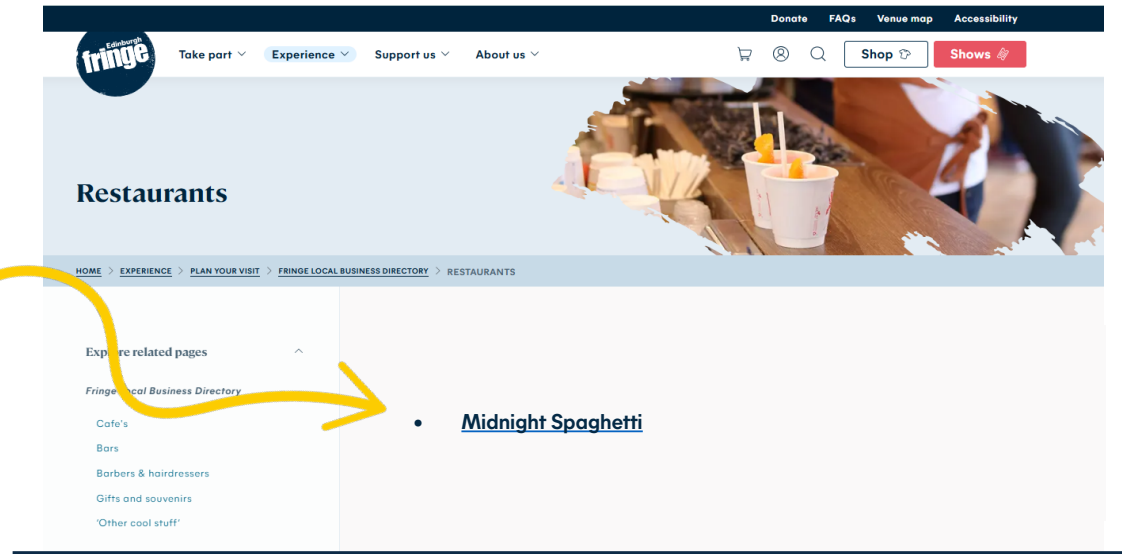


# Silver package

£500 (14 available)

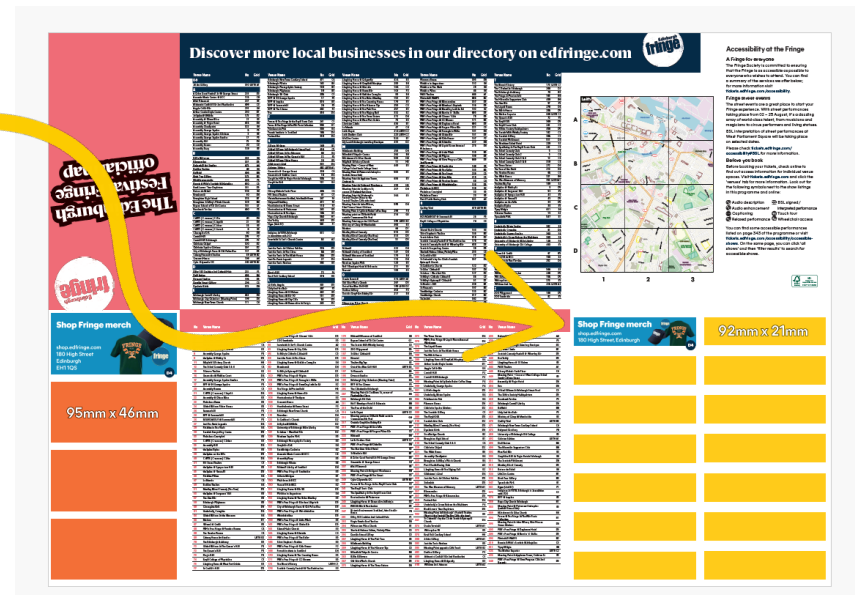
## Standard listing

Business name and hyperlink included in the online business directory (bulleted lists in alphabetical order).



## Silver map advert

Business advert on the Fringe map (10,000 copies distributed free from the Fringe Shop), with your business location marked on the map key.



Payment is required in advance of the campaign start date. All rates are subject to VAT.

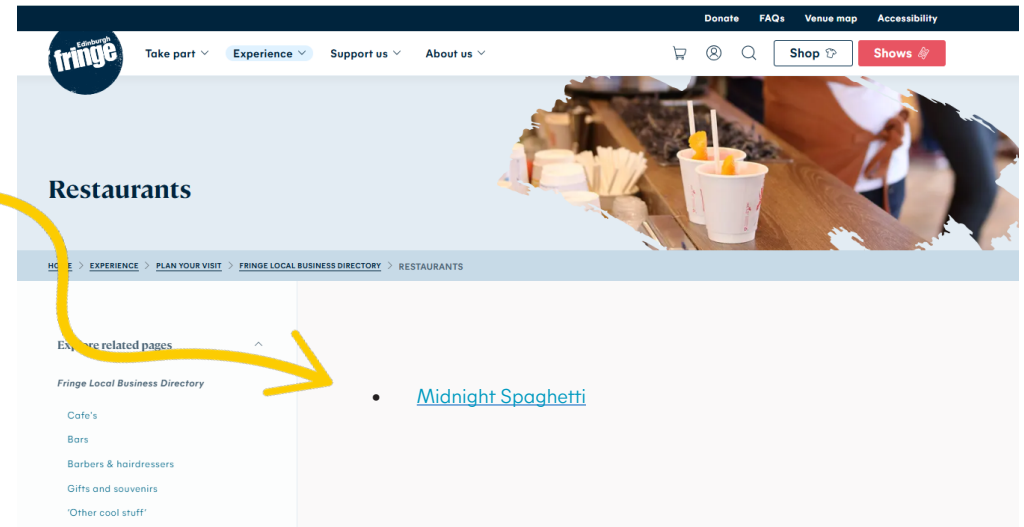


# Bronze package

£200

## Standard listing

Business name and hyperlink included in the online business directory (bulleted lists in alphabetical order).





# Assets explained

## Website

With over 30Mn page views on edfringe.com each year, our website is a high-profile location to promote your business. The new local business directory will feature in the 'Experience' section of the website, which acts as a guide to the thousands of visitors who come to Edinburgh to enjoy the Fringe each year.

The local business directory will split businesses into sections, as follows:

- **Bars and restaurants**
- **Cafés**
- **Hotels and accommodation**
- **Visitor attractions**
- **Gifts and souvenirs**
- **'Other cool stuff'**

## Email

We will regularly promote the local business directory via email banners to our audience database.

## Local business directory guide article

We will publish a news article and press release promoting the directory at the start of the Fringe, including mini advertorials on our Platinum package businesses. This will be shared to a vast audience via our website, social media channels, audience email database and our extensive press list.

## Fringe map

The venue map, which guides audiences around the Fringe, will feature adverts for businesses who take out Platinum, Gold and Silver packages, and feature a QR code to the full directory on our website.

# Booking, deadlines and specs

Bookings can be made via the [booking form on edfringe.com](https://www.edfringe.com/booking-form).

The local business directory will go live by 25 July. The venue map will be available from 01 August.

The local business directory article and press release will be issued week commencing 28 July.

## Booking and artwork deadlines

### Platinum, Gold and Silver

Booking deadline: **07 July**

Artwork deadline: **11 July**

Platinum advertorial copy deadline: **18 July**

### Bronze

Booking deadline: seven days prior to going live.

## Business directory article (Platinum)

Platinum package businesses benefit from an advertorial in the local business directory article. Businesses can submit up to 25 words to outline their offer or proposition that they would like included in the article. The Fringe Society will have ultimate approval on the final wording published in the article and press release.

## Website directory specs

Platinum listings copy:  
max 25-word description about the business.

Platinum and Gold logo / image:  
100x100px, RGB, 72dpi

## Map artwork specs

- Colour: **CMYK**
- Resolution: **300dpi**
- **PDF** or **JPG**
- File size: **max 10MB**

### Platinum and Gold:

**95mm x 46mm  
landscape**

### Silver:

**92mm x 21mm  
landscape**

Payment is required in advance of the campaign start date. All rates are subject to VAT.



# Terms and conditions

## Acceptance

A1. The Edinburgh Festival Fringe Society ('EFFS') will accept orders for the 'Platinum', 'Gold', 'Silver' and 'Bronze' advertisement packages detailed within the Local Business Directory. These packages offer a mixture of benefits, as outlined in the rate card, which can include advertisements in the 2025 Edinburgh Festival Business Directory on edfringe.com ('Website Directory'), on the Fringe Venue Map ('Venue Map') and may include advertorial content within the Business Directory guide article ('Guide article') exclusively on the following terms and conditions ('terms').

A2. By placing an order, the advertiser (which is the person placing the order for the advertisement, whether he/she is or represents the organisation(s), person(s), event(s) or service(s) referred to in the advertisement or represents the agency, venue, promoter, manager or media buyer for same) accepts and agrees to be bound by these terms in full.

A3. Materials for an advertisement must be provided no later than the deadline specified in the Local Business Directory rate card and in accordance with all the guidelines and specifications provided. For packages that include advertisements in the Venue Map, artwork or postcode data (required to plot the advertisers desired location on the Venue Map) received after this date will not be included in the Venue Map, will be deemed cancelled and payment will not be refunded.

A4. EFFS may, without any responsibility to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, not print/display, suspend or change the position of any such advertisement. EFFS will not publish or display any advertisement for any advertiser who has not paid any sums due for any advertising or any other debts owing to EFFS. The advertiser will remain responsible for all outstanding charges.

A5. Adverts cannot be used to promote a registered Fringe show.

A6. Adverts must not include/promote a competitor event/festivals taking place at the same time as the 2025 Fringe.

A7. Advertisers must be using the advertisement to promote a public facing business within the city of Edinburgh.

A8. Adverts listed in the Website Directory will remain live until 01 February 2026, regardless of the date they were booked.

## Content

C1. The advertiser guarantees to EFFS that:

- (i) Any information supplied in connection with the advertisement is accurate, complete, true and not misleading;
- (ii) It has obtained the consent of any living person whose name or image (in whole or in part) is contained in any advertisement; and
- (iii) The advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice, are not defamatory or obscene and do not infringe the rights of any person (including any person's intellectual property rights).

C2. If the advertiser requires an amendment to the advertisement after materials have been provided, or if EFFS deems an amendment necessary in accordance with these terms, this will be the sole responsibility of the advertiser. All materials for the revised advertisement must be supplied to the EFFS Marketing team. Any amendment will:

- (i) Be subject to EFFS's sole discretion;
- (ii) Adhere to these terms;
- (iii) Not substantially alter the content, subject or spirit of the original advertisement; and
- (iv) Be made with revised material no later than the deadline(s) stated on the Local Business Directory rate card. Any amendment may be subject to a surcharge (£50 minimum), applied at EFFS's sole discretion.

Payment is required in advance of the campaign start date. All rates are subject to VAT.

## Payment

P1. All payments must be received in full by the stated deadline(s), unless otherwise agreed in writing.

## Liability

L1. EFFS shall take reasonable measures to reproduce advertisements as provided by the advertiser, but cannot guarantee that the advertisement will be of the same quality.

L2. For packages that include advertisements in the Venue Map, if this advert is not published at all solely due to a mistake on EFFS's part, or because EFFS are no longer able to facilitate the printing of the venue map, the booking will be cancelled and the advertiser shall be entitled to a full refund (less the value of any other delivered activity as part of a package). This shall be the advertiser's sole remedy for failure to publish the advertisement.

L3. EFFS shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss that happens as a side effect of the main loss suffered by the advertiser or any loss that could not be contemplated by EFFS and the advertiser. EFFS's maximum total liability for any loss or damage arising out of or in relation to any advertisement whether in contract, tort or otherwise shall not exceed the total amount of the charges for the relevant advertisement actually paid by or on behalf of the advertiser.

L4. The advertiser will fully reimburse EFFS for all claims, losses or expenses arising as a result of any breach of or failure to perform any of these terms and/or the use or publication of the advertisement by EFFS in accordance with these terms.

## Rights

R1. The advertiser grants EFFS the right (free of charge) to:

- (i) Use the advertiser's names, trademarks and/or logos as EFFS may consider necessary for the purposes of publishing or displaying the advertisements; and
- (ii) Reproduce the advertisement in any media at any time from the date the advertisement was published in the Venue Map or displayed on the website for promotional purposes. For the avoidance of doubt, the content, layout and format of any reproduction in any media will be subject to variation at EFFS's sole discretion.

R2. Nothing in these terms and conditions shall affect the statutory rights of an advertiser who is a consumer.

## Cancellation

D1. The advertiser may cancel a Platinum, Silver, or Gold package, provided that notice in writing is received by EFFS no later than 7th July 2025, in which case EFFS will issue a refund to the advertiser minus 20% of the booking fee. The advertiser may cancel a Bronze package advertisement up to 7 days in advance of it going live, in which case EFFS will issue a refund to the advertiser minus 20% of the booking fee. Please send notice of your intention to cancel the advertisement to the EFFS Marketing team. Cancellation will only be effective on confirmation of receipt of your notice in writing.

## General

G1. Subject to clause R2, these terms shall be governed by Scottish law and the courts of Scotland will have exclusive jurisdiction in relation to these terms

Payment is required in advance of the campaign start date. All rates are subject to VAT.