



## Advertise on Voice - Edinburgh Fringe Offer

### Who are we?

Voice is an online magazine for 16-25 year olds who love the arts. We are a team of editors and filmmakers who train young writers and vloggers. Every year, during the Edinburgh Fringe, we run thorough coverage of fringe shows, as well as interviews, city guides and first-hand blogs.

[www.voicemag.uk](http://www.voicemag.uk)

### Voice in numbers

In the last year we averaged **14,804** visits per month.

During **Edinburgh Fringe 2016** we totaled **28,861** visits.

We run a Google Ad Campaign during Edinburgh Fringe, which attracts **8,000+** new visitors to Voice during the fringe who search for fringe news and tickets.

Our readership is made up of **35% 18-24 year olds / 30% 25-34 year olds / 14% 35-44 year olds**

### Our audience

Our audience is made up of arts institutions, young creatives, fellow arts charities and, during the fringe, those with a specific interest in what's going on in Edinburgh and those actively engaging with the fringe and looking for tickets and shows.

Some of the top searches leading to the site during this time are: Edinburgh festival fringe programme, Edinburgh fringe tickets, Edinburgh fringe shows

### Ad Opportunities

Our ads are either full width banners, which sit on the footer of every page (including the homepage) or sidebar ads, which will sit on article pages.

#### **Exclusive advertising, one week - £250**

Your adverts will show on both the banner ad and side bar ad space for a full week. This includes a rotating feature on our top image slider of the homepage with a link to an advertorial or event hosted on our website.

#### **Banner ad, exclusive one week - £150**

For one week, your advert will show on the banner every time.

#### **Banner ad, rotation one week - £100**

For one week, your advert will be shown in rotation with one other ad.

#### **Side bar ad, exclusive one week - £100**

For one week, your advert will show on the side bar every time.

#### **Side bar ad, rotation one week - £75**

For one week, your advert will show on the side bar in rotation with one other ad.

### Special rates for Arts Award Supporters and charities

We offer a range of discounts for Supporter organisations and registered charities across all of our ad packages. Please mention your status when we begin discussions and we can provide our individual rates.

For all advertising enquiries, please contact [hello@voicemag.uk](mailto:hello@voicemag.uk)

*Please contact us if you would like to enquire about longer periods of time, including exclusive booking of the ad spaces for the full month!*

### Examples of ads in situ

#### The Footer Banner Ad

What size? It can be 1000px wide by any height up to 300px.  
For taller ads we can discuss how to accommodate you.



The screenshot shows the VOICE website interface. At the top, there are navigation tabs: ABOUT, LISTINGS, VOICEBOXES, POST TO VOICE, ARTS AWARD, and SIGN IN. The main content area is divided into three columns. The left column features four opportunity listings: 'School Ground Sounds: Songwriting Competition 2017 Closing 31st May', 'Student Critics Competition', 'Event Volunteer at Standon Calling Festival', and 'Shropshire Youth Folk Ensemble'. The middle column displays three social media-style posts, including a retweet from @MENnewsdesk about Tony Walsh's performance and a post about the Manchester attack. The right column shows three blog posts: 'Is graffiti vandalism or art?', 'Should the Age-Rating system change?', and 'Why are theatre audiences so ill-mannered?'. Below the main content is a large green banner for 'BRIGHTON FRINGE' with the text 'WELCOME TO ENGLAND'S LARGEST ARTS FESTIVAL!' and 'OPEN TO EVERYONE 5 MAY - 4 JUNE 2017'. The footer contains a grid of links for 'VOICE', 'MAGAZINE', 'POST TO VOICE', and 'SOCIALISE', along with the VOICE logo and logos for Upstart, Trinity College London, and Arts Council England.

### The Side Bar Ad

What size? It can be 300px wide by any usable height (we recommend 600-800px).

**Are you an Arts Award Supporter? If so, what do you offer to young people doing Arts Award?**

Lots of varied opportunities for young people to take Arts Award across the region, at a level and in a setting that's right for them. You might be interested to follow our Arts Award podcasts that are coming soon.

**Is there anything you particularly want to promote to young people at the moment?**

Find out about things happening locally and make the most of what you can access digitally. Arts and cultural organisations are linking up more than ever to offer more routes in to arts and culture, so you may be surprised how much is out there. However you start, you never know where the creative journey will take you!

**Where can people find more information about Cultural Citizens North West?**

The Curious Minds website is the best place to look for background about the North West project. We will be updating it with stories from the Cultural Citizens as the project comes to an end in July. Watch this space.

POSTED: 26 JUNE 2017  
ART FORMS: **ARTS & CULTURE**

FAVOURITE   
SHARE   
POST A COMMENT 

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**AUTHOR**



**Tom Inniss** VOICE TEAM

Tom is a Politics graduate, and currently undertaking a Masters in Journalism. He serves as our deputy-editor, and has an almost unhealthy obsession with Batman. He loves gaming, playing guitar, and reading graphic novels - his current go to series is Bill Willingham's Fables.

[VIEW MORE POSTS BY TOM INNISS](#) 

YOUR  
AD  
COULD  
BE  
HERE

### The Homepage key feature banner

What size? Firstly, keep in mind that this will be linking to an advertorial or event on our site. It will have our logo over the middle & some introductory text like you see in the below screenshot. So the image should be striking and allow the elements on top to be visible.

Ideally the image would be: 2000px wide by 720px tall. We will halve this for display; but the 50% reduction is what enables us to show the image in a high quality on HD displays.



The screenshot shows the homepage layout. At the top is a navigation bar with the VOICE logo and links for ABOUT, LISTINGS, VOICEBOXES, POST TO VOICE, ARTS AWARD, SIGN IN, and a search icon. Below the navigation is a secondary menu with categories: Culture, Dance, Film & Media, Literature, Music, Technology, Theatre & Performance, Visual Arts, Careers, How-To's, News, Opinions, Reviews, and More.

The main banner features a large image of a man's face on the left and the word "voice" in a large, white, lowercase font on the right. Below the image and logo is a text box with the headline "Opinion: A victory for progressive politics" and a sub-headline "Little might actually change but yesterday's vote was a huge achievement for progressive politics." A "READ" button with an arrow icon is positioned below the text.

Below the banner are three article preview cards:

- EU citizens could require ID cards under Government Brexit proposals** by TOM INNISS, 30 JUNE 2017. The image shows a person climbing a ladder against a blue background with yellow stars.
- Everything is Possible Review, York Theatre Royal** by MADDIE DRURY, 30 JUNE 2017. The image shows a person in a white costume.
- Conservative Government reach £1bn deal with DUP** by TOM INNISS, 28 JUNE 2017. The image shows two women in professional attire.