



Festivals 2017



ESIMEDIA

The Evening Standard's festival coverage is set to reach new heights in 2017. Following our much anticipated Festival Guide pull-out in the 31st March edition of the Evening Standard, we will launch a dedicated festivals festival channel on standard.co.uk. Packed with news, features and interviews, the go to guide to everything festival related will run throughout festival season, updated on a daily basis.

12 page Festival Guide – 31st March

From London's one-day festivals to five days in a field in Somerset, our Festival Guide is an essential read on what's hot this summer. Content will include behind the scenes features with the faces responsible for the best UK festivals, exclusive band interviews, tips on how to make the most of your weekend, festival fashion, food and our picks of the best performances to catch in 2017.

Festivals channel – 31st March – 30th September

Split between large features on the best festivals and general festival guidance, smaller pieces on individual bands, acts and festival organisers, and quick-turnaround news stories covering the latest announcements, ticket releases and line-ups. Videos and picture galleries will enhance the overall package.

Target consumers with contextual adverts within relevant editorial environment

- Evening Standard Newspaper Festival Guide (ticket launch) – 31st March
- London Festival Guide – April 7th

Festival channel sponsorship - £10k per month

- 200k page views per month
- Takeover (roadblock + skin) channel
- One bespoke article per week
- 250k performance targeted display across site



Festival Ticket Buyers
421k
Festivals and Concerts
Enthusiasts
9.6M
40+ Music fans
1.9M
Experience Motivated
1.6M

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Please contact Mark Burborough on 0203 615 2251 mark.burborough@esimedia.co.uk or speak to your regular ESI representative to discuss opportunities.