

# THE STAGE

Media Pack

# Introduction

Since 1880, The Stage has been the unrivalled voice of the theatre and performing arts industry, catering to both theatremakers and audiences. We provide unparalleled coverage of the theatre industry, including theatre news, reviews, jobs and advice.

## The numbers

360,000+  
Website visits per month

26,000+  
Page views per day

395,000+  
Combined social media  
following over four platforms

725,000+  
Registered users

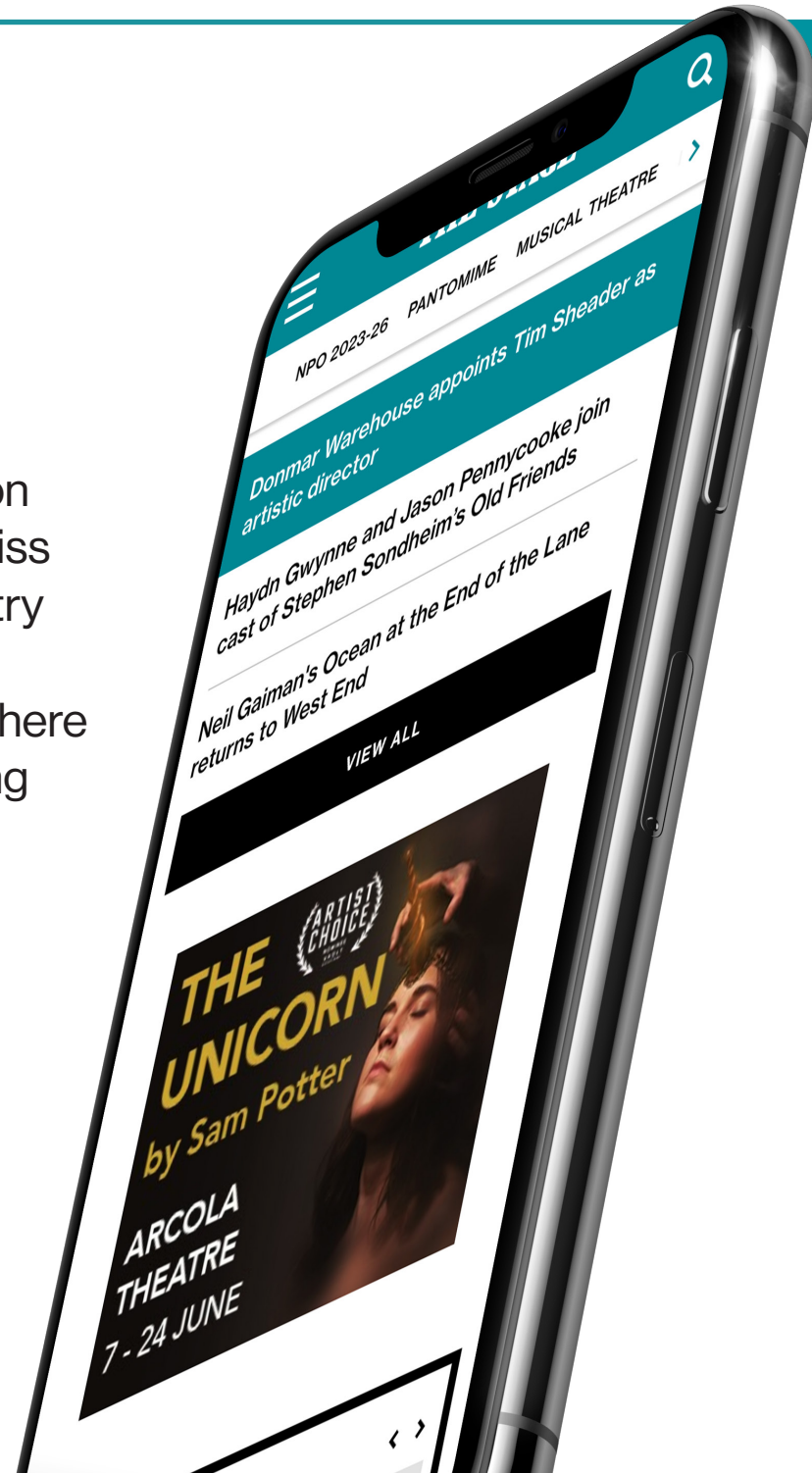
2,723,000+  
Users on The Stage websites



# Digital Online Display

With a wide range of advertising spaces available on our homepage, news articles and features, don't miss the opportunity to highlight your products to industry professionals. Plus, directly interact with potential ticket buyers on The Stage's reviews pages. We're here to help you drive engagement through eye-catching banner adverts displayed across our website.

## Impressions



# Digital Email & Targeted Campaigns

## Email

Our daily e-newsletter provides the latest news, reviews and jobs direct to readers' inboxes. Available opportunities include your content featured within the e-newsletter or display banner adverts.

## Targeted campaigns

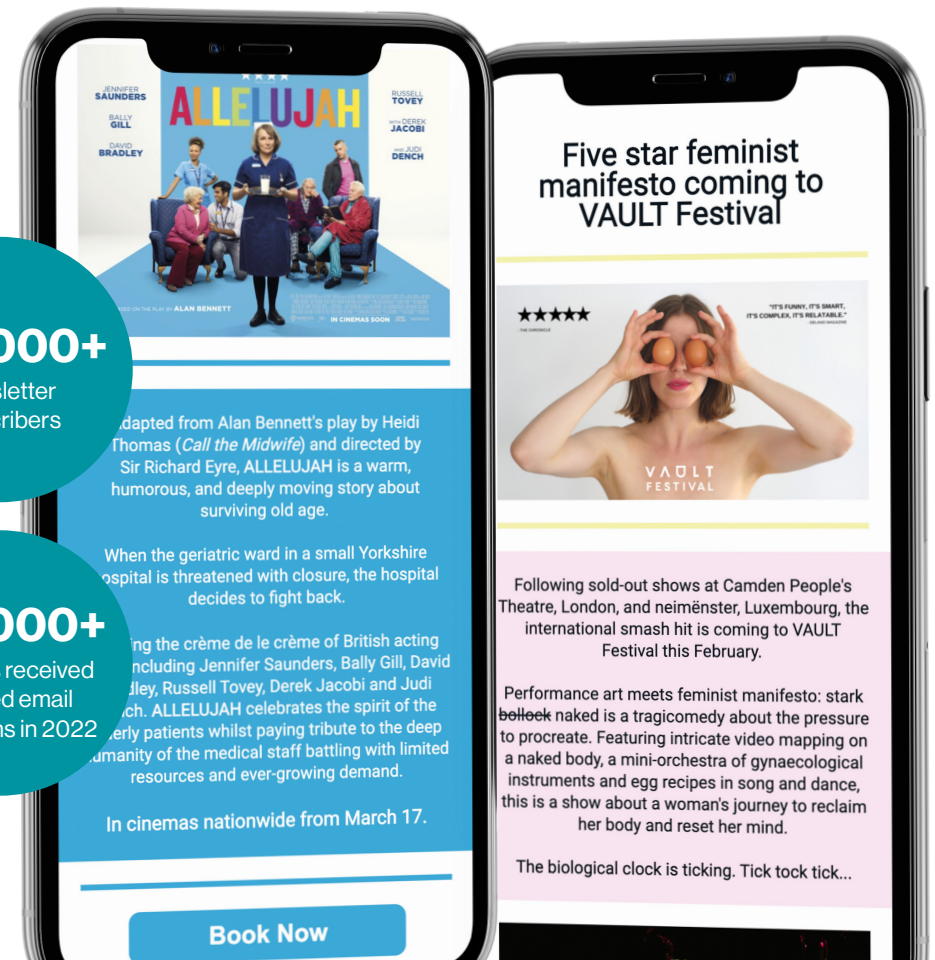
Targeted email campaigns get your message direct to readers' inboxes. All emails are optimised for open rate by our in-house experts. You can target readers by job type, content read or location.

**108,000+**

Newsletter subscribers

**419,000+**

Contacts received targeted email campaigns in 2022



## The numbers

350,000,000+

Twitter impressions annually

988,000+

Facebook impressions annually

255,000+

Instagram impressions annually

49,900+

LinkedIn impressions annually

# Digital Social Media

Reach out to our followers across social media to showcase opportunities, organisational news or even a performance! Trusted theatre companies, reviewers, senior theatre professionals and more follow us for the latest updates in the industry, so don't miss the opportunity to have your voices heard.



THE STAGE

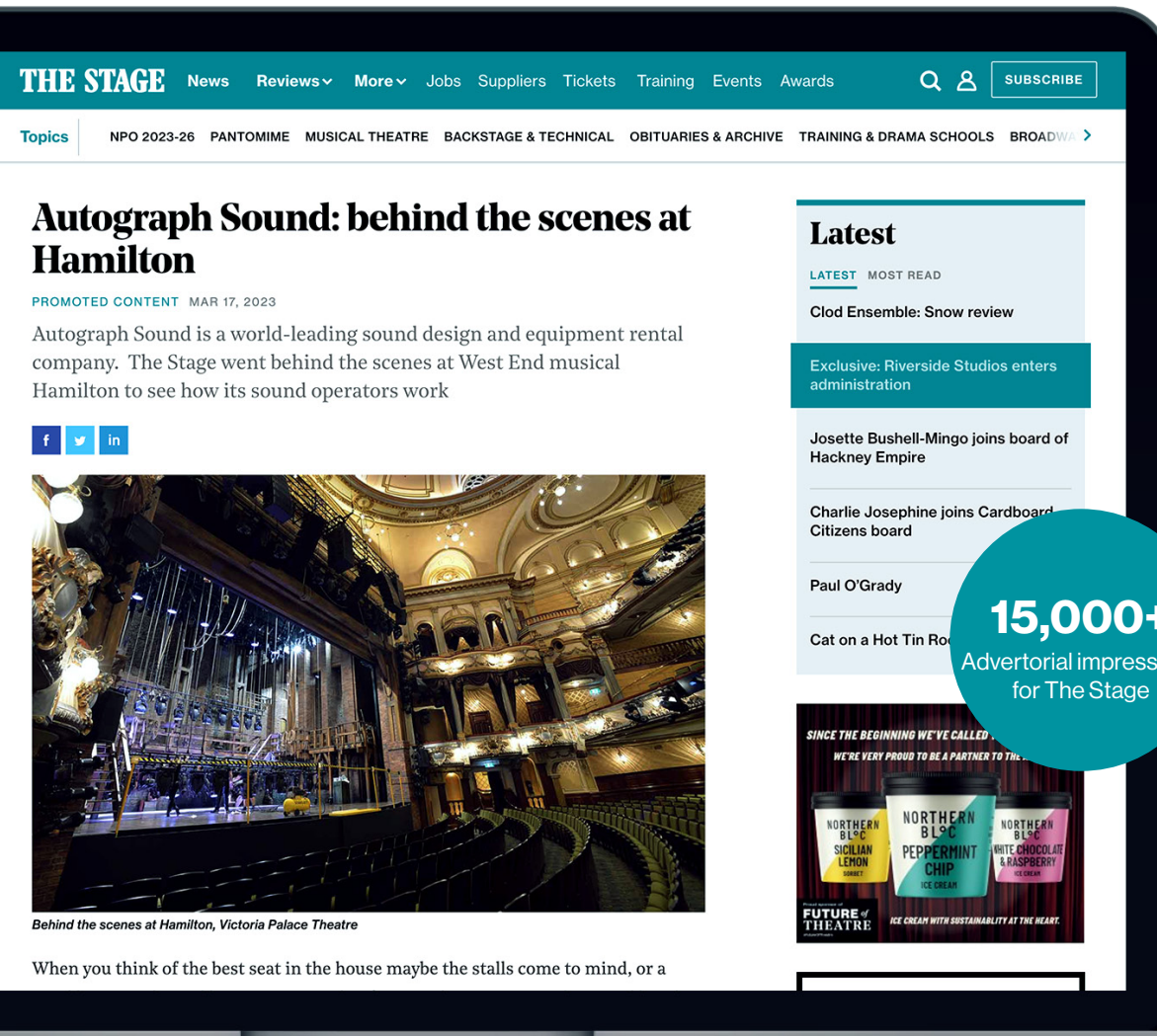
204,000+  
Twitter followers

70,300+  
Instagram followers

35,200+  
LinkedIn followers

89,000+  
Facebook followers

# Advertorial

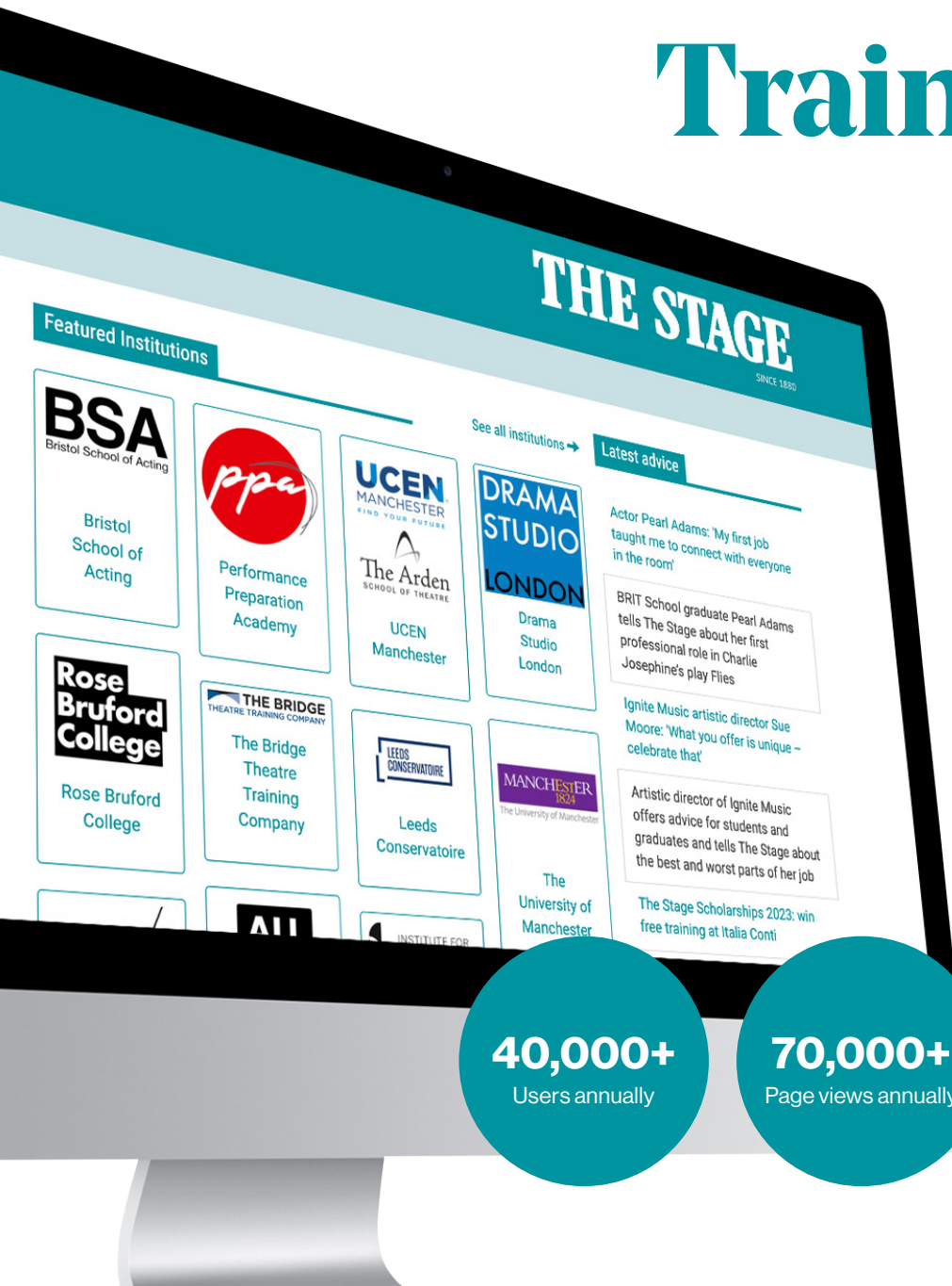


Do you have an exciting story to tell?  
A new product to launch? A new training course to tell potential students about?

Or perhaps you have a performance you would like to promote?

Commission one of our talented journalists to platform your news to the theatre industry and beyond. Our writers can highlight all the ways that make your organisation or performance one for audiences to engage in, plus promoted content is optimised for search and will appear either online, in-print or via our The Stage app.

# Training Opportunities



Advertise your institution to students by featuring your school and college courses in The Stage Training Directory. Alongside our world-class editorial content, you can be assured that your courses will be promoted via our social media platforms, targeted e-solus campaigns and more.

## Testimonials

“There is no pushy salesman speak, but a genuine interest in your business needs”

[Fourth Monkey Actor Training Company](#)

“I advertise in publications all around the world. I can honestly say that the response I receive from The Stage campaigns represents the largest return on advertising spend.”

[Paul Duddridge, acting coach](#)

**40,000+**  
Users annually

**70,000+**  
Page views annually

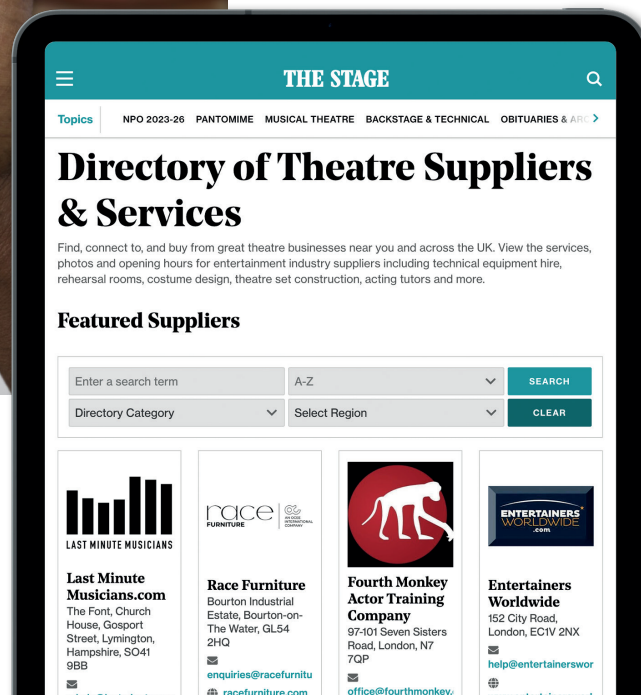
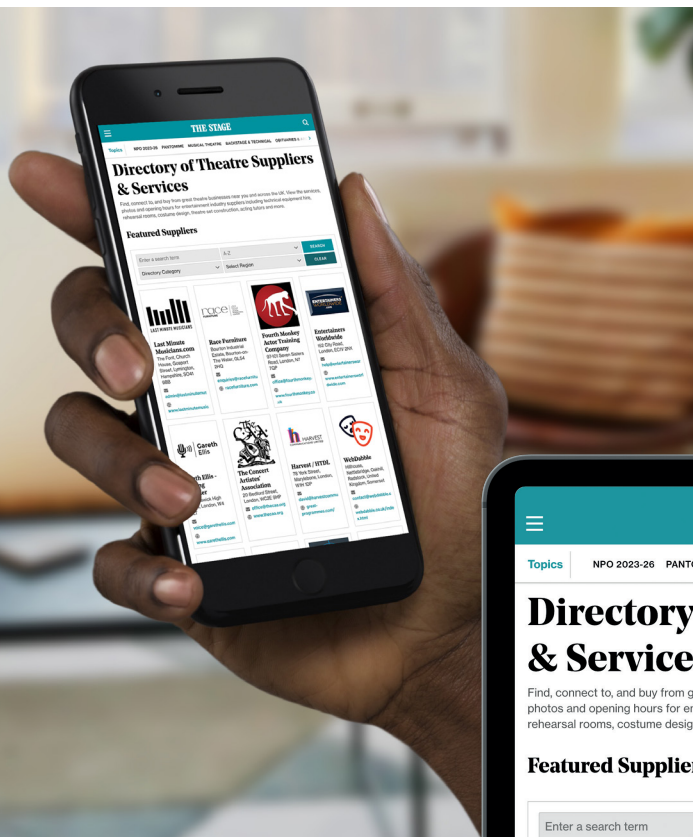
# Directory & Classified

Include your business in The Stage Directory, the performing arts industry's largest service directory, and increase prospects for your business.

Showcase your organisation with an individual listing optimised to appear high in Google search rankings, including your contact details, logo, photos and description of your company.

Every directory package also includes a print classified advert for one year in The Stage Newspaper as standard, as well as additional augmentation on social media.

Alongside a basic listing, further highlight your business with a range of tailored directory enhancement options.

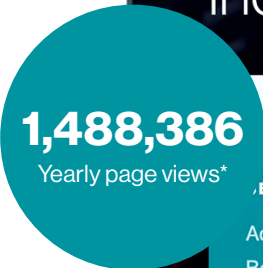
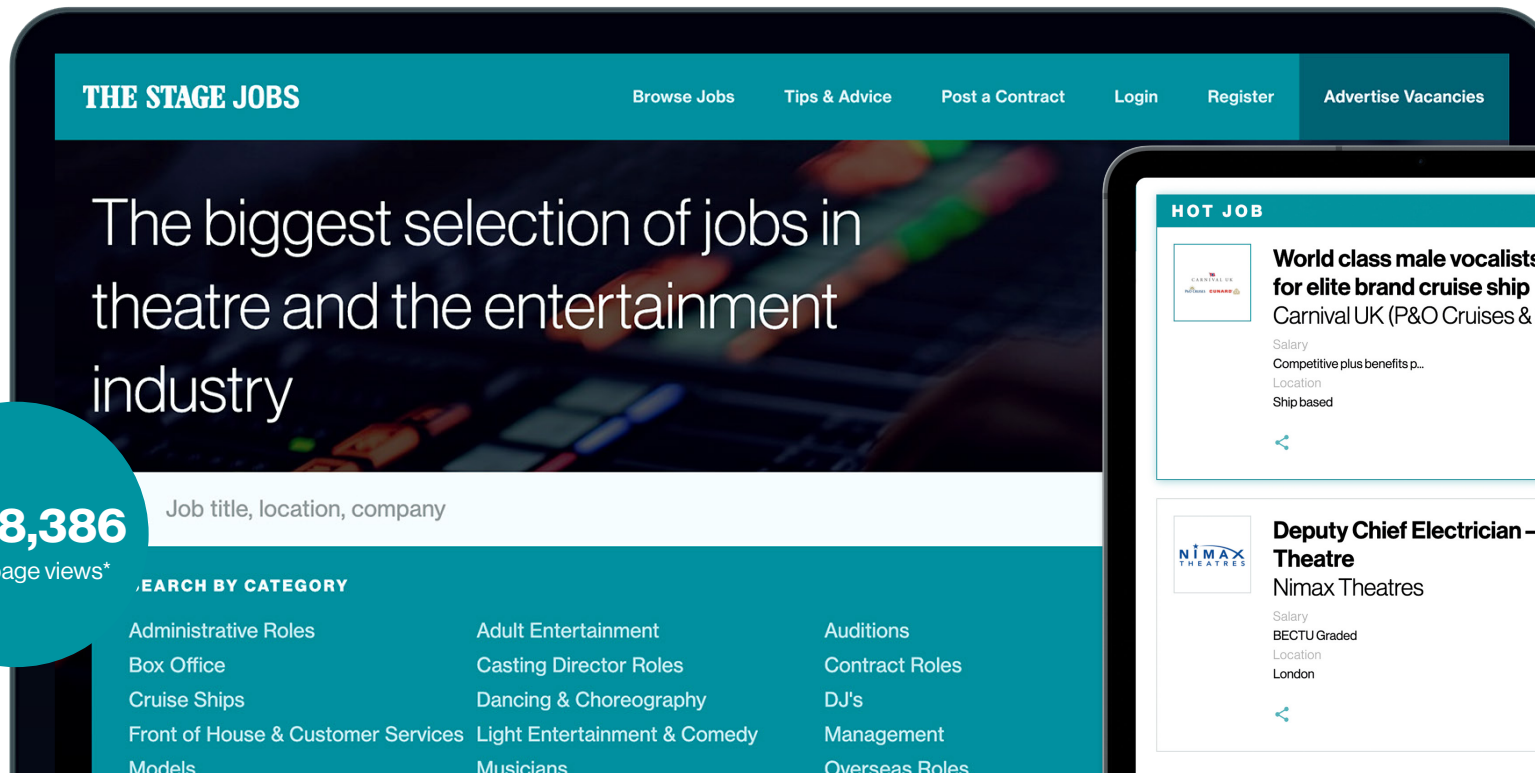
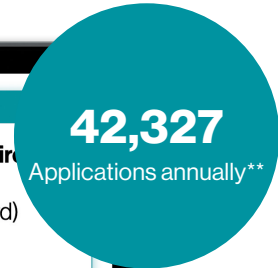
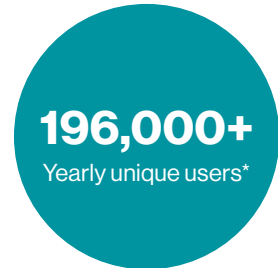




# The Stage Jobs

Use The Stage Jobs, our market-leading recruitment services to reach candidates first and optimise your incoming applications.

List your vacancy on The Stage Jobs, the leading recruitment site for the theatre and entertainment industry and find the best candidates for your roles. Your role will be featured in the daily job alert emails to potential candidates, plus you can maximise applications with our Hot Jobs and Job of the Week offer, The Stage Jobs social media platforms and fortnightly Jobs newsletters.



\* Statistics via Google Analytics from Jan to Dec 2022.  
\*\* Statistics via Afino from Jan to Dec 2022

# Rate Card

## The Stage Jobs

### Social Media Package

This package comprises an Online Listing, Boosted Facebook Reaching and a Featured Listing on the homepage of The Stage website.

INVENTORY	RATE	PRICE	SAVING
<b>Social Media Package</b>	2 weeks	<b>£885</b>	<b>£200</b>
<b>Social Media Package</b>	4 weeks	<b>£985</b>	<b>£700</b>

### Full Exposure Package

This package comprises an Online Listing, Boosted Facebook Reaching, Tweet Reaching and a Featured Listing on the homepage of The Stage.

INVENTORY	RATE	PRICE	SAVING
<b>Full Exposure Package</b>	2 weeks	<b>£1,050</b>	<b>£950</b>
<b>Full Exposure Package</b>	4 weeks	<b>£1,350</b>	<b>£1,245</b>

### Individualised Listings

INVENTORY	RATE	PRICE
<b>Standard Listing</b>	1 week	<b>£525</b>
<b>Standard Listing</b>	2 weeks	<b>£650</b>
<b>Standard Listing</b>	4 weeks	<b>£750</b>
<b>Featured job</b>	1 week	<b>£250</b>
<b>Job of the Week</b>	1 week	<b>£550</b>
<b>News site inclusion</b>	1 week	<b>£300</b>
<b>Newsletter highlight</b>	per insert	<b>£500</b>
<b>Newsletter link</b>	6 x available per insert	<b>£500</b>
<b>Print scc</b>	per insert	<b>£28scc</b>
<b>Print ¼ page</b>	per insert	<b>£1,353</b>
<b>Print ½ page</b>	per insert	<b>£2,207</b>
<b>Print Full page</b>	per insert	<b>£5,414</b>

# Rate Card Directory, Classified, Training

## Training

INVENTORY	RATE	PRICE
Featured Training Directory	12 months	From £1,130
Standard Training Directory	12 months	£700

## Classified

INVENTORY	RATE	PRICE
Classified Directory (online & print)	12 months	£365
Business for sale	28 days	£160
Obituaries	1 insert	£10 <sup>scc</sup>

## Directory

You must have a basic listing before adding enhancement options.

### Basic listing

TYPE	12 MONTHS
Basic Listing	£365

### Type

TYPE	6 MONTHS	12 MONTHS
Premium Search (PS)	£72	£120
Premium Category (PC)	£60	£100
Featured Advertiser (FA)	£45	£75

### Packages

PACKAGE	6 MONTHS	12 MONTHS
Platinum (PS, PC, FA)	£135	£225
Gold (PS, PC)	£105	£175
Silver (PS, FA)	£94	£156
Bronze (PC, FA)	£84	£140

# Rate Card General Sales

## Print

INVENTORY	RATE	PRICE
<b>Eighth (1/8) Page</b>	per insert	<b>£502</b>
<b>Quarter (1/4) Page</b>	per insert	<b>£928</b>
<b>Half (1/2) Page</b>	per insert	<b>£1,577</b>
<b>Full Page</b>	per insert	<b>£3,085</b>

## Online (Website Banners, Billboard, MPU, Double MPU)

INVENTORY	RATE	PRICE
<b>Web Banners</b>	per 1,000	<b>£10cpm</b>

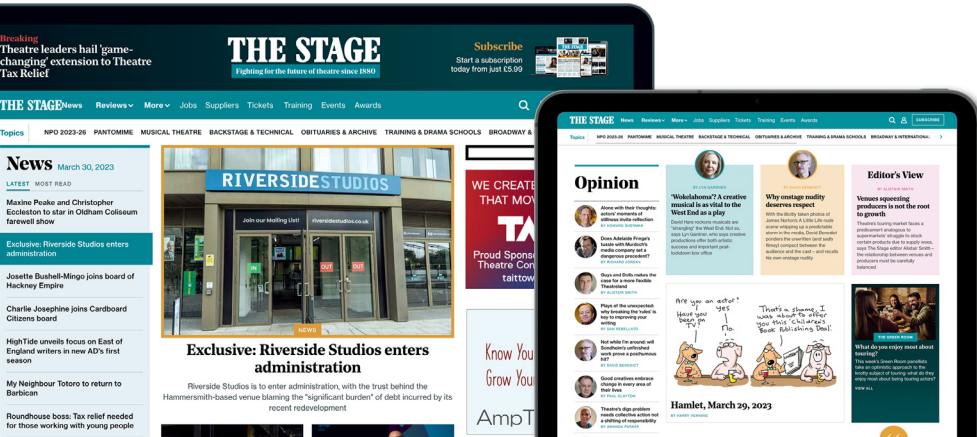
## Email

INVENTORY	RATE	PRICE
<b>Newsletter: Promoted Slot</b>	Mon-Fri	<b>£1,000</b>
<b>Newsletter: Banner</b>	Mon-Fri	<b>£1,400</b>
<b>Solus Targeted Email</b>	per email	<b>From £500</b>

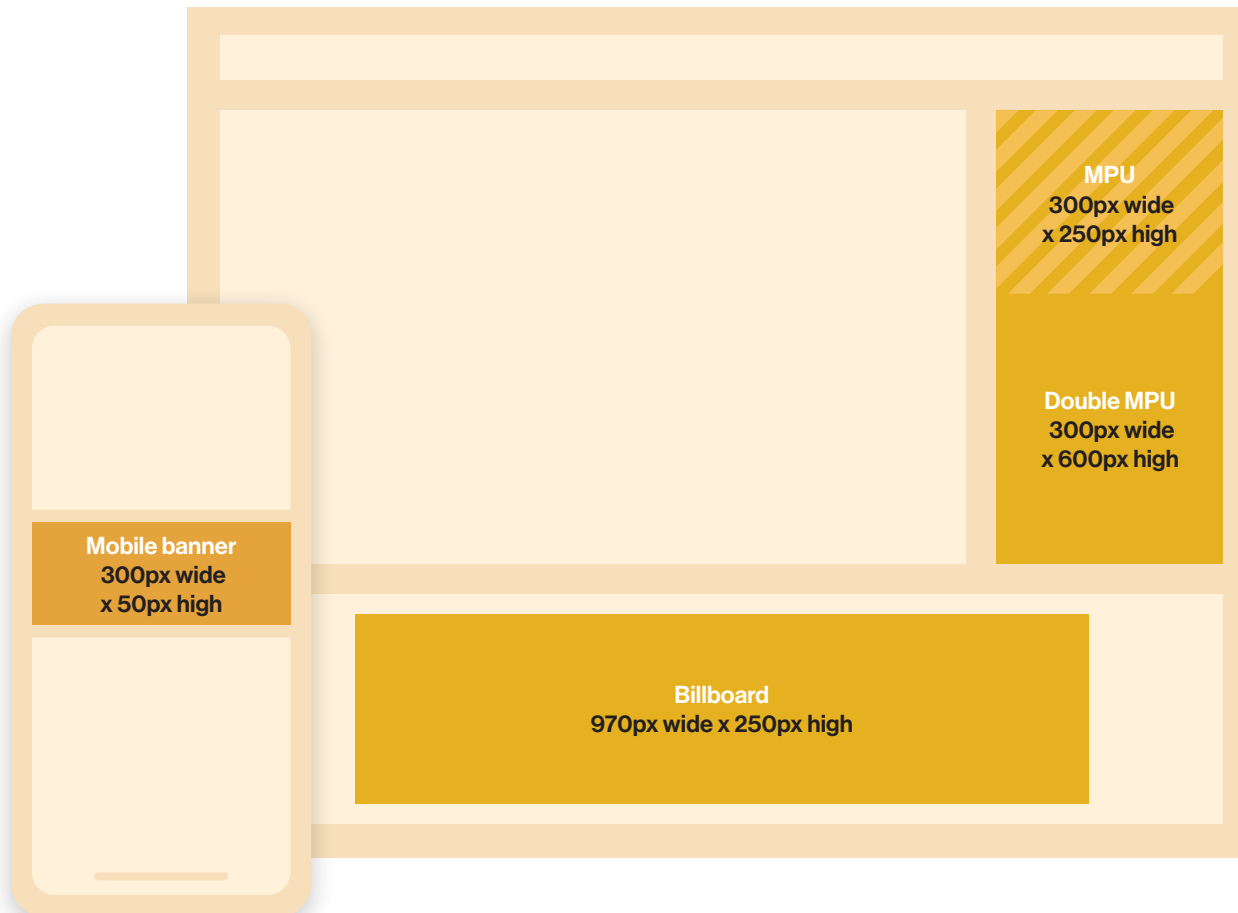
## Social Media

INVENTORY	RATE	PRICE
<b>Tweet</b>	per tweet	<b>£200</b>
<b>Facebook</b>	per post	<b>£200</b>
<b>Facebook Campaign</b>	per campaign	<b>From £600</b>

Contact [christopher.porter@thestage.co.uk](mailto:christopher.porter@thestage.co.uk) for more social media opportunities on Instagram



# Production Specifications Online Specifications



## Collateral specifications

### Minimum type size

10 point

### Acceptable artwork file formats

JPG, GIF

### File size

350kb maximum, 80kb minimum

### Must include

URL link

## Online specifications

**Billboard** 970 px wide x 250 px high

**MPU** 300 px wide x 250 px high

**Mobile banner** 300 px wide x 50 px high

**Double MPU\*** 300 px wide x 600 px high

\*Only available as part of homepage takeover

Please ensure any desktop format ads are provided  
**in addition to** a mobile banner.

# Production Specifications

## Print: Standard & Recruitment

### Collateral specifications

**Minimum type size**

10 point

**Acceptable artwork file formats**

JPG, font-embedded PDF, EPS

**Print quality**

Must be 300DPI

### Print specifications

**Full page**

337.5mm high x 260mm wide

**Vertical Half page**

337.5mm high x 128mm wide

**Horizontal Half page**

167mm high x 260mm wide

**Quarter page**

167mm high x 128mm wide

**Quarter Page**  
167 mm height  
x 128 mm width

**Half Page Vertical**  
337.5 mm height  
x 128 mm width

**Half Page Horizontal**  
167 mm height  
x 260 mm width

# Production Specifications

## Print: Training

These ad sizes apply to The Stage training ad pages only.

The diagram illustrates three different ad sizes for training pages, each within a light beige frame. Each ad size is represented by a yellow rectangle with a purple header bar at the top containing the word "Training".

- Quarter Page:** 148 mm height x 128 mm width. This ad size is shown as a small yellow rectangle on the left side of the first diagram.
- Half Page Vertical:** 300 mm height x 128 mm width. This ad size is shown as a tall yellow rectangle on the right side of the first diagram.
- Half Page Horizontal:** 148 mm height x 260 mm width. This ad size is shown as a wide yellow rectangle in the center of the second diagram.
- Full Page:** 300 mm height x 260 mm width. This ad size is shown as a large yellow rectangle filling most of the third diagram.

# Contact

## Sarah DuMay

Sales Manager

sarah.dumay@thestage.co.uk

020 7939 8467

## The Stage Jobs

For queries relating to recruitment, contact

recruitmentsales@thestage.co.uk

020 7939 8462

## Training, Display and Digital

For queries relating to display advertising, the training directory or digital packages, contact

sales@thestage.co.uk

020 7939 8465

