

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 generating 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

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MADE meets...
SIGNOR BAFFO

Family-favourite Signor Baffo returns to the Edinburgh Fringe with a brand new script. **MADE** caught up with the performer and comedian **Josh Burton** to find out more...

Tell us about your upcoming show
 Signor Baffo is one-man comedy clown show for kids aged 3+ set in the kitchen of a world famous chef. However, that chef hasn't shown up to work so it's up to Baffo, the hapless kitchen hand, to open the kitchen for him. It's joyous, silliness and controlled chaos.

and hopefully do that for the next generation.

What's your favourite part about it?
 My favourite part is the interaction with the kids. There's ample opportunities each show for kids' contributions to make something new in the show. I always look forward to those improvised

Friday, August 10th www.edfest.org.uk/news

EDINBURGH FESTIVAL

in association with **Fire & Dances**

Pic of the day

Japan's Theatre Group **Blue Boys** and band of **Shamisen** have taken over **Antonia Canosa's The Three Graces**, at **National Galleries Scotland**, in a tangle to clash just as much between in **Japan**. **Blue Boys** were the **Shamisen** **Art** at **Edinburgh's** **Compass** with **August 14**. **Picture: Robin May**

WHAT'S ON

Cabaret and variety

performance live in the heart of Edinburgh. The programme

Top Picks:

Discover the must-see cabaret pop to gin-soaked humour

Bernie Dieter's Club Kabarett

Underbelly's Circus Hub on the Meadows, 1-23 Aug (not 11, 18), 7.20pm

festmag.com

Top Picks: Cabaret

Discover the must-see cabaret shows, from twisted pop to gin-soaked humour

Bernie Dieter's Club Kabarett
Underbelly's Circus Hub on the Meadows,
1-23 Aug (not 11, 18), 7.20pm

Two images of dancers. The left image shows a dancer in a plaid shirt and black pants performing a move against a blue background. The right image shows a dancer in a black outfit performing a move against a white circular background.

The best of the rest: musicals, dance and family shows



Loch MacNeill: Posing Wing Defence

Ashley Davies picks her favourites, from bubbles and acrobats to songs about Jaffa Cakes

Musicals

Midwest Figures, *opening* **dancing and singing** **figures** about **money** **and** **love** **in** **the** **city** **of** **the** **future**

How to Sing Against History

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Ella Hällgren
r/Conspiracy

SVT News

TIMELINE & ACTIVITY




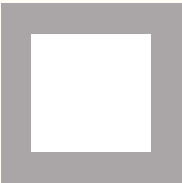


March / April

	SILVER	GOLD	PLAT.
• 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.			







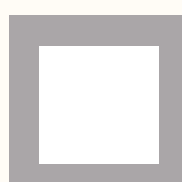


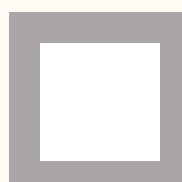


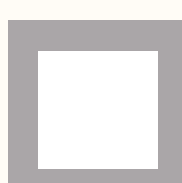
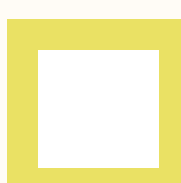

May / June

	SILVER	GOLD	PLAT.
• 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.			

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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