



fringe
society

Services directory: rates and specs 2025

Circa: Humans 2.0 (2022) Underbelly
Photo: David Monteith-Hodge

Artist services directory

The [services directory](#) on edfringe.com is a resource to help connect artists with businesses that can provide relevant and useful services to them, both at the Fringe and outwith festival time.

There are 19 categories in the directory, from accommodation and childminders to photographers and technical suppliers.

In 2024, the Edinburgh Festival Fringe saw:

- **2,600,000 tickets issued**
- **3,746 shows**
- **25,000+ artists in attendance.**

Why list your business in the services directory?

The directory offers a great opportunity to market your products and services to tens of thousands of performing artists in the city.

- Over **25,000 artists** (and potential customers of yours) attend the Fringe every August. The services directory is regularly flagged up, by artists, as a great resource for finding businesses offering relevant services in the run-up to and during the Fringe.
- The services directory is promoted to our email database of around **27,000 artists** (which has an over 50% open rate).
- With over **30mn views** per year on edfringe.com and almost **15,000 views** per year on the services directory pages specifically, a listing is a great way to get your business noticed.

Listing options

Standard listing	Business name and hyperlink included in standard listings (bulleted lists in alphabetical order).	Free
Enhanced listing	Business logo, name and hyperlink, positioned above standard listings.	£125
Premium listing	Business logo, 50-word description, website, phone and email. Listed at the top of the page (max three per category, listed alphabetically).	£250
Platinum listing	A Premium listing plus the inclusion of an advert in an email to our artist database (over 27,000, with open rate of over 50%) highlighting you as the 'Services directory featured offer'. Platinum listing adverts must include a specific value offer for Fringe artists.	£950

All paid adverts will be live for one year, after which they will revert to a standard listing.

Payment is required in full before any adverts go live. All prices are subject to VAT.

To book advertising, please email marketing@edfringe.com.

Listing position examples

Accessibility services



Claire Hill - Edinburgh Fringe Captioning

Website: www.edfringecaptioning.com

Tel: 07973 817 872

Claire and her team have been captioning at the Fringe since 2017, working across venues to provide seamless accessibility solutions. We can provide our own screens, or output to a projector or existing screens in the venue. We specialise in live comedy, but are equally at home with scripted shows.

Premium listing



Stage Captions - Edinburgh Fringe Captioning

- Claire Hill – Edinburgh Fringe Captioning
- Deaf Action
- Josh Hepple Equality Training and Consultancy
- Just Sign
- RNID

Enhanced listing

Standard listing

Terms and conditions

Acceptance

A1. The Edinburgh Festival Fringe Society ('EFFS') will accept orders for advertisements on the Edinburgh Festival Fringe website (edfringe.com) 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 the advertiser of the organisation(s) or service(s) referred to in the advertisement) accepts and agrees to be bound by these terms in full.

A3. Materials for an advertisement must be provided in accordance with all guidelines and specifications prescribed.

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 display, suspend or change the position of any such advertisement. EFFS will not 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.

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.

(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 libelous 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.

Payment

P1. All payments must be received in full in advance.

Liability

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

L2. 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.

L3. 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 such of the advertiser's names, trademarks and/or logos as EFFS may consider necessary for the purposes of displaying the advertisements.

(ii) Reproduce the advertisement in any media at any time from the date the advertisement was 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 an advertisement provided that notice in writing is received by EFFS with one week's notice prior to the day it is to be removed. Payment will not be refunded. Please send notice of your intention to cancel 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.