

# Stage Whispers

## 2024 Media Kit





The Stage Whispers website had a record 1,261,000 visits in 2023. Take advantage of our combined print and web readership of more than 75,000 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.

# Contents

**Page 3** - Brand reach

**Page 4** - Website statistics 2023

**Page 5** - Print and E-editions in 2024

**Page 6** - Print specifications

**Page 7** - Website banners

**Page 8** - EDMs and Social media

**Page 9** - Promoting your show / Audition / Business / Job on a budget

**Page 10** - Targeting school teachers

**Page 11** - Targeting students seeking Performing Arts Courses

**Page 12** - Targeting Community/Independent and Professional Theatre Producers

**Page 13** - Freebies and Combos

## Brand Reach

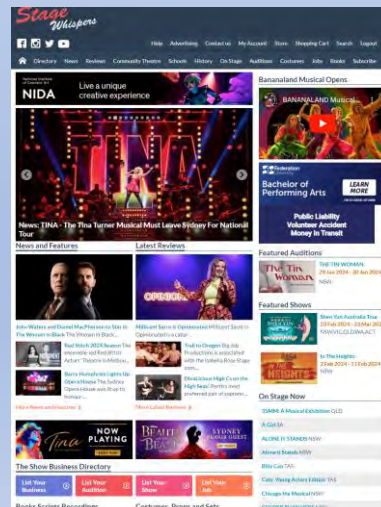
### Print

Magazine  
distribution 4,000+  
copies.



### Website

1,260,000  
visits annually  
60,000  
unique visits monthly



### Email

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

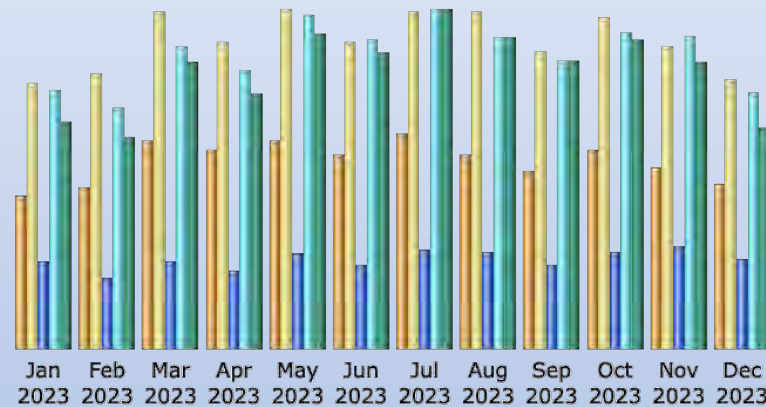


### Social

24,000  
Facebook followers  
5,000  
X (Twitter) followers  
2,000  
Instagram followers  
5,000  
YouTube subscribers



## Website Statistics 2023



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	52,277	90,386	726,426	2,173,278	37.98 GB
Feb 2023	54,485	93,724	586,801	2,028,172	35.42 GB
Mar 2023	70,636	114,534	738,871	2,528,273	47.91 GB
Apr 2023	67,305	104,834	657,156	2,338,618	42.71 GB
May 2023	70,562	115,143	800,890	2,798,288	52.53 GB
Jun 2023	66,191	104,569	709,479	2,591,316	49.62 GB
Jul 2023	73,378	114,612	825,281	2,842,020	56.59 GB
Aug 2023	66,180	114,787	815,849	2,616,166	51.93 GB
Sep 2023	60,712	101,319	696,993	2,430,368	48.22 GB
Oct 2023	67,258	113,222	807,075	2,658,625	51.86 GB
Nov 2023	61,774	102,398	853,304	2,635,735	47.98 GB
Dec 2023	55,866	92,049	755,818	2,157,681	37.05 GB
<b>Total</b>	<b>766,624</b>	<b>1,261,577</b>	<b>8,973,943</b>	<b>29,798,540</b>	<b>559.80 GB</b>



## Print and E-editions in 2024

### March/April

#### School Performing Arts Resource Kit (SPARK)

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



### May/June

#### Sound, Lighting & Front Of House

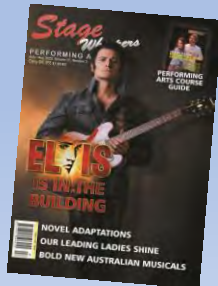
(Sent free to all venues)



### July/August

#### Performing Arts Course Guide

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



### September - November

#### Let's Put On A Show

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



### December - February

#### Professional and Community Theatre Seasons 2025

(Including an overview of the best professional musicals and plays, plus a guide to community theatre in 2025. 1,000 copies of the magazine are distributed free in theatre foyers, while the community theatre guide will be published online in January 2025.)



## 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.

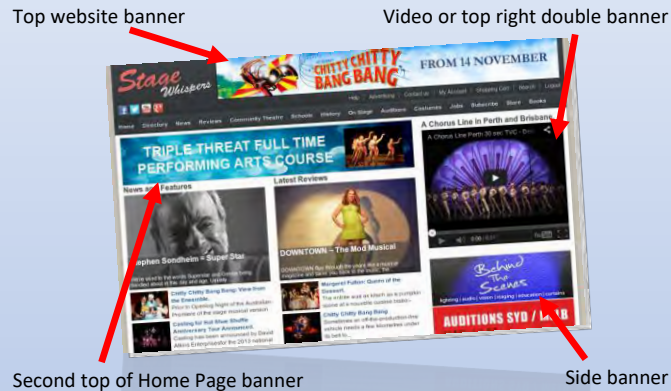
#### Notes to advertisers

- 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.

<b>Full page</b> 280mm x 200mm including 5mm bleed	<b>Large</b> 250mm x 120mm	<b>1/3 page</b> 250mm x 60mm	100mm x 180mm	100mm x 120mm	100mm x 60mm
\$1166.00*	\$880.00	\$660.00	\$660.00	\$440.00	\$300.00
<b>Half page</b> 120mm x 180mm	120mm x 120mm	120mm x 60mm	<b>1/3 page</b> 80mm x 180mm	80mm x 120mm	80mm x 60mm
\$770.00	\$660.00	\$330.00	\$550.00	\$380.00	\$250.00

\*Additional loading applies to page 1.

# 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 Home 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 and Social Media

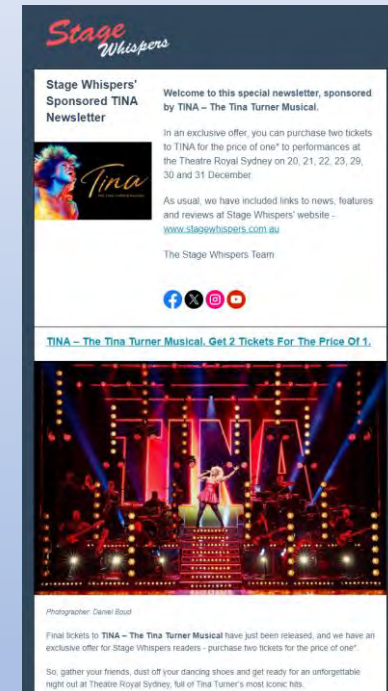
### Electronic Newsletters

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 \$380.
- 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.

### Social Media

\$110 for a shout out image and link on our Facebook/X (Twitter)/Instagram pages. Includes \$20 boost to your demographic. \$220 for a \$50 boost to your demographic. \$330 for a live interview on our Facebook page and \$50 boost to your demographic.



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

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

### **Print/Web On Stage Combo**

\$175 (80mm x 90mm) or \$280 (120mm x 90mm) print ad, website listings on our Home Page and in the Community Theatre section, and placement at the top of our On Stage section.

### **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](http://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](http://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](http://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](http://stagewhispers.com.au/product/premium-listing-subscription)

## Targeting School Teachers

### SPARK

Every year Stage Whispers produces a free on-line publication called SPARK - the School Performing Arts Resource Kit. It combines information about shows that target school audiences and resources for staging a school production. Advertisers from the March/April edition are included in it.

Stage Whispers also has access to 2000 email addresses of school teachers who purchase books from the Book Nook Performing Arts Bookshop and has a dedicated section of the website that focusses on schools – where advertisers can have copy and dedicated banner ads year round.

[stagewhispers.com.au/schools](http://stagewhispers.com.au/schools)

Click on the cover to read the latest edition.



# Targeting Students Seeking Performing Arts Courses

## Performing Arts Course Guide

Every year Stage Whispers produces a free on-line Performing Arts Course Guide. It has a detailed listing of courses and features. All advertisers in the July/August edition are included in it.

Year round updates, announcements and banner ads are listed in our dedicated training section that is on the Home Page of the website.

[stagewhispers.com.au/directory-central/198](https://stagewhispers.com.au/directory-central/198)

Click on the cover to read the latest edition.



# Targeting Community/Independent and Professional Theatre Producers

## Let's Put On A Show

Every year Stage Whispers produces a free on-line resources guide called Let's Put On A Show. It has listings and features on choosing a show, costumes, props and sets, public relations, sound and light, and ticketing. All advertisers from the previous year are included in it.

Year round updates, announcements and banner ads are listed in our dedicated show business directory that is on the front page of our website.

**Costumes, Props and Sets:** [stagewhispers.com.au/directory-central/192](https://stagewhispers.com.au/directory-central/192)

**Finding a Show:** [stagewhispers.com.au/directory-central/193](https://stagewhispers.com.au/directory-central/193)

**Sound and Light:** [stagewhispers.com.au/directory-central/191](https://stagewhispers.com.au/directory-central/191)

**Other Goods and Services:** [stagewhispers.com.au/directory-central/195](https://stagewhispers.com.au/directory-central/195)



Click on the cover to read the latest edition.



## Freebies and 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 Home 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](mailto:stagews@stagewhispers.com.au)