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

377,000+ Website visits per month

24,000+ Page views per day

403,300+ Combined social media following over four platforms 772,000+ Registered users

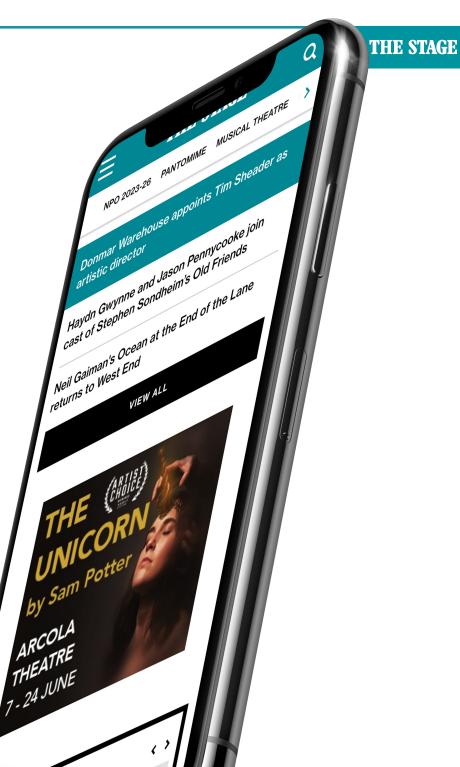
4,078,000+ Users on The Stage websites

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





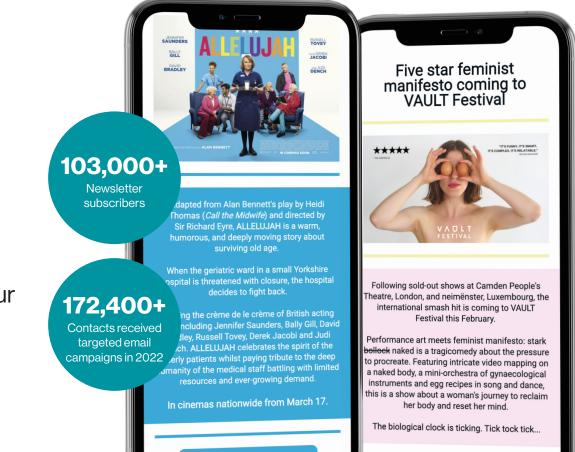
Digital Email & Targeted Campaigns

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.



Book Now

The numbers

52,100,000+ Twitter impressions annually

9,000,000+ Facebook impressions annually

4.400.000+ Instagram impressions annually

790,000+ LinkedIn impressions annually

vould be expected to source and rovide accommodatio 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.

33,500+

THE STAGE

204,000+

Twitter followers

75,500+

Instagram followers

2020 Shortlist

*9 548 following

he Stage

nited Kingdom @ th ined June 2007 ing 203.9K Follo

The Stage 🧭 @TheStage 'n this week's issue of the The Stage

The Lost Spells is being adapted for the

stage and more.

Get your copy of The Stage

wspaper, we cover the Oldhan Coliseum closing after 135 years, how

THE STAGE

tham Coliseum to permanently close

The Stage is the world's oldest and best theati

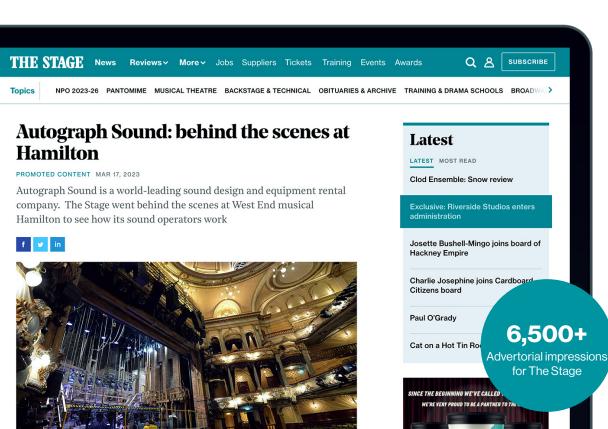
£9.6m boost for performing arts

LinkedIn followers

Behind the scenes at Hamilton, Victoria Palace Theatr

When you think of the best seat in the house maybe the stalls come to mind, or a

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. STAGE News Reviews More Jobs Suppliers Tickets Training Events Awa

Royal Conservatoire

of Scotland

Royal Conservatoire of Scotland

conservatoire is a global leader in performing

arts education, consistently ranked in the top

MORE

32,000+

Users annually

ten of the QS World University Rankings

Founded in 1847, Scotland's national

Training Directory

Featured Institutions

ROYAL CENTRAL SCHOOL OF SPEECH & DRAMA UNIVERSITY OF LONDON

Royal Central School of Speech

The Royal Central School of Speech and

performing arts in north west London, training

MORE

Drama is a specialist institution for the

leading performance practitioners with

extensive connections across the creative

Training Opportunities NPO 2023-20 PANTOMIME MUSICAL THEATRE BACKSTAGE & TECHNICAL OBITUARIES & ARCHIVE TRANING & DRAMA SCHOOLS BROADWAY & WT

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

Q & SUBSCR

schott | actingstudi

Schott Acting Studio

professionals at our studio.

Experience world-class training from

renowned instructors and industry

MORE

55.000+

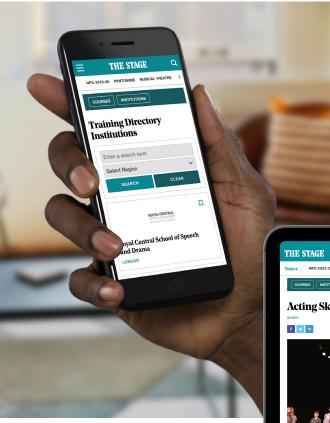
Page views annually

"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

Services and Supplier Directory



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.



phout all our secondary drama activities we find opportunities for discuion, which leads to a deeper understanding of each art form and allow it to learn in a variety of practical ways. 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

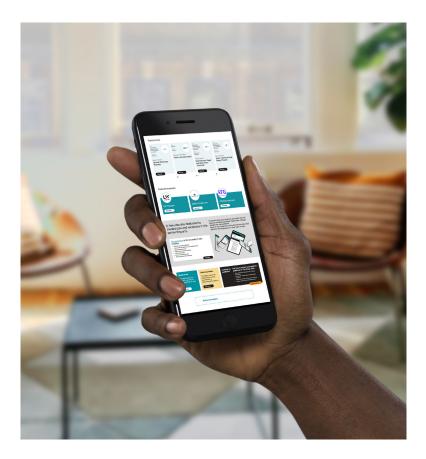
Use The Stage Jobs, our market-leading recruitment services to reach candidates first and optimise your incoming applications.

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 Job of the Week offer and The Stage Jobs social media platforms. **188,400+** Yearly unique users*

71,000+ Candidates receiving job alerts**

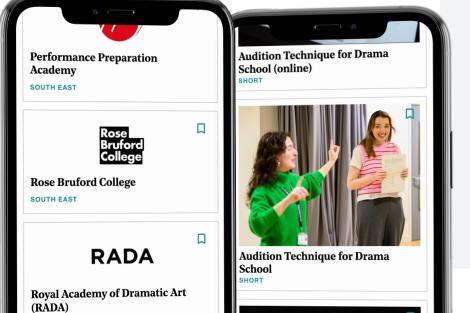
THE STAGE THE STAGE 50,700 Upload CV Browse jobs Register **Employer A-Z** Applications annually* lob title location or compar Category the backstage TORPEDO centre The biggest selection 140 1,281,000+ f jobs in theatre and the ated sound stage was designed in www.LastN Jobs live on average nology since 1960. Today w nsultation with industry experts gives UK-based musicians Yearly page views* ver of almost £10 to ditch the 'traditional a Intertainment industry. per month** ions bringing decades (

Rate Card The Stage Jobs



INVENTORY	PRICE
 Standard Listing Online job advert for up to 4 weeks. Featured in the daily Job Alert emails, and posted on The Stage Jobs Twitter/X feed. 	£750
 Featured Job Listing Upgraded listing, featured on the homepage of the jobs board and on the search results page under "featured roles". Includes all the benefits of a 4-week Standard Listing. 	£850
 Premium Job Listing Upgraded listing, keeping it pinned and highlighted at the top of the search results under "premium roles" Includes all the benefits of a 4-week Standard Listing. 	£890
 Social Media Package Posted on the main The Stage Twitter/X account with over 200,000 followers and on the Facebook page, which has more than 90,000 followers. Includes all the benefits of a 4-week Premium Listing. 	£985
 Full Exposure Package Posted on the main The Stage Twitter/X account with over 200,000 followers and on the Facebook page, which has more than 90,000 followers. Job of the Week slot on the daily newsletter, reaching over 86,000 recipients. Includes all the benefits of a 4-week Premium Listing. 	£1,350

Rate Card Directory, Classified, Training



	INVENTORY	PRICE
Training Directory	Featured Training Directory12-month listing.	From £1,130
	Standard Training Directory	£700
	• 12-month listing.	
Classified	Business for sale	£160
	• 28-day listing.	
	Obituaries	£10scc
	• 1insert.	
Services	Gold (PS, PC)	£640
& Supplier Directory	12-month listing.Featured advertiser highlighted on the	
Directory	carousel on the homepage and category	
1	for greater exposure.	
	 Tweet reaching 204,300+ and Facebook reaching 80,000 to promote your organisation. 	
	 Weekly pointer print advert. 	
	Silver (PS, FA)	£440
	• 12-month listing.	
	• Featured advertiser highlighted on the	
	carousel on the homepage and category for greater exposure.	
	 Weekly pointer print advert. 	
	Basic listing	£365
	• 12-month listing.	

Rate Card General Sales

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INVENTORY	RATE	PRICE
Eighth (1%) Page	perinsert	£502
Quarter (¼) Page	per insert	£928
Half (½) Page	perinsert	£1,577
Full Page	perinsert	£3,085

Digital Advertising (Website Banners and MPU)

INVENTORY	RATE	PRICE
Web Banners	per 1,000	£10cpm*

Email**

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

Social Media

INVENTORY	RATE	PRICE
Tweet	per tweet	£200
Facebook	per post	£200
Facebook Campaign	per campaign	From £600

Contact **sales@thestage.co.uk** for more social media opportunities on Instagram **Minimum 50,000 impressions.

Breaking Cheatre leaders hail 'game- :hanging' extension to Theatre Fax Relief	THE STAGE	Subscribe Start a subscription today from just £5.99				
THE STAGENews Reviews~ Mor	ev Jobs Suppliers Tickets Training Events Awards	۹ (e	
opics NPO 2023-26 PANTOMIME MUSIC	AL THEATRE BACKSTAGE & TECHNICAL OBITUARIES & ARCHIVE TRAINING & DRAN	A SCHOOLS BROADWAY &		 More - Jobs Suppliers Tickets JOCAL THEATRE BACKSTROE & TECHNICAL 		
News March 30, 2023 Liter Volt RAD Maxins Peake and Christopher Ecoleston to star in Oldham Colliseum fareved show Enclusive, Riverside Studios enters administration		WE CREATE THAT MOV Proud Sponse Theatre Con	Optimization Image: Constraint of the second of t	EVENENCE EVENENCE AND AND AND AND AND AND AND AND AND AND	CONTROL OF A CONTR	<section-header><section-header><section-header><text><text></text></text></section-header></section-header></section-header>
Hackney Empire Charlie Josephine joins Cardboard Citizens board HighTide unveils focus on East of			Case of a new relation Traditional Case of a new relation Traditional Case of a new relation to the statistic phy of the relation of the statistic phy of the relation of the statistic phy of the relation of	Are you an actor? Have you yes barry on 1 TV! Flo.	Thet's a share, I was about to other you this children's Book Ablishing Deal.	The decourse of the set
England writers in new AD's first season My Neighbour Totoro to return to Barbican	Exclusive: Riverside Studios enters administration Riverside Studios is to enter administration, with the trust behind the Hammersmith-based verue blaming the "significant burden" of debt incurred by	Know You Grow You	Conducting uninabed State Bergen a prostrumous Bergen Conductions	22	<u>1045</u>	What do you crupy most about observing? This week's Green Room panellats take an optimizing approach to the knothy subject of bouring what do they enjoy most about being touring action? WKW #LL
Roundhouse boss: Tax relief needed	recent redevelopment	AmpT	Theatre's digs problem needs collective action not a shafting of responsibility	Hamlet, March 29, 2	:023	

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

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

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

Production Specifications Print: Training

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





Contact

Sarah DuMay Sales Manager

sarah.dumay@thestage.co.uk 02079398467

The Stage Jobs

For queries relating to recruitment, contact

recruitmentsales@thestage.co.uk 02079398462

Training, Display and Digital

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

sales@thestage.co.uk 02079398465