

# EDINBURGH FRINGE 2026 PRESS PACKAGE

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# MEDIA CAMPAIGN EXPLAINED

With 3,893 productions at the Edinburgh Festival Fringe in 2025, it has never been more important to include a media campaign as part of your marketing plan for the Fringe. A media campaign can build buzz and recognition before a show opens, celebrate success, and generate those all important pull quotes and feedback for future development.

Working with a PR specialist on a media campaign offers many benefits. Your press package includes a professionally written press release; a tailored approach to target media; expert knowledge of media at the Fringe; advice on other aspects of marketing and communications; and your own personal cheerleader at the largest arts festival in the world!

# KEY DATES:

- Wed 11 Feb: First Fringe shows go on sale
- Wed 01 Apr: Second Fringe on sale date
- Wed 06 May: Third Fringe on sale date
- Thu 04 Jun: Fringe brochure is published
- Fri 07 Aug: Edinburgh Festival Fringe begins



***“I would recommend Hannah without hesitation”***

William Burdett-Coutts  
Artistic Director Assembly Festival

## PACKAGES

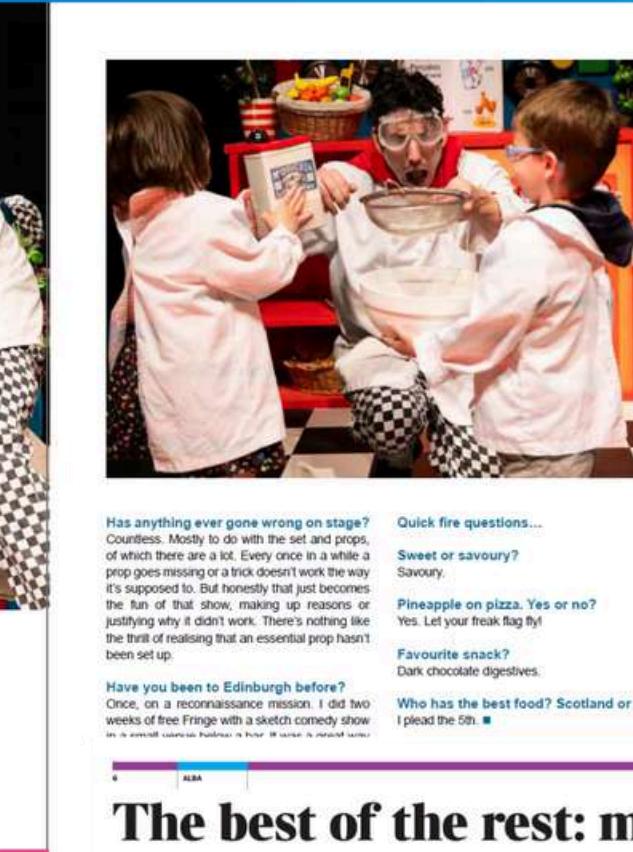
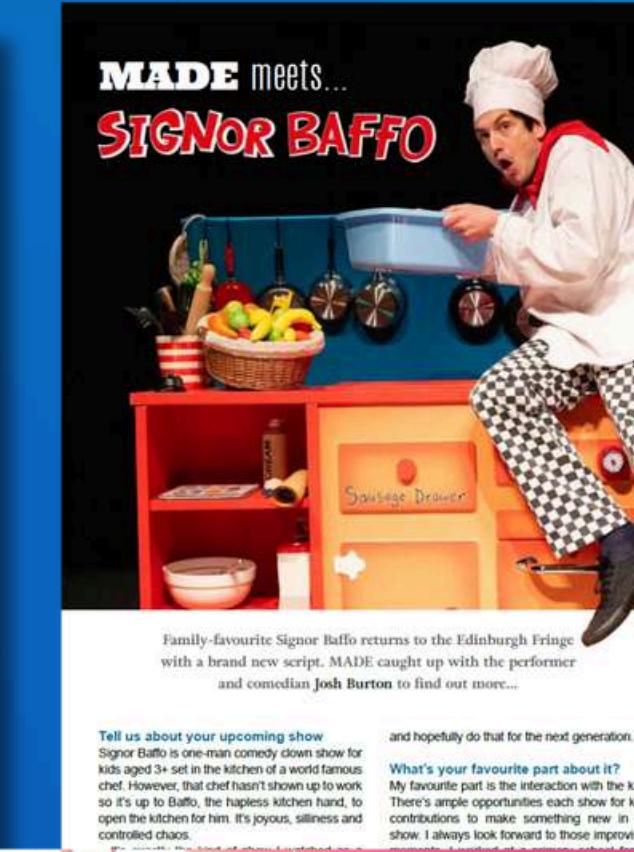
Press packages from March - September

**SILVER**  
Fee: £1,250

**GOLD**  
Fee: £2,000

**PLATINUM**  
Fee: £2,500

# 2025 CAMPAIGN COVERAGE

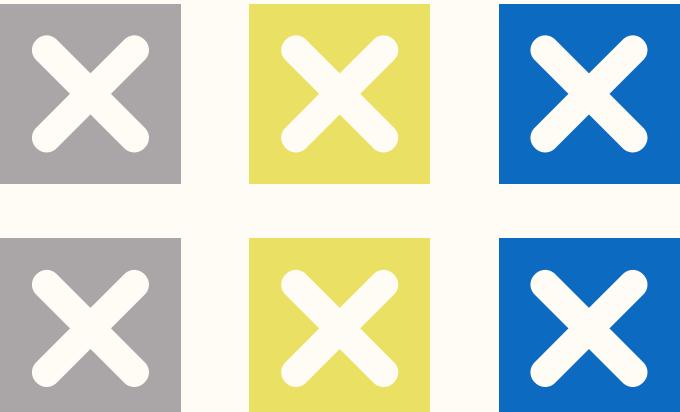


# TIMELINE & ACTIVITY

## March / April

- Generate press release for performances at EdFringe 2026 and begin distribution to coincide with Fringe On Sale date.
- Approach general Fringe media; long lead titles; specialised press (by show genre)  
For example: Broadway Baby, Chortle, Fest Magazine, The List etc.

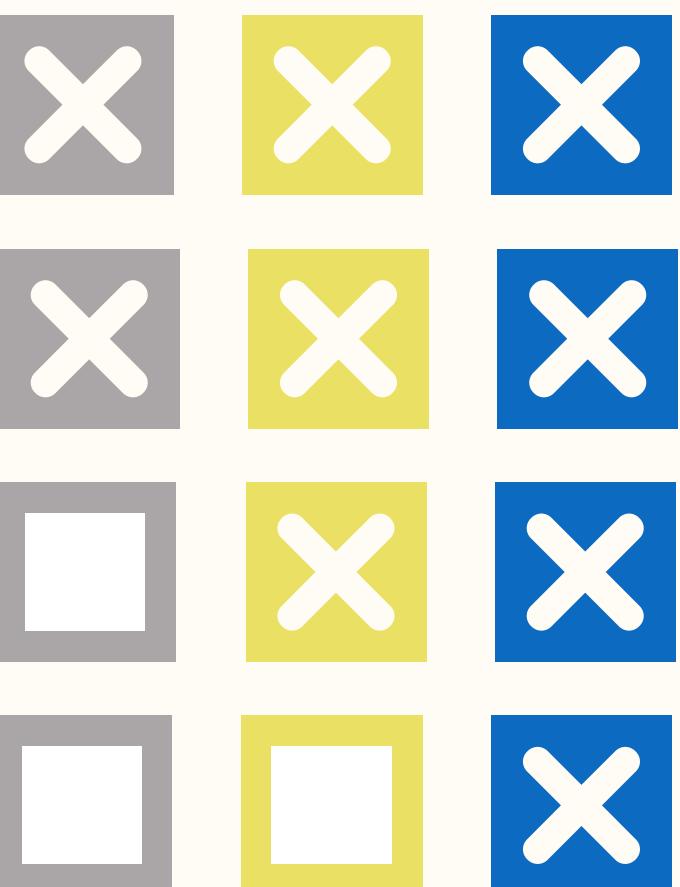
SILVER   GOLD   PLAT.



## May / June

- Inclusion in PR meetings with Fringe writers and editors.
- Continue press outreach to for reviews.  
For example: Binge Fringe, The Scotsman, The Stage, The Wee Review etc.
- Continue press outreach to national and regional press feature coverage  
For example: The Guardian, The National, The Sunday Post, The Times etc.
- Outreach to festival broadcasters for preview features and performance slots.  
For example: BBC, Capital Radio, Radio Forth, STV etc.

SILVER   GOLD   PLAT.



# July

SILVER GOLD PLAT.

- Follow up press distribution and secure review dates.



- Targeted approach to festival press and award organisers.  
For example: The List Festival Awards, The Skinny - Fest Besties, Scotsman Fringe Firsts etc.



# August

SILVER GOLD PLAT.

- Regular updates of reviews and press coverage.



- Ad hoc support during the Festival dates (as needed).



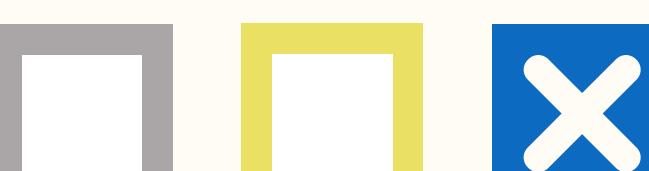
- Arrange media activity upon arrival or opening.  
For example: Promotional stunt or press night.



- Manage media activity throughout the Fringe.



- Production photos taken during Edinburgh run and provided for future use.



# TESTIMONIALS

*"Hannah delivered an exceptional PR campaign for our show... Detailed, professional and delivered maximum results in an increasingly tough climate for coverage."*

Natalie Allison, Producer Sea Words (Summerhall 2023)

*"Hannah's very easy to work with, highly communicative and transparent with all the press work she does. I would absolutely suggest you have her on your team."*

Chris Tavener, Performer Chris Tavener is Faking Cool (theSpace 2024)

*"[Hannah's] knowledge and connections across the theatre and press landscape was beyond useful, and she ran a brilliant PR campaign...I would definitely work with her again!"*

Emma Ruse, Director Jumper Bumps / r/Conspiracy (Gilded Balloon, 2025)

*"[Bradley Croall PR] got us more coverage than we thought possible, and came up with many brilliant and creative ideas to help make our shows stand out. We'd absolutely recommend her to other artists."*

Book of Shadowz, Space Hippo / SHUNGA ALERT (Underbelly 2025)

**Hannah Bradley Croall** is a PR and Communications Expert, specialising in the arts, culture, hospitality and tourism industries. Hannah has worked at the Fringe as a PR and Press Manager since 2019, and ran the press office for one of the Fringe's largest venues.

Based in Edinburgh, Hannah delivers impactful PR campaigns high profile venues and events. Previous and returning clients include Aberdeen Comedy Festival, Edinburgh's Hogmanay, the Scottish International Storytelling Festival, Granite Noir, and Hippodrome Silent Film Festival.

Please get in touch to discuss your PR plans for EdFringe 2026.

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