

WEST FEST

ADVERTISING PACK 2026

150+ events in 60+ venues across the West End

WEST FEST

WestFest is Glasgow's newest community-led cultural festival, established in 2022 and rapidly growing into one of the city's most anticipated annual events.

Following a remarkable 2025 festival that delivered 151 events to approximately 110,000 people, the fourth annual WestFest returns from 1st-28th June 2026.

This year promises over 150 events across 60 venues throughout Glasgow's West End, showcasing an eclectic programme of concerts, performances, recitals, galas, comedy, visual art, author talks, and guided walks that brings the neighbourhood alive with creativity.



At the heart of WestFest lies our spectacular programme of free outdoor community events—the jewel in the festival's crown. In 2026, these include:

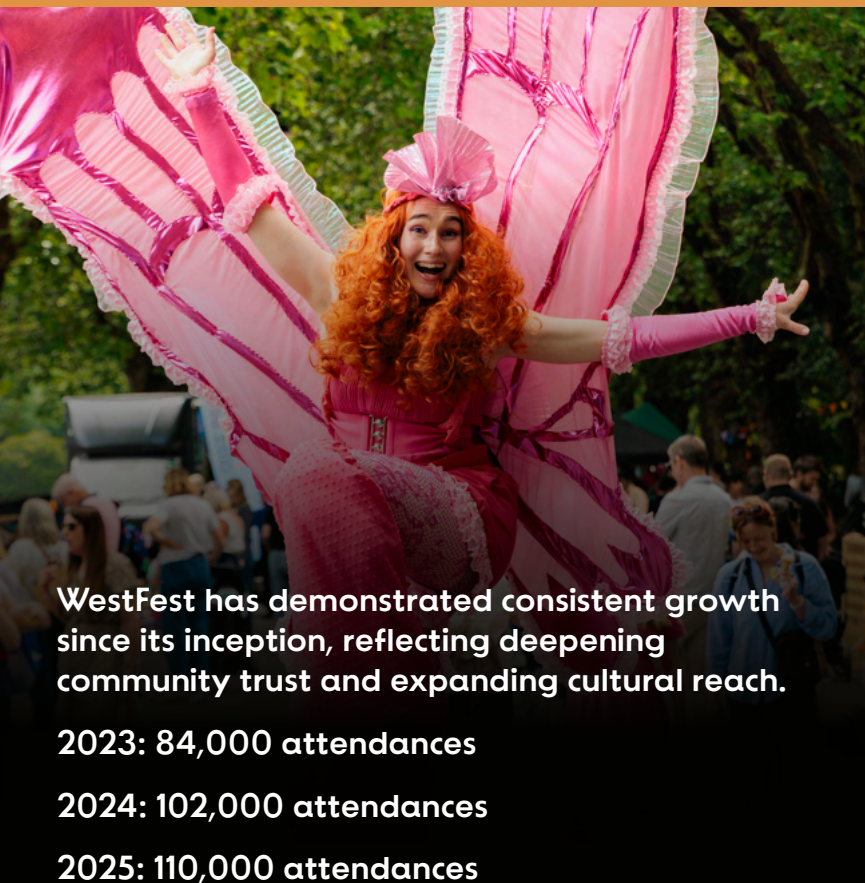
- The Big Sunday on Kelvin Way (part of Glasgow's Commonwealth Festival 2026)
- The Vinicombe Street Gala
- Dear Green Place Music Festival
- Kelvingrove Outdoor Ceilidh
- The Queen Margaret Drive Festival
- Sambayabamba & Friends @ Victoria Park
- Midsummer Solstice Fire Show @ Kelvingrove Galleries

Beyond these flagship events, discover dozens of superb concerts, theatrical performances, workshops, exhibitions and more—all free to attend and united under WestFest's colourful umbrella, celebrating everything that makes Glasgow's West End a cultural heartland.

FESTIVAL OVERVIEW: SCALE AND REACH

WestFest 2025 lit up Glasgow's West End from 1–29 June, transforming streets, parks and venues into a month-long celebration of local creativity and community.

The festival has firmly positioned itself as the West End's flagship community-led cultural programme, driven by growing local ownership, ambition and confidence.



WestFest has demonstrated consistent growth since its inception, reflecting deepening community trust and expanding cultural reach.

2023: 84,000 attendances

2024: 102,000 attendances

2025: 110,000 attendances

Total Attendances
110,000

Programme Events
151

Venues Engaged
61

Free community event attendances
55,000

Major Outdoor Community Events
9

Education & Outreach Events
22

Freelance Staff Employed
39

Performers Engaged
1,400+

Community Groups Involved
33

Volunteer Mobilised
29

Website Visitors (Jan-July)
526,000

Printed Brochures Distributed
40,000



HEADLINE EVENTS: CREATING CULTURAL MOMENTS

WestFest's self-produced outdoor events programme created high-impact, free cultural experiences that brought communities together in shared celebration. These flagship events anchored the festival programme and demonstrated exceptional reach across diverse communities.



THE BIG SUNDAY AT KELVINGROVE BANDSTAND: 25,000 ATTENDEES

VINICOMBE STREET GALA DAY: 11,000 ATTENDEES

KELVINGROVE OUTDOOR CEILIDH: 7,000 ATTENDEES

MIDSUMMER SOLSTICE FIRE SHOW: 3,000 ATTENDEES

DEAR GREEN PLACE MUSIC FESTIVAL: 3,000 ATTENDEES

SAMBAYABAMBA & FRIENDS PERFORMANCE TOUR: 3,000 ATTENDEES

ARCEILIDH AT UNIVERSITY OF GLASGOW: 2,000 ATTENDEES

**TOTAL COMMUNITY EVENT ATTENDANCES:
55,000 ATTENDEES**



Audiences travelled from across Glasgow, the wider West End, and beyond, with visitors from locations including Orkney and Plymouth, demonstrating WestFest's significant tourism appeal and regional cultural significance.

ADVERTISE WITH WESTFEST

We are delighted to be offering opportunities to advertise in the WestFest brochure and on our website.

30,000 copies of the WestFest brochure will be produced and distributed.

It is estimated that these will be read by around 220k people with an interest in the Festival and in Glasgow's West End.

Distribution will be intense through conventional distribution and through deals we negotiate uniquely with major stores (Waitrose, Sainsburys), SPT, the University and the Council's own outlets.

The programme will also be available on our website, where we can place your company logo with a direct link to your homepage if you take a full page.

This year's brochure will be in A5 format. The available advert sizes and prices are shown overleaf.



ADVERTISING PRICE POINTS:

FULL PAGE PORTRAIT:

148.5mm (w) x 210mm (h)
3mm bleed required
supplied as hi-res CMYK jpg or pdf

£850

1/2 PAGE LANDSCAPE:

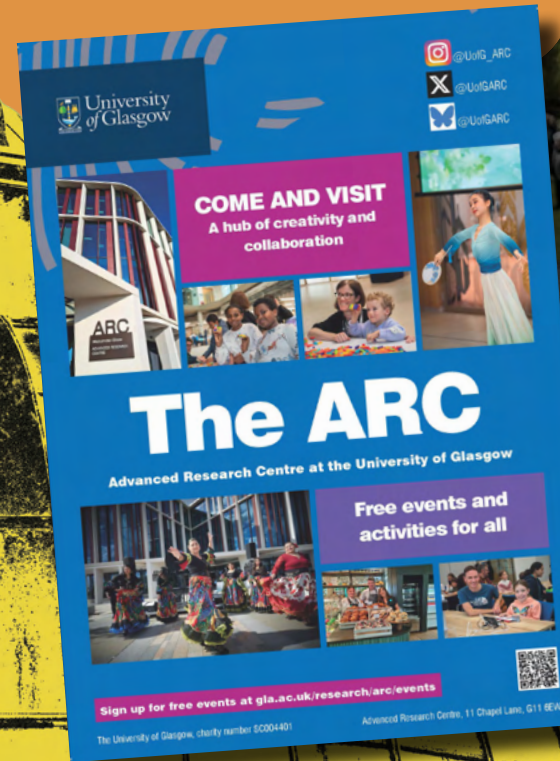
148.5mm (w) x 105mm (h)
3mm bleed required
supplied as hi-res CMYK jpg or pdf

£450

1/4 PAGE PORTRAIT:

74.25mm (w) x 105 mm (h)
3mm bleed required
supplied as hi-res CMYK jpg or pdf

£250





ADVERTISE IN THE WESTFEST 2026 BROCHURE

AND REACH TENS OF THOUSANDS OF POTENTIAL CUSTOMERS!

Support one of Scotland's largest community festivals while promoting your brand to a wide and diverse audience.

FULL PAGE PORTRAIT:

148.5mm (w) x 210mm (h)

With Bleed: 154.5mm (w) x 216mm (h)
supplied as hi-res CMYK jpg or pdf

£850

1/2 PAGE LANDSCAPE:

148.5mm (w) x 105mm (h)

With bleed: 154.5mm (w) x 111mm (h)
supplied as hi-res CMYK jpg or pdf

£450

1/4 PAGE PORTRAIT:

74.25mm (w) x 105 mm (h)

With Bleed:

80.25mm (w) x 111mm (h)

supplied as hi-res CMYK jpg
or pdf

£250

30,000

Copies printed and
distributed across the Central
Belt from April to June.

220,000

Estimated readers.

DISTRIBUTION

Brochure distribution is intense with these being handed out in their thousands at WestFest's major outdoor events, including The Big Sunday, Queen Margaret Drive Festival and the Kelvingrove Outdoor Ceilidh.

Our colourful brochure Bins are placed throughout the West end in locations such as Waitrose, Sainsburys, Tinderbox, University of Glasgow, Kelvin Hall and many more high footfall locations across the West End and Central Belt.

ADVERTISE ON THE WESTFEST WEBSITE

New for 2026! We are excited to offer premium advertising opportunities on the WestFest website homepage.

During our peak season from April to June, the WestFest website attracts approximately 200,000 views, providing exceptional visibility for your brand among an engaged audience of festival-goers, residents and visitors to Glasgow's West End.

Your advertisement will be prominently displayed on our homepage throughout the busiest period of festival activity, ensuring maximum exposure to potential customers actively seeking entertainment, cultural events and local services.



WEBSITE ADVERTISING PRICE POINTS:

All campaigns run for 3 months (April - June 2026)

HOMEPAGE CAROUSEL ADVERT

Feature your event on our square carousel, premium visibility as soon as you land on the website.

£550

WEEKLY 'WEB TILE' ADVERTS

Have have your advert featured on one of our six advert boxes on the home page.

£70/week

All web advertisements include clickable links to your website or social media, allowing direct engagement with interested visitors.





ADVERTISE WITH WESTFEST

To guarantee your advertisement in the brochure, please complete the online form at:

www.westfest.uk/advertise

We will be in touch shortly to confirm your advert and will then send an invoice for payment. (If you need an invoice in advance, please let us know asap).

Deadline for artwork and payment is strictly 31st March 2026.



For queries or to secure your ad space, please contact the team:

INFO@WESTFEST.UK



**WEST
FEST**

www.westfest.uk

✉ info@westfest.uk

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