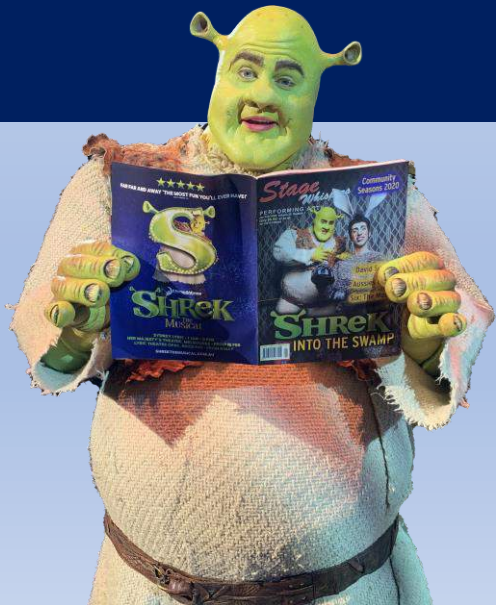


Stage Whispers

2022 Media Kit



Stage Whispers

Take advantage of our combined print and web readership of more than 70,000 per month. Readers include avid theatre goers, students, teachers, venue managers and participants in amateur and professional theatre. Free copies are regularly sent to decision makers in organisations and given away in theatre foyers, at conferences and awards nights across Australia and NZ. 500 copies are distributed through newsagents.

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Brand Reach

Print

Magazine distribution 4,000+ copies of bi-monthly editions.



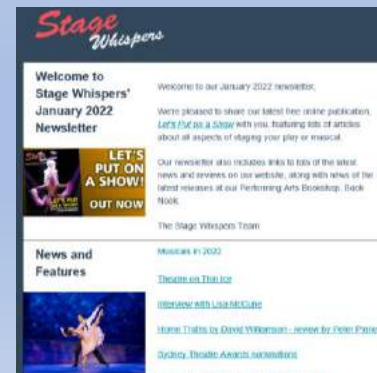
Website

1,200,000 visits annually
50,000 unique visits monthly



Email

4,000+ EDM database
2,000+ EDM school teachers
2,000+ community theatre

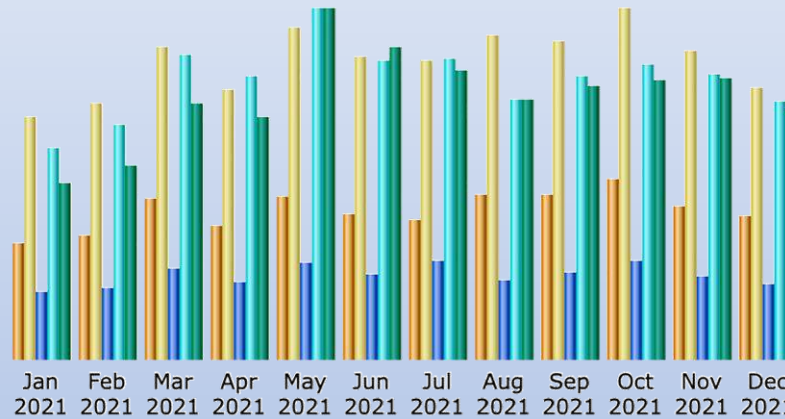


Social

23,000 Facebook likes
5,000 Twitter followers
1,500 Instagram followers
4,500 YouTube subscribers



Website Statistics 2021



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	38,346	80,133	464,191	1,470,979	20.86 GB
Feb 2021	40,730	84,195	488,460	1,636,684	22.90 GB
Mar 2021	52,704	103,130	629,268	2,116,651	30.31 GB
Apr 2021	44,220	88,840	535,121	1,971,712	28.77 GB
May 2021	53,663	109,517	673,930	2,439,981	41.49 GB
Jun 2021	47,948	99,790	591,206	2,076,884	36.89 GB
Jul 2021	46,174	98,895	681,205	2,091,755	34.20 GB
Aug 2021	53,993	106,730	550,674	1,815,082	30.80 GB
Sep 2021	54,097	104,929	603,554	1,966,082	32.43 GB
Oct 2021	59,718	115,626	686,046	2,048,248	33.14 GB
Nov 2021	50,571	102,101	576,660	1,980,495	33.20 GB
Dec 2021	47,478	89,680	526,842	1,795,621	29.35 GB
Total	589,642	1,183,566	7,007,157	23,410,174	374.34 GB

Print and E-editions in 2022

March/April

School Performing Arts Resource Kit (SPARK)

(1,000 to schools and [online directory](#))



May/June

Sound, Lighting & Front Of House

(Sent free to all venues)



July/August

Performing Arts Course Guide

(2,000 free copies to high schools and [online directory](#))



September/October

Let's Put On A Show

(Sent free to an additional 500 theatre companies and [online directory](#))



November/December

Professional Theatre Seasons 2023

(2,000 free copies in theatre foyers)



January/February 2023

Community Theatre Seasons 2023

(1,000 extra copies to community theatres)



Print Specifications

Covers

Advertising on our covers with a full colour ad is a great way to be seen!

Back cover \$1950.00

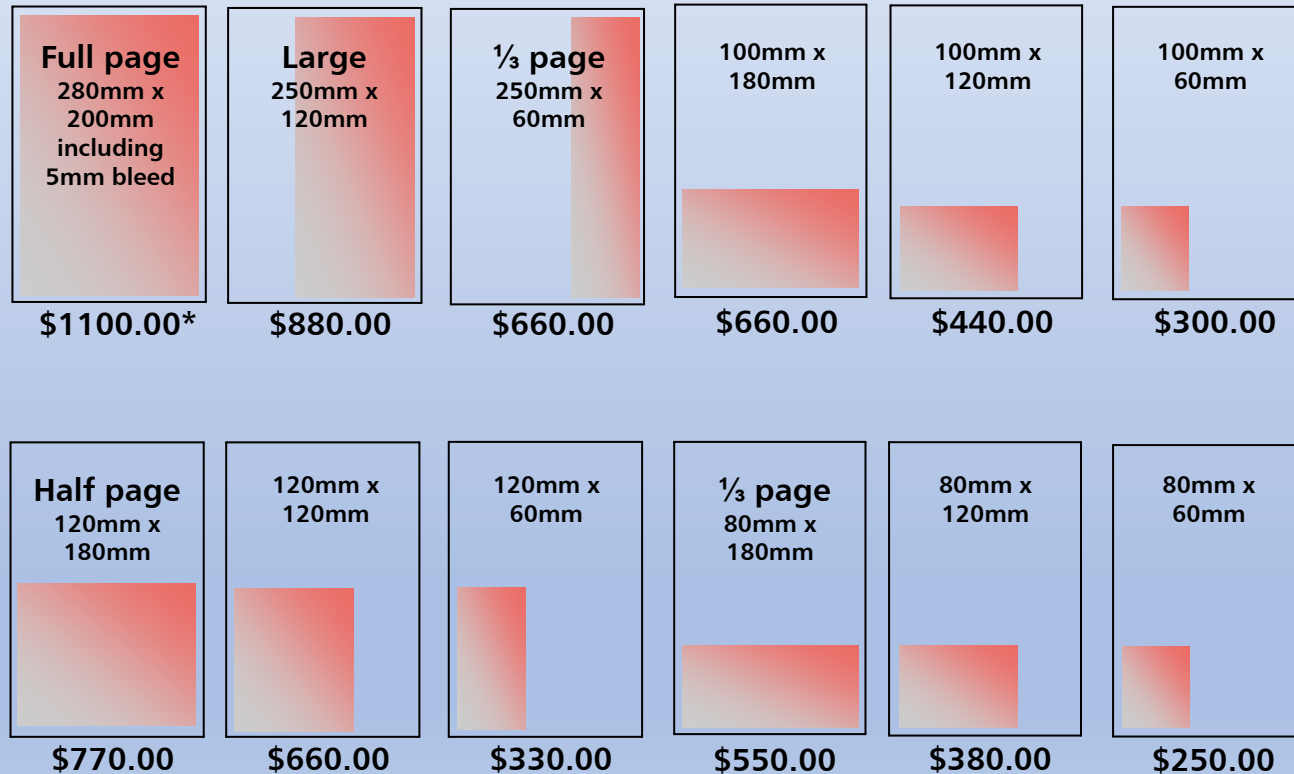
Inside cover \$1500.00

What's On Ads

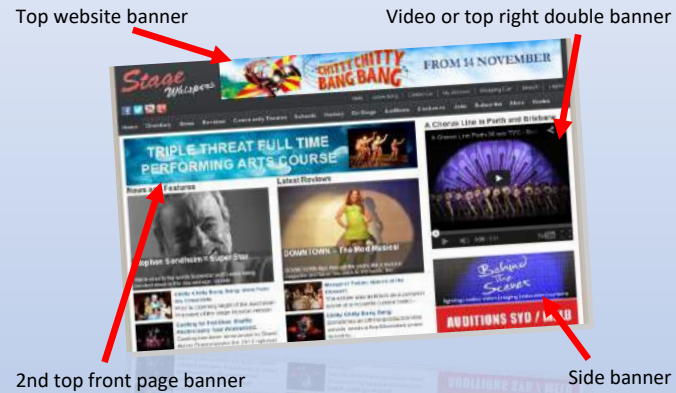
Either 80mm x 90mm or 120mm x 90mm. Special discounts available.

Notes to advertisers

- All quoted dimensions are denoted as height x width.
- Artwork may be rejected or resized to conform to set sizes.
- Advertising material to be supplied in CMYK colour format at 300dpi.
- Full page advertising to be submitted at 280mm x 200mm including bleed to allow for 5mm trim on all edges. Finished, trimmed product size is 270mm x 190mm.



Website Banners



Whole of Website

Advertisement at the very top of every page. \$350/week or \$950/month. 728x90px, no larger than 90KB.

Second Top of Home Page

Above News and Reviews. \$450/month. Top place on phones. 620x100px, no larger than 75KB.

Side Banner Front Page & Rotate

On the Home Page and rotated through individual articles in News, Reviews, Community Theatre and On Stage. \$250/month. 300x100px, no larger than 60KB.

Side Banner Directories & Rotate

On the right of two directories of your choice and rotated through individual articles in News, Reviews, Community Theatre and On Stage. \$90/month. Minimum run three months. 300x100px, no larger than 60KB.

THE SHOW BUSINESS DIRECTORY

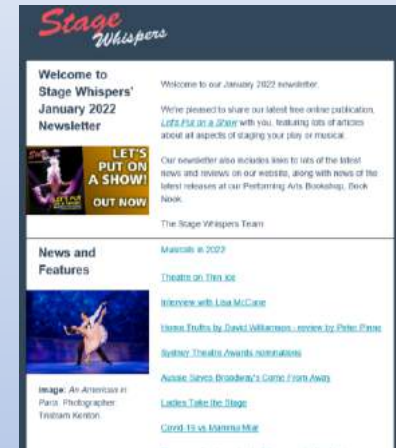
All banners must be Responsive HTML5 or an animated GIF.

EDMs / Special Publications / Stage Whispers TV Live

Electronic Newsletters

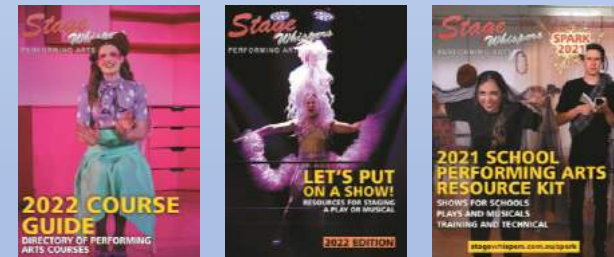
Our regular E-newsletter is published early each month, with special sponsored newsletters also available. They go to 4000+ recipients. E-Newsletters are also promoted with paid boosts on our social media.

- A featured article in our regular monthly E-Newsletter costs \$330.
- We will also publish special sponsored E-Newsletters at a cost of \$880 with a Facebook boost of editorial tailored to your demographic of choice.



Special Publications

Advertisers' editorial and advertisements will be republished where appropriate in our free online publications - Let's Put On A Show, Schools Resources and Theatre Training Directories.



Stage Whispers TV Live

New in 2022, where editorially appropriate. \$330 for a featured interview on Stage Whispers TV Live to be shared on Stage Whispers' social media and your own social media.



Promoting Your Show / Audition / Business / Job On A Budget

Stage Whispers has many affordable options to promote your theatre company.

Print/On Stage Combo

From \$175. Print ad in our On stage section. Either 80mm x 90mm or 120mm x 90mm and featured show in the On Stage section of website.

Featured Show

\$50/month. Appears on Home Page of the website, and in the On Stage and Community Theatre section.

stagewhispers.com.au/on-stage

Featured Audition

\$40/month. Appears on Home Page of the website, and in the Auditions and Community Theatre sections.

stagewhispers.com.au/auditions

Job Classified

\$40. Appears on Home Page of the website, in Jobs classifieds and is promoted in our E-newsletter.

stagewhispers.com.au/jobs

Featured Business

\$20/annum. Promote your Business Listing to include an image and placement at the top of the appropriate directory

stagewhispers.com.au/product/premium-listing-subscription

Freebies & Combos

At Stage Whispers we love supporting our advertisers in as many ways as we can.

Editorial where appropriate is shared across print, online, e-newsletter and free publications.

We also have the capacity to add YouTube videos to our front page and place an image for a featured story at the top of the website for the day.

Contact us now to find out how we can assist.

Phone: (03) 9752 4522

Email: stagews@stagewhispers.com.au