

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

377,000+
Website visits per month

772,000+
Registered users

24,000+
Page views per day

4,078,000+
Users on The Stage websites

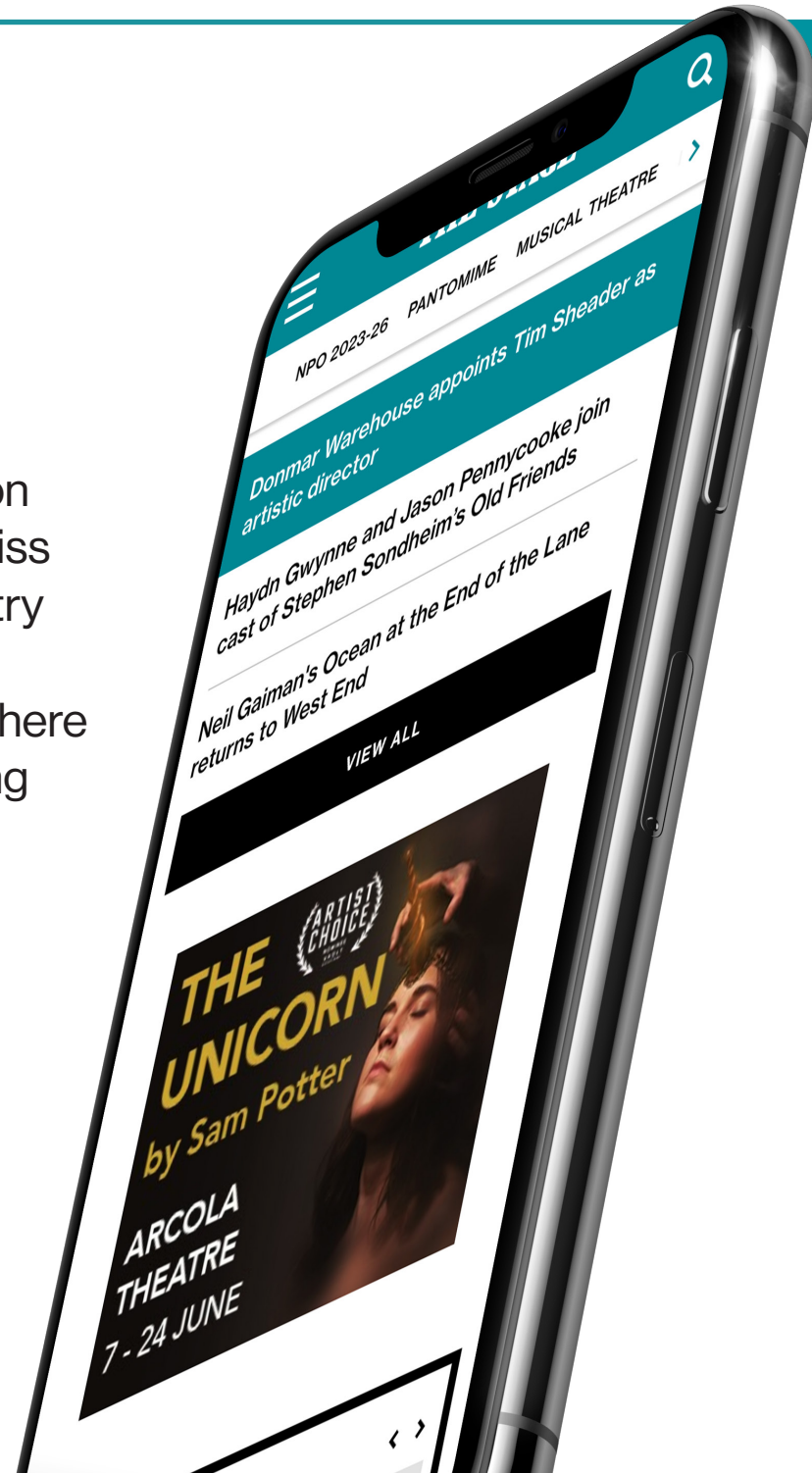
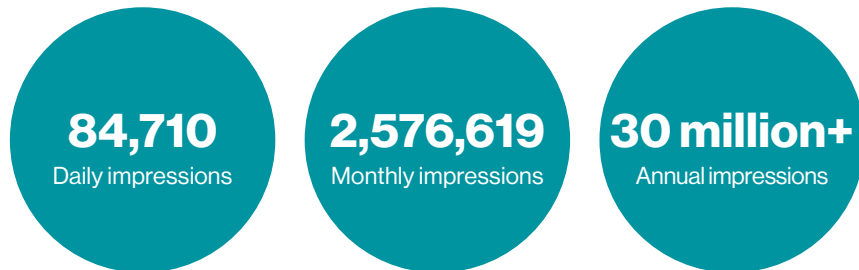
403,300+
Combined social media following over four platforms



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

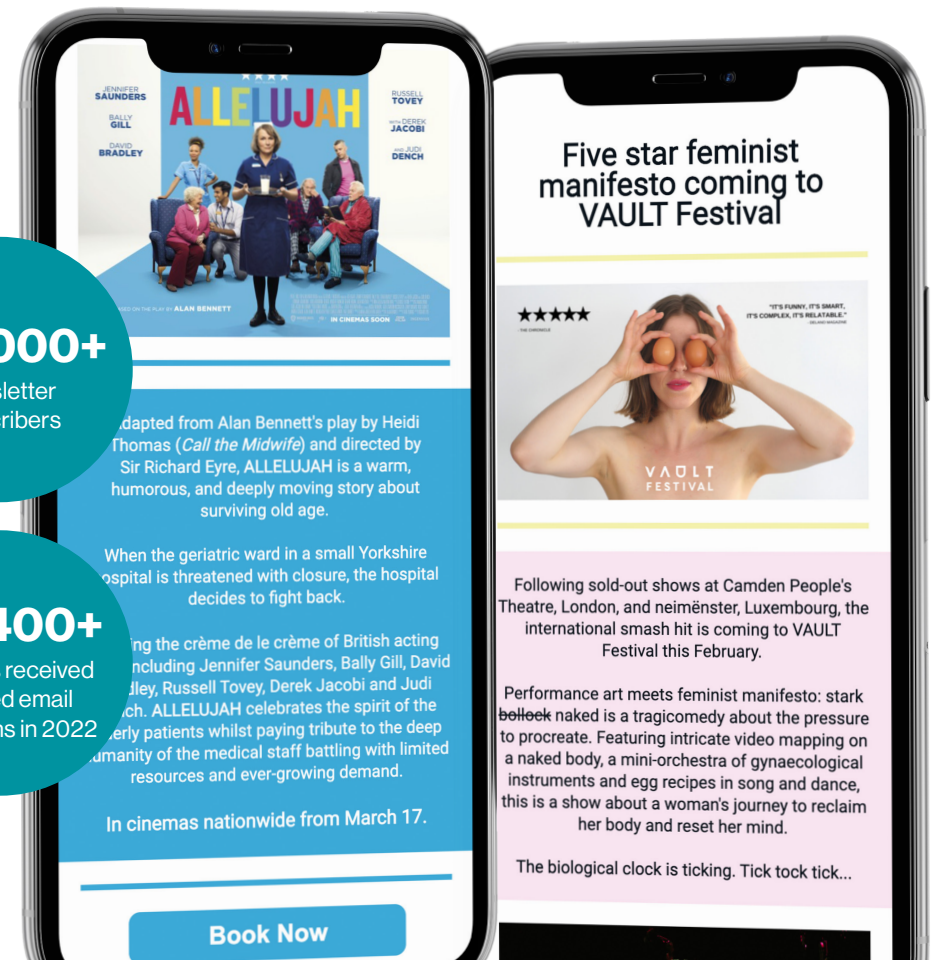
Targeted email campaigns get your message direct to readers' inboxes. All emails are optimised for open rate by our in-house experts. You can target readers by job type, content read or location.

103,000+

Newsletter subscribers

172,400+

Contacts received targeted email campaigns in 2022



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

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

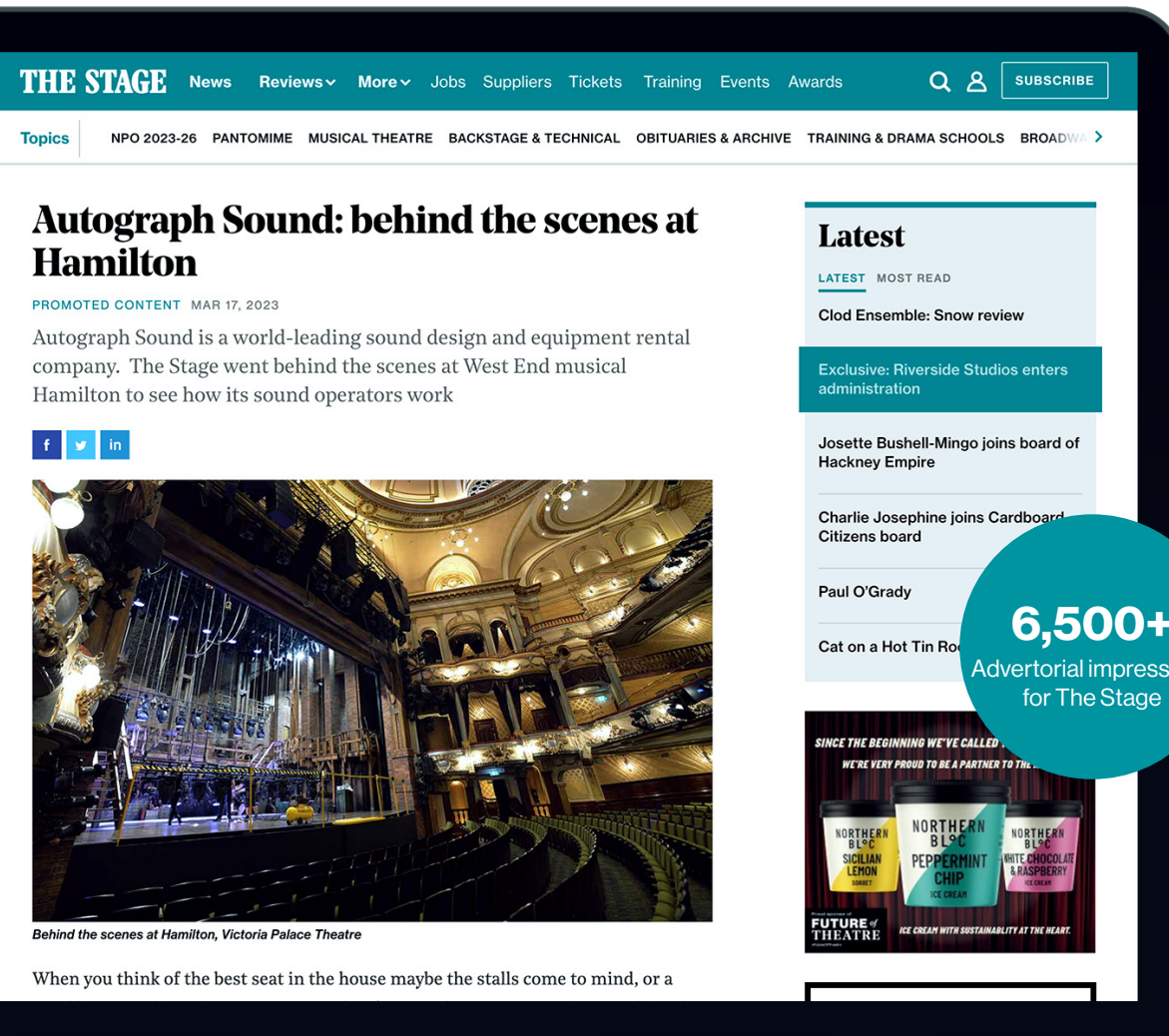
204,000+
Twitter followers

75,500+
Instagram followers

33,500+
LinkedIn followers

90,000+
Facebook followers

Advertorial

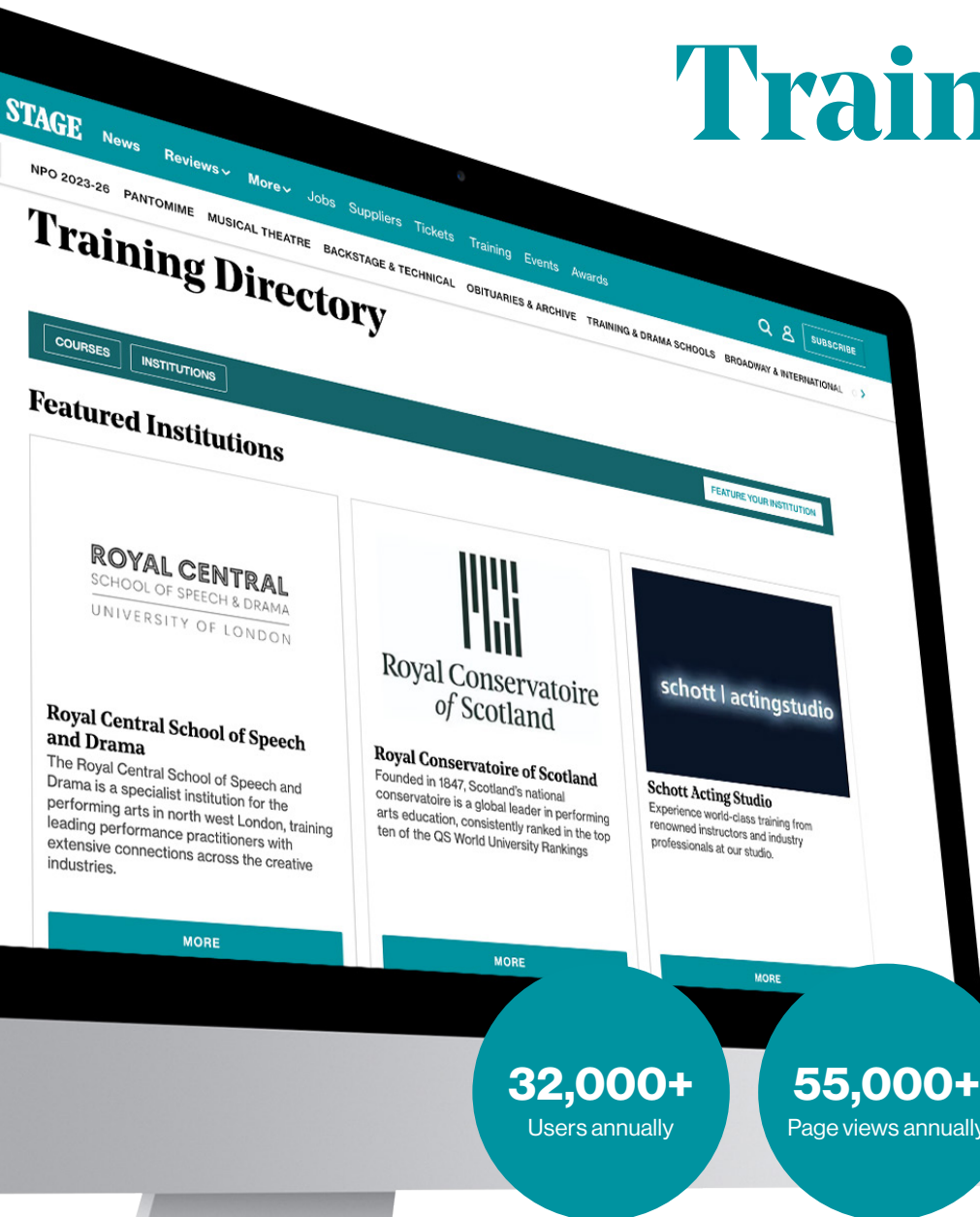


Do you have an exciting story to tell?
 A new product to launch? A new training
 course to tell potential students about?

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](#)

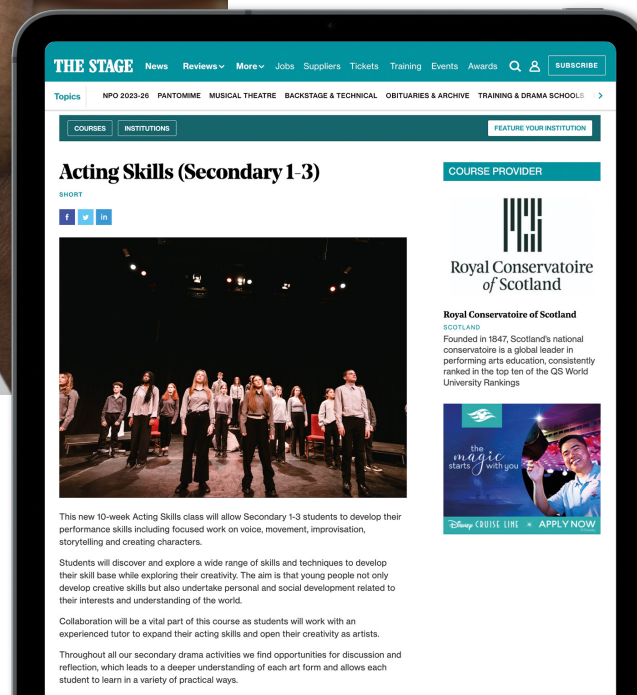
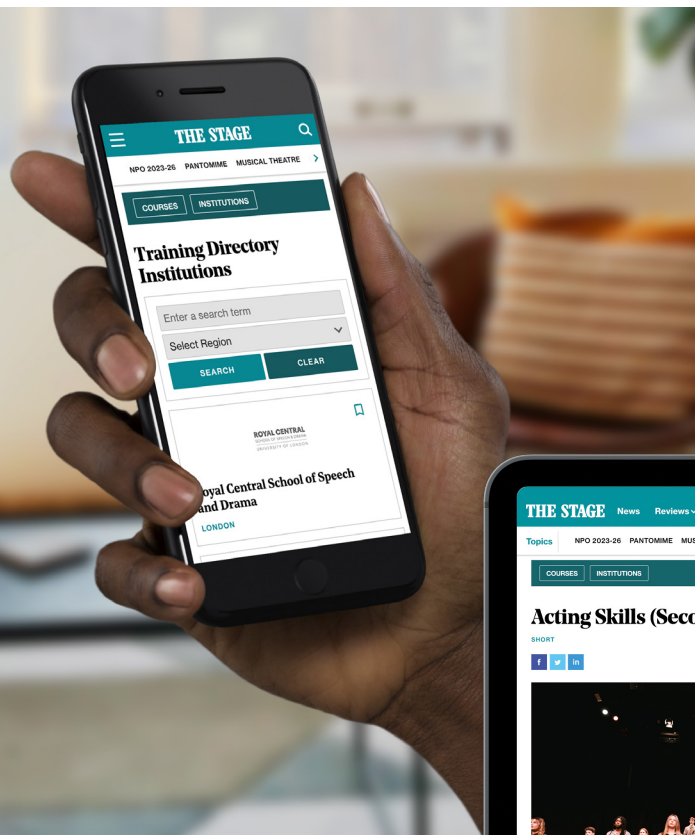
Services and Supplier Directory

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.

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*

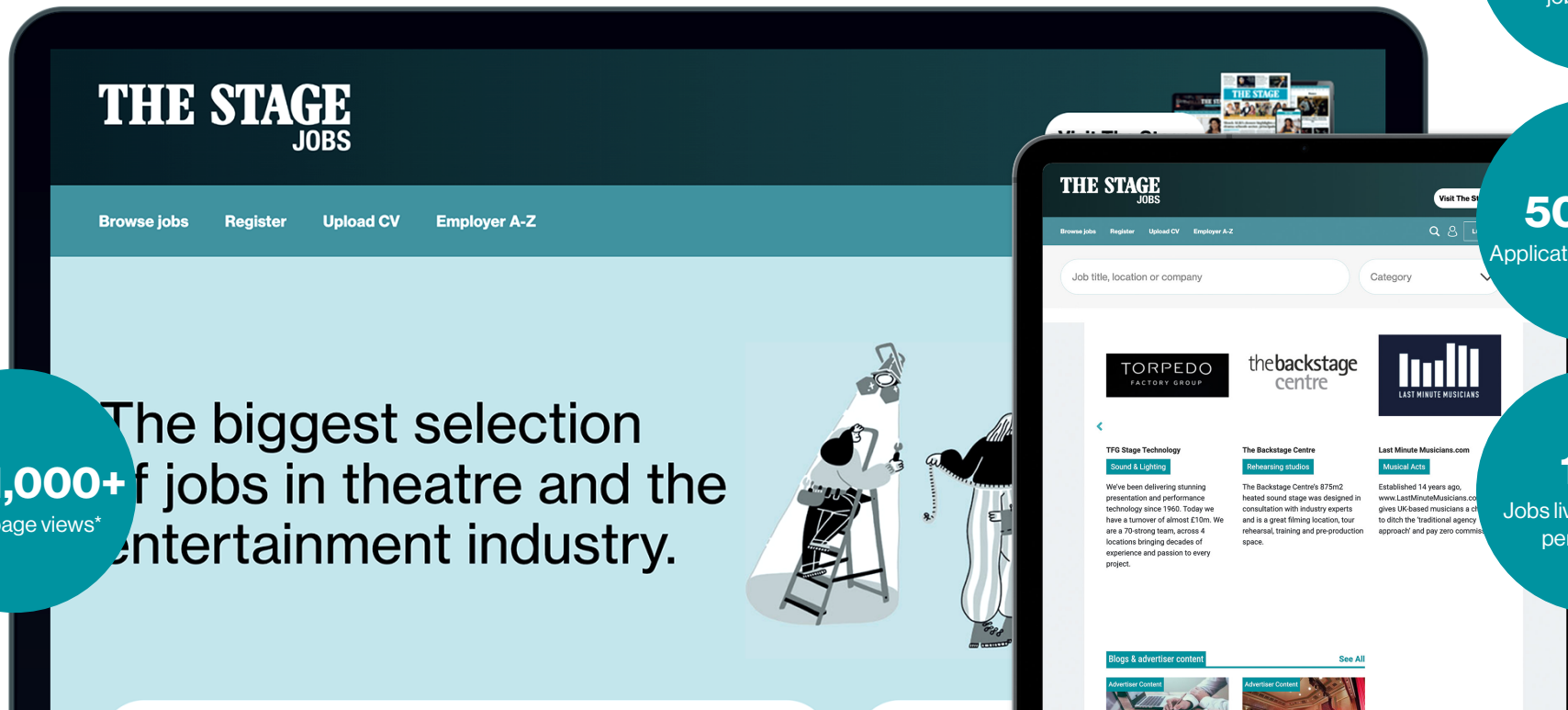
71,000+
Candidates receiving job alerts**

50,700
Applications annually**

140
Jobs live on average per month**

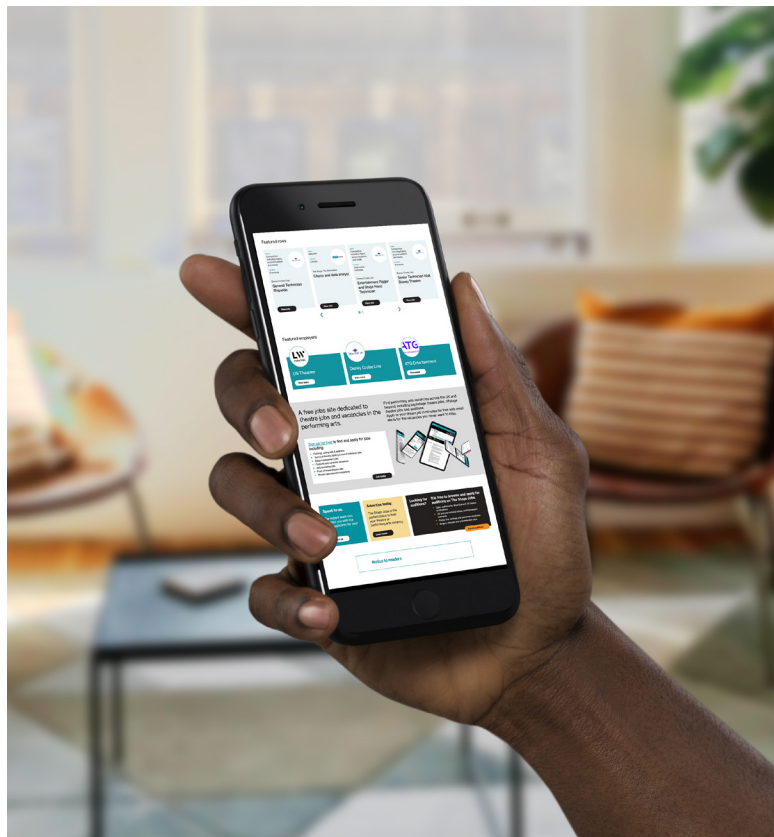
1,281,000+
Yearly page views*

The biggest selection of jobs in theatre and the entertainment industry.



* Statistics via Google Analytics from December 2022 to November 2023.
** Statistics via The Stage Jobs from December 2022 to November 2023.

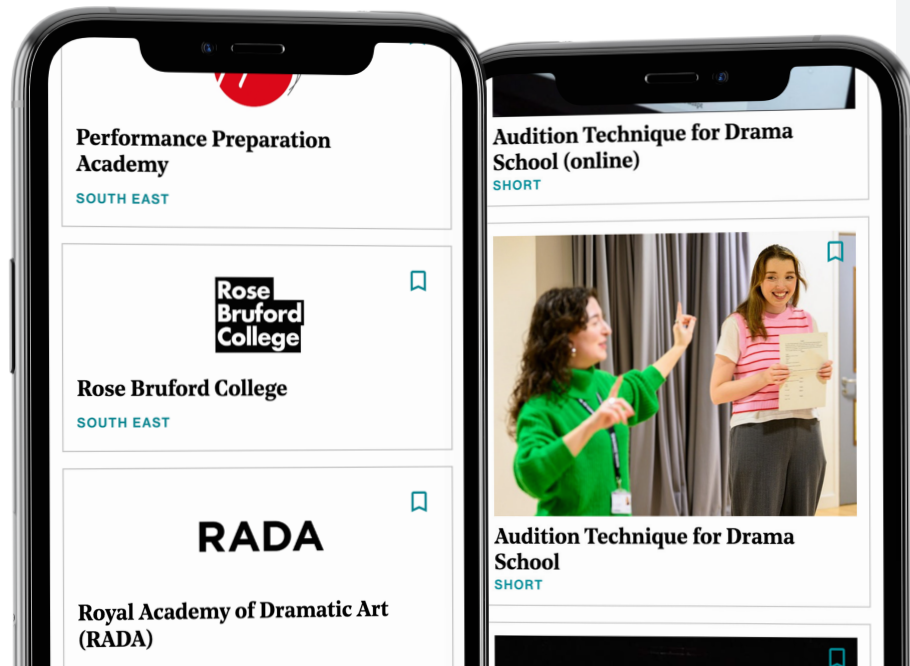
Rate Card The Stage Jobs



INVENTORY	PRICE
<p>Standard Listing</p> <ul style="list-style-type: none"> ● 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
<p>Featured Job Listing</p> <ul style="list-style-type: none"> ● 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
<p>Premium Job Listing</p> <ul style="list-style-type: none"> ● 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
<p>Social Media Package</p> <ul style="list-style-type: none"> ● 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
<p>Full Exposure Package</p> <ul style="list-style-type: none"> ● 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 Directory <ul style="list-style-type: none"> ● 12-month listing. 	From £1,130
	Standard Training Directory <ul style="list-style-type: none"> ● 12-month listing. 	£700
Classified	Business for sale <ul style="list-style-type: none"> ● 28-day listing. 	£160
	Obituaries <ul style="list-style-type: none"> ● 1 insert. 	£10 ^{scc}
Services & Supplier Directory	Gold (PS, PC) <ul style="list-style-type: none"> ● 12-month listing. ● Featured advertiser highlighted on the carousel on the homepage and category for greater exposure. ● Tweet reaching 204,300+ and Facebook reaching 80,000 to promote your organisation. ● Weekly pointer print advert. 	£640
	Silver (PS, FA) <ul style="list-style-type: none"> ● 12-month listing. ● Featured advertiser highlighted on the carousel on the homepage and category for greater exposure. ● Weekly pointer print advert. 	£440
	Basic listing <ul style="list-style-type: none"> ● 12-month listing. 	£365



Rate Card General Sales

Print

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

Digital Advertising (Website Banners and MPU)

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

Email**

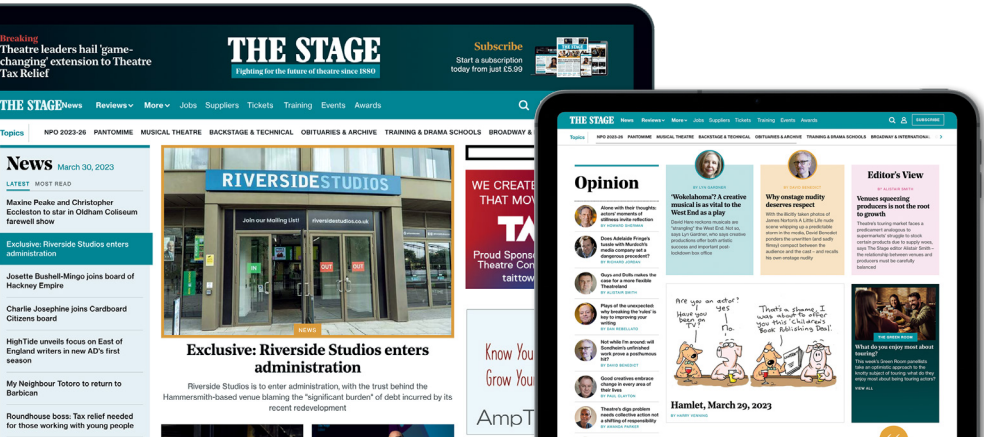
INVENTORY	RATE	PRICE
Newsletter: Promoted Slot	Mon-Fri	£1,000
Newsletter: Banner	Mon-Fri	£1,400
Solus Targeted Email	per email	From £500

Social Media

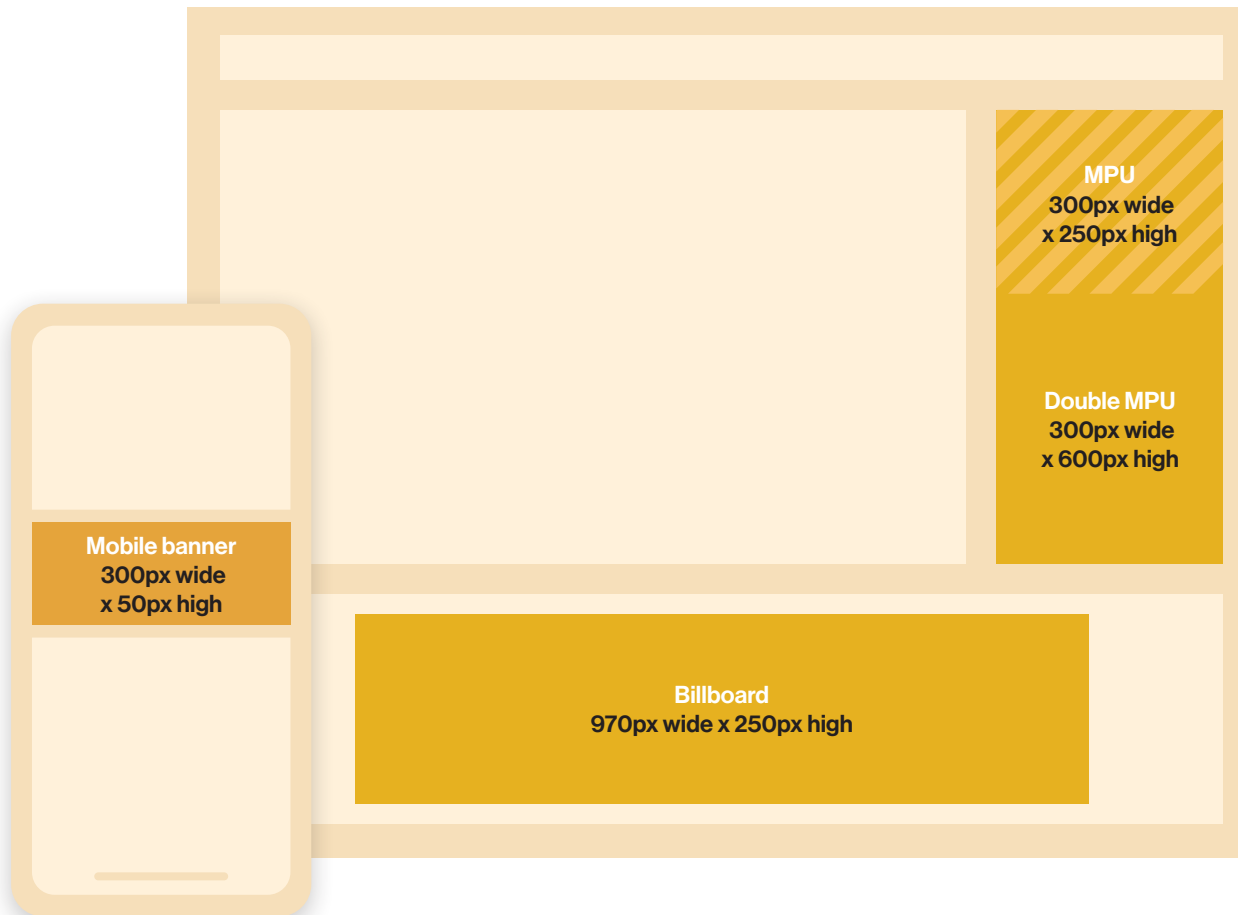
INVENTORY	RATE	PRICE
Tweet	per tweet	£200
Facebook	per post	£200
Facebook Campaign	per campaign	From £600

Contact sales@thestage.co.uk for more social media opportunities on Instagram

**Minimum 50,000 impressions.



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

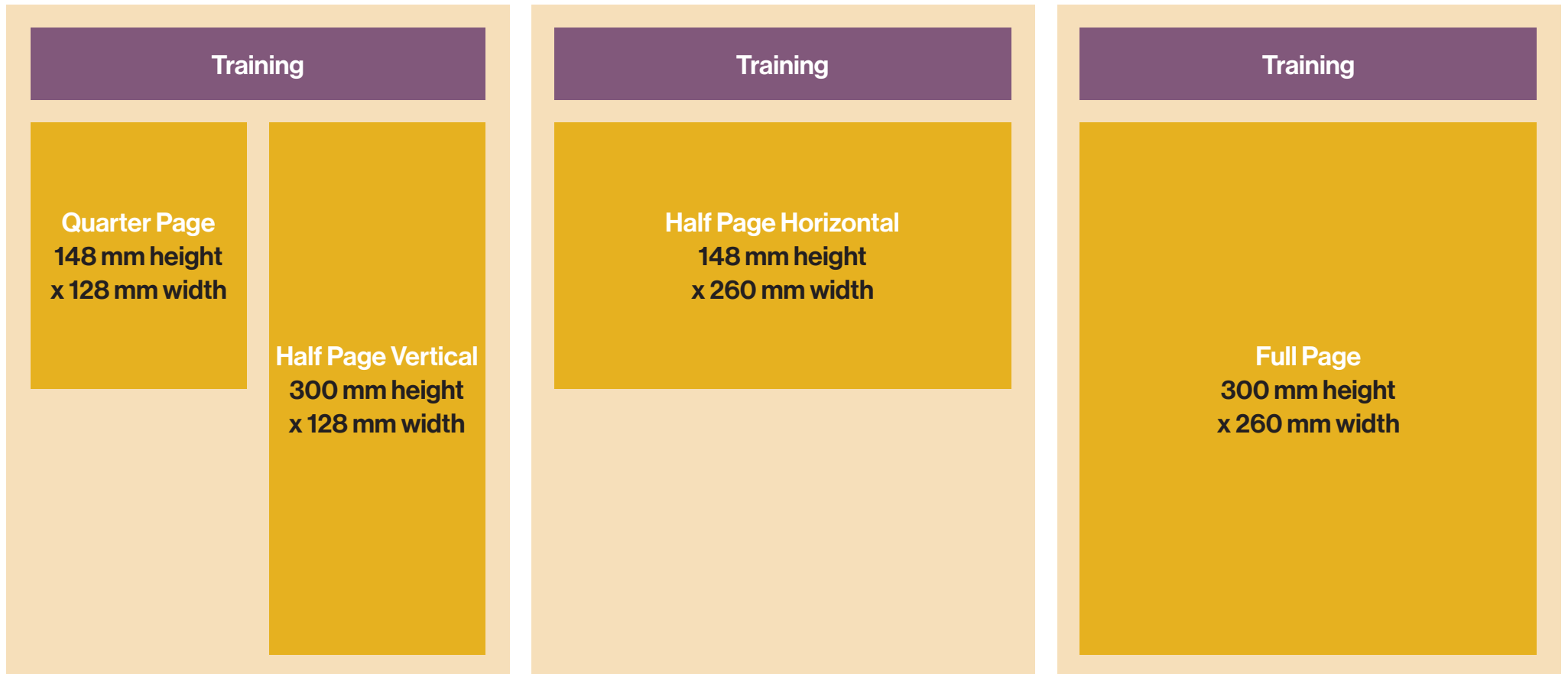
Half Page Vertical
337.5 mm height
x 128 mm width

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.



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

