



THE STAGE

Media Pack

About The Stage

The Stage is the UK's leading publication for the theatre and performing arts industry. With a heritage spanning nearly 150 years, we have built a reputation as the most trusted source of news, reviews, interviews and career advice for theatre professionals, students and theatregoers alike.

From our earliest editions reporting on Victorian playhouses to today's in-depth coverage of West End productions, fringe theatre, touring and the wider performing arts, The Stage has remained at the heart of the theatre industry. The Stage is widely regarded as the definitive voice of British theatre, valued for its editorial integrity, industry insight and unwavering support for new and established talent.



THE STAGE

At the heart of theatre

We offer solutions to engage with theatre leaders, creatives, performers, theatremakers and theatregoers: online, at events and in print.

We work with our partners to create bespoke, multi-platform campaigns that align with your objectives. Our team will work with you to craft a strategy that delivers results, by connecting you with the people who shape and support UK theatre.

Total contacts

719,000+

Annual page views

4,400,000+

Newsletter readers

103,000+

Sessions

2,100,000+

Events registrations

1,000+

Social media followers

Subscribers

10,000+

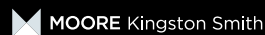


The stage
would
not be
the stage
without
The Stage

Laurence Olivier

Who we work with

We have worked with a variety of partners to increase awareness, launch products, tell stories, generate leads, drive ticket sales, deliver thought leadership and stay top-of-mind.



THE STAGE

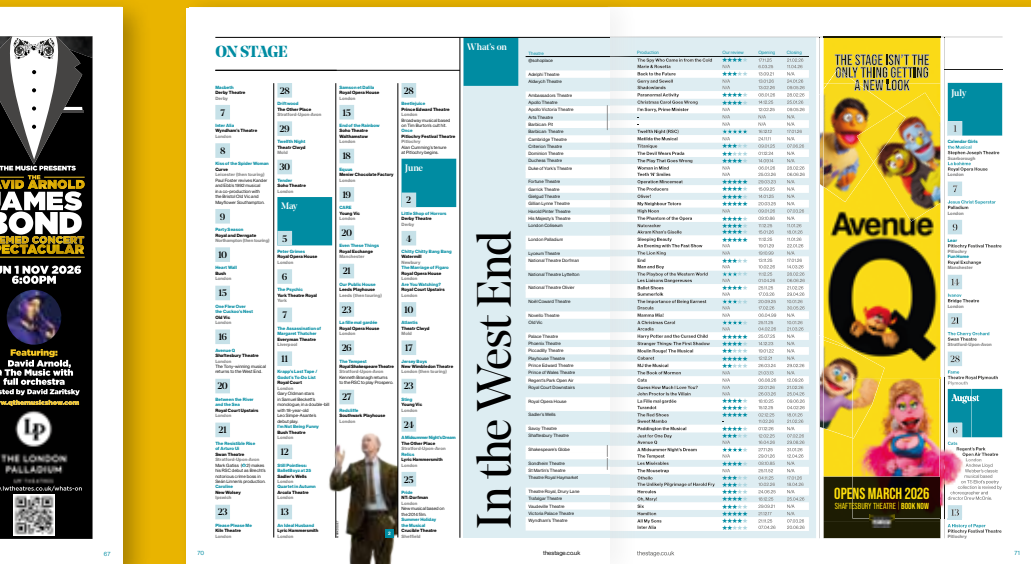
The Stage magazine

After more than 7,500 issues, The Stage has undergone a refresh for 2026.

The weekly newspaper has transformed into a monthly magazine.

The Stage will continue to publish nationwide reviews alongside insightful interviews, searing comment and in-depth features on special editorial focus topics.



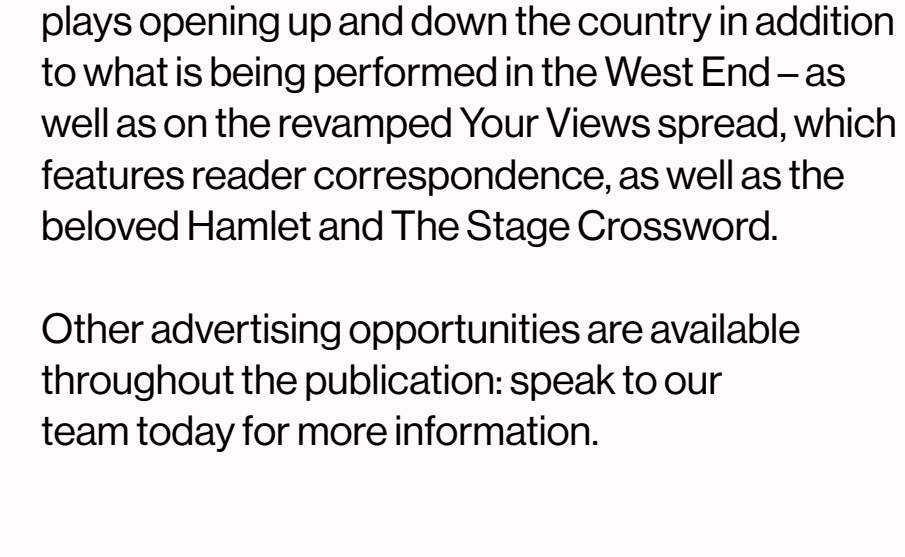


Inside The Stage

In its new magazine livery, The Stage will continue to give readers exemplary insight.

However, the new format also brings with it new opportunities to promote your plays, products and services. Advertising slots are available on the new What's On feature – a comprehensive run-down of plays opening up and down the country in addition to what is being performed in the West End – as well as on the revamped Your Views spread, which features reader correspondence, as well as the beloved Hamlet and The Stage Crossword.

Other advertising opportunities are available throughout the publication: speak to our team today for more information.



Forward features

This is a provisional publishing outline for The Stage's output in print throughout 2026.

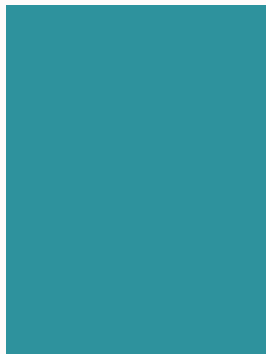
Special Focuses means readers are kept informed of the vital awards, festivals and goings-on in the performing arts, while Other Commissioned Content brings specific sectors under the limelight each month, timed around key events within them.

Issue month	Special Focus	Other Commissioned Content	Additional Content/Supplements
January	The Stage 100		
February	The Stage Awards winners		
March	Dance Special	Olivier Awards nominees	
April	Olivier Awards winners	Marketing and design	
May	Technical theatre	Future of Theatre; ABTT	
June	Opera Special	Tony Awards	
July	Edinburgh Preview	Building and Architecture	
August	The Stage Debut Awards nominees	Edinburgh reviews; Fringe 5; Rights, licensing and IP	
September	Immersive theatre		
October	Debut Awards		How to Choose Your Drama School
November	Pantomime Preview		The Christmas Gift Guide
December	Top 50 shows	Pantomime reviews; The Stage Awards nominees	Top 50 Shows of The Year

Please note Information is correct at the time of publishing, but is subject to change.

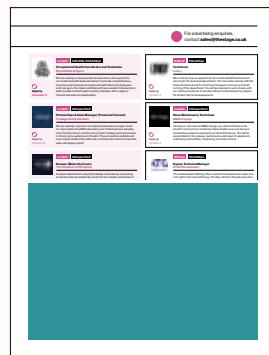
Print placements

The Stage magazine offers a range of placements for you to promote your services. Below are six display options we offer, and where your creative may be placed in the magazine. Supplier listings, job posts and obituaries notices are at bespoke specs: [find details here](#).



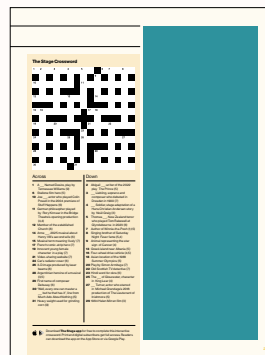
Full page advert

Includes front and back cover, as well as inside covers. Other options include opposite contents, and Editor's Letter.



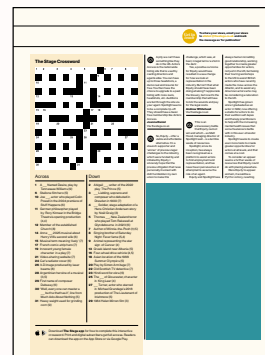
Half-page horizontal

Available in selected features.



Half-page vertical

Available in the special Crossword placement in Your Views, as well as What's On and selected features.



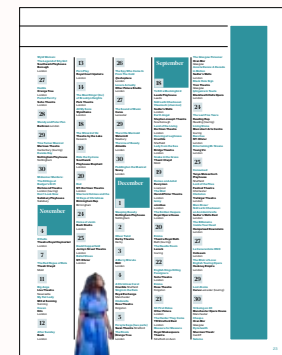
Quarter-page advert

Available in the special Crossword placement in Your Views, subject to availability.



Third-page vertical

Available only in the What's On feature.



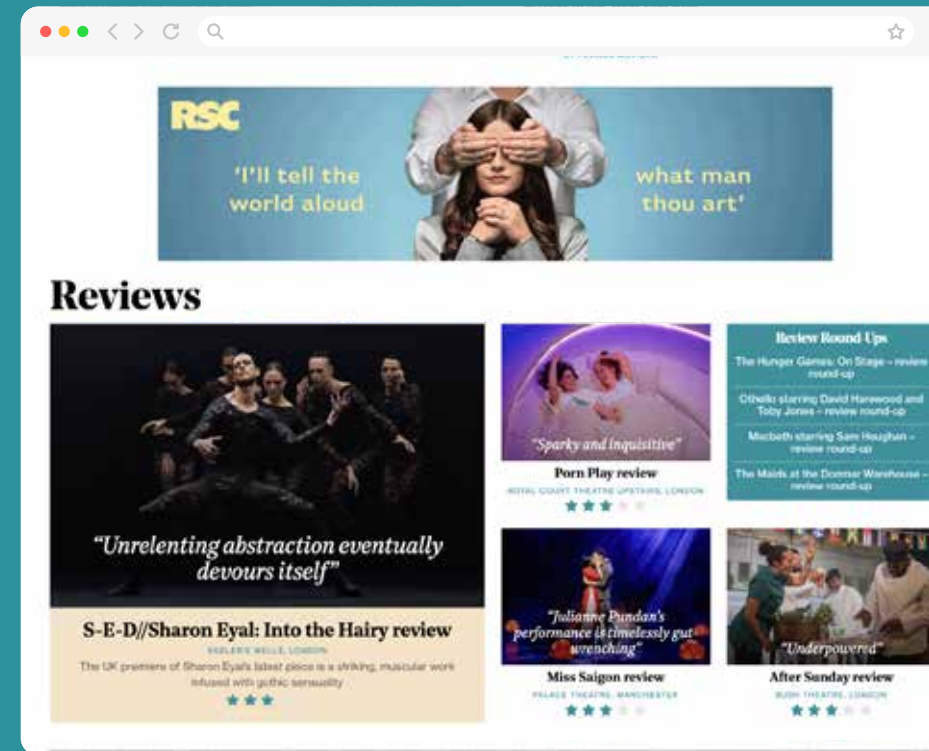
Sixth-page vertical

Available only in the What's On feature.

Reach our online readers

Reach our highly engaged audience with strategic digital advertising on thestage.co.uk. With premium placements available across our homepage, news articles, features, and reviews, your brand can appear alongside trusted editorial content where decision-makers are most active.

Our digital advertising solutions are fully responsive, trackable, and optimised for both desktop and mobile, helping you maximise visibility and engagement. Perfect for lead generation, ticket campaigns, student acquisition, career opportunities and more.





Homepage takeover

Make an impact with The Stage Homepage Takeover: Place your design around the homepage of thestage.co.uk for 24 hours and ensure no-one can miss your message.

Perfect for making a splash with your new product launch, cast announcement or rebrand.

The Stage
has always been
one of the
most important
aspects of
being an actor

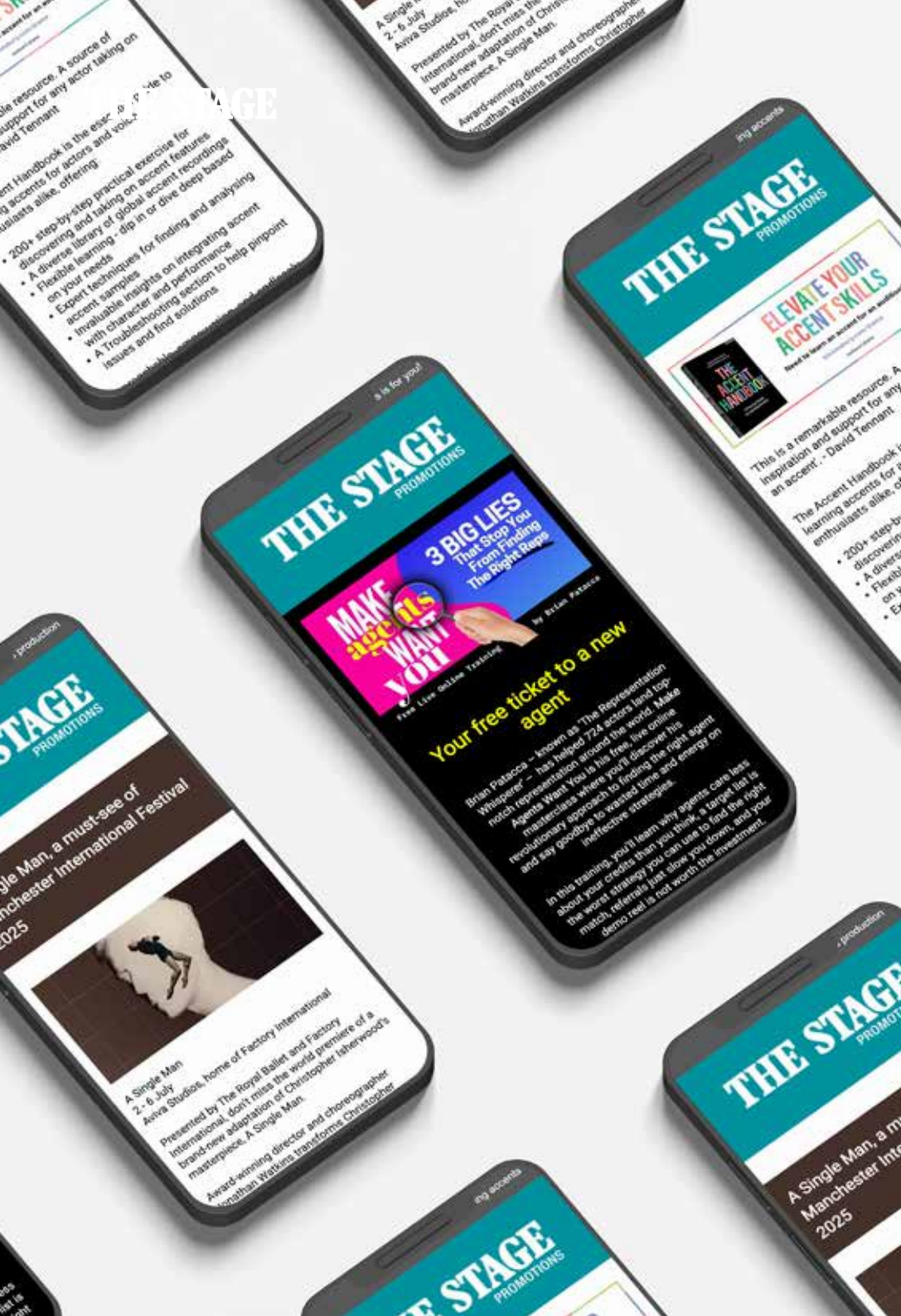
Giles Terrera, Olivier Award-winning actor

Newsletters

Newsletters are an effective way to reach industry professionals at the start of their day. Our e-newsletters deliver the latest news, reviews, and job opportunities directly to the inboxes of our engaged readership and achieve industry-leading open rates. Advertising options include exclusive sponsorship, promoted slots including your text message and high-visibility banner adverts.

Email	Frequency	Circulation	Open Rate
The Stage Daily	Daily	104,000	40%
The Most Read	Weekly	104,000	43%
The Stage Reviews Round Up	Weekly	8,000	57%
House Full	Monthly	104,000	44%
The Happy Newsletter			
Dance Newsletter	Monthly	17,000	51%
Opera Newsletter	Monthly	16,000	51%
Training Newsletter	Monthly	16,000	43%
Edinburgh Fringe	August only	20,000	48%





Targeted email campaigns

Reach the right audience with tailored email campaigns that deliver your message directly to readers' inboxes.

Choose from a range of targeting options including job role, content preferences, and location to ensure your message reaches the most relevant segment of our audience for your message

Our readers include...

Agents	Performers
Backstage professionals	Teachers
Casting directors	Technical professionals
Community theatre workers	Theatre investors
Creative teams	Theatre management
Front of house	Wardrobe & make-up professionals
General theatre interest	
Musicians	
Stage management	
Students	



Social media

Engage with our extensive social media audience to promote opportunities, share organisational news, or showcase your latest performances.

Senior theatre professionals, theatregoers and key industry stakeholders follow our channels to stay informed on the latest developments in the sector. Partner with us to ensure your message reaches this influential community and makes a lasting impact.

Total social following

448,000+

X followers

193,000+

LinkedIn followers

43,000+

Facebook followers

109,000+

TikTok followers

5,500+

Instagram followers

95,000+

Bluesky followers

4,000+

Promoted content

Have an exciting story to share? Launching a new product or promoting a new training course?

Commission one of The Stage's experienced journalists to tell your story in our words, and showcase your organisation to the theatre industry and beyond.

Our writers will craft compelling, editorial-style content that highlights what makes your offer stand out. Promoted content is fully optimised for search and can appear online and in print ensuring maximum visibility and engagement with your target audience.



THE STAGE



Training opportunities

Promote your institution and its courses to aspiring performers and creative professionals by featuring in The Stage Training Directory – the definitive resource for students seeking high-quality education in the performing arts.

With visibility across both digital and print platforms, your listing will appear alongside trusted editorial content and be seen by prospective students researching their next steps. In addition to a comprehensive directory presence, your courses will benefit from targeted promotion via social media, e-newsletters and special focus issues of the magazine, helping you reach a motivated and relevant audience at key decision-making moments.

Suppliers

Put your business in front of industry professionals by featuring in The Stage Directory of Theatre Suppliers & Services: the performing arts industry's most comprehensive and trusted supplier directory.

An individual listing includes your company description, contact details, logo, and images, all fully optimised to rank highly in Google search results, helping increase your visibility and generate new leads.

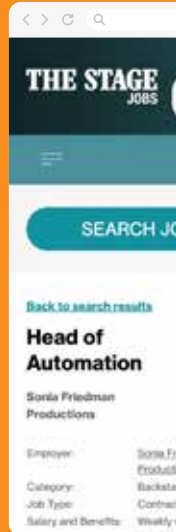
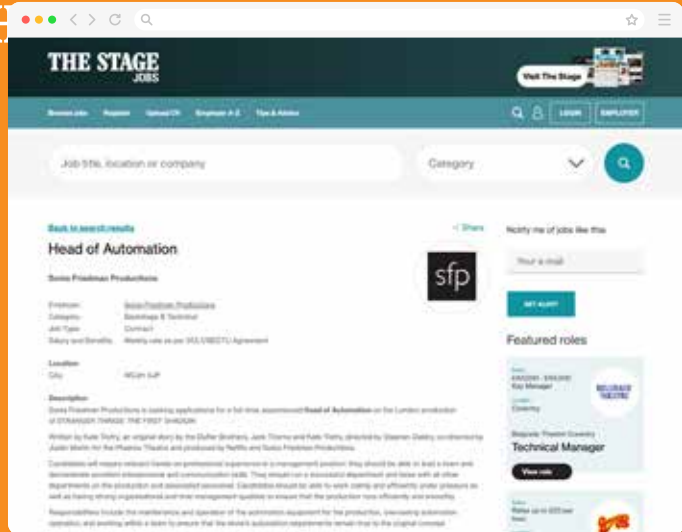
Want to stand out even more? Choose from a range of directory enhancement options designed to boost your profile and ensure your business gets noticed by the people who matter most.

thestage.co.uk

thestage.co.uk

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THE



The Stage Jobs

The Stage has a long history of supporting the careers of theatre professionals with Judi Dench, Idris Elba and the Spice Girls all crediting The Stage as part of their career trajectory.

Today, The Stage Jobs is the UK's leading jobs platform dedicated to the performing arts. Trusted by employers, professionals and job-seekers alike.

Find a role

Looking for a new opportunity? Theatre and performing arts vacancies from across the UK, and beyond including backstage and technical, leadership positions, administrative, creative roles and auditions. Visit the-stage.co.uk/jobs today

Find a candidate

Looking for the perfect candidate? Advertise a vacancy with The Stage to reach our readers across print, email, website and social media. For further information, contact recruitment@the-stage.co.uk

owcases a wide onstage talent and backstage, technical, leadership positions.

Roles are promoted across our website, newsletters and social media, with enhanced options available to advertisers to attract the right candidates.

Step into the spotlight in 2026 with The Stage Jobs

For more information, visit the-stage.co.uk/jobs

It's your cue!

Overseas Competitive salary

Stage Props and Puppets Technician
Disney Cruise Line

In this role, you will be responsible for setting, operating and maintaining all props, puppets, and set pieces in the theatre. You will be responsible for set builds and perform required show tracks for all shows.

You will also carry out preventative maintenance and routine repair of appropriate equipment and be responsible for any scenic paint touch-ups as necessary. You will be responsible for assisting in other duties and tasks, as assigned by the senior technician, including cast changes, load ins/out, new show installs, equipment tests, vendor support, movie premieres and company events.

The ideal candidate will have a minimum of three years of experience, preferably in a props or scenic workshop environment. General experience in a theatrical environment, with knowledge of its terminology is required and specialised training in puppetry or prop-making, including scene painting and basic carpentry, is preferred.

Apply by 29th May

London

Commercial Analyst - Trafalgar Tickets
Trafalgar Entertainment

As the commercial analyst you will play a central role in supporting the strategic needs of the commercial teams within TTX by evaluating financial and operational data to drive business growth, profitability and strategic decision-making. Your contributions will be instrumental in shaping the future direction of the business, translating complex data sets into actionable insights, forecasting trends, managing KPIs and OKR performance for all TTX and TTH assets.

The successful candidate will have at least five years of experience working in a similar role, analysing data and providing insights and recommendations in a commercial setting. You will have advanced Microsoft Excel skills (modelling, VLOOKUPs, pivot tables), with preference for those with working knowledge and experience of PowerBI and Microsoft DataLakes and excellent working knowledge of e-commerce marketing attribution models and look-alike performance marketing, CRM, social media, SEO and Google.

Apply by 30th May

Northampton £35,900-£36,900pa

Facilities and Building Manager
Royal & Derngate

This is a key leadership role at the heart of Royal & Derngate and is responsible for ensuring our buildings are safe, compliant, efficient and ready to deliver exceptional work every day.

As facilities and building manager, you will lead all aspects of building operations, from maintenance and compliance to security, sustainability and capital projects. You will take a hands-on approach to managing a complex, multi-use venue, including stewardship of our grade II-listed Royal Theatre.

Working closely with senior colleagues, you will ensure our spaces not only meet the highest safety and regulatory standards, but also provide a welcoming and well-maintained environment for audiences, artists and staff.

This is a role with real breadth and responsibility – overseeing building systems, leading teams, managing contractors and budgets, and playing a key part in future planning and sustainability.

Apply by 25th May

Northampton £41,280-£42,280pa

Technical Manager
Royal & Derngate

This is a rare opportunity to lead the technical delivery of one of the UK's most ambitious producing and presenting theatres.

As technical manager, you will take the lead on everything that makes our work happen. You will oversee technical operations, cinemas and digital services, and ensure every production and event is delivered to the highest possible standard.

From large-scale productions to digital work, you will be at the centre of it all. Working closely with senior leaders, you will shape how we deliver our programme and shape the future of our technical infrastructure.

This role combines strategic leadership and hands-on operational oversight. You will lead and develop a skilled technical team, manage complex resources and budgets, and ensure that safety, quality and creativity are embedded in everything we do.

If you are someone who thrives on solving complex challenges, leading people and making brilliant work happen behind the scenes, this is a role where you can leave real impact.

Apply by 25th May

Applications a month on The Stage Jobs

1,800+

Views per job

300+

Followers across The Stage Jobs socials

57,000+

Candidates registered

84,000+

The Stage Jobs

We showcase a wide range of roles, from on-stage talent and creative teams to backstage, technical, administrative, and leadership positions.

With a sector-specific focus, The Stage Jobs ensures your vacancy is seen by a wide, but selective audience of those who are the best fit for your vacancy. Roles are promoted across our website, newsletters, and social media, with enhanced options available to boost visibility and attract the right candidates.

Sectors featured on The Stage Jobs include...

Administrative Roles

[Backstage](#)

[& Technical](#)

[Box Office](#)

[Contract Roles](#)

[Creative](#)

[Cruise Ships](#)

[Front of House &](#)

[Customer Services](#)

[Hospitality](#)

[Management](#)

[Marketing](#)

[Models](#)

[Overseas Roles](#)

[Part Time Jobs](#)

[Performer & Acting](#)

[opportunities](#)

[Producers & Directors](#)

[Props & Puppets](#)

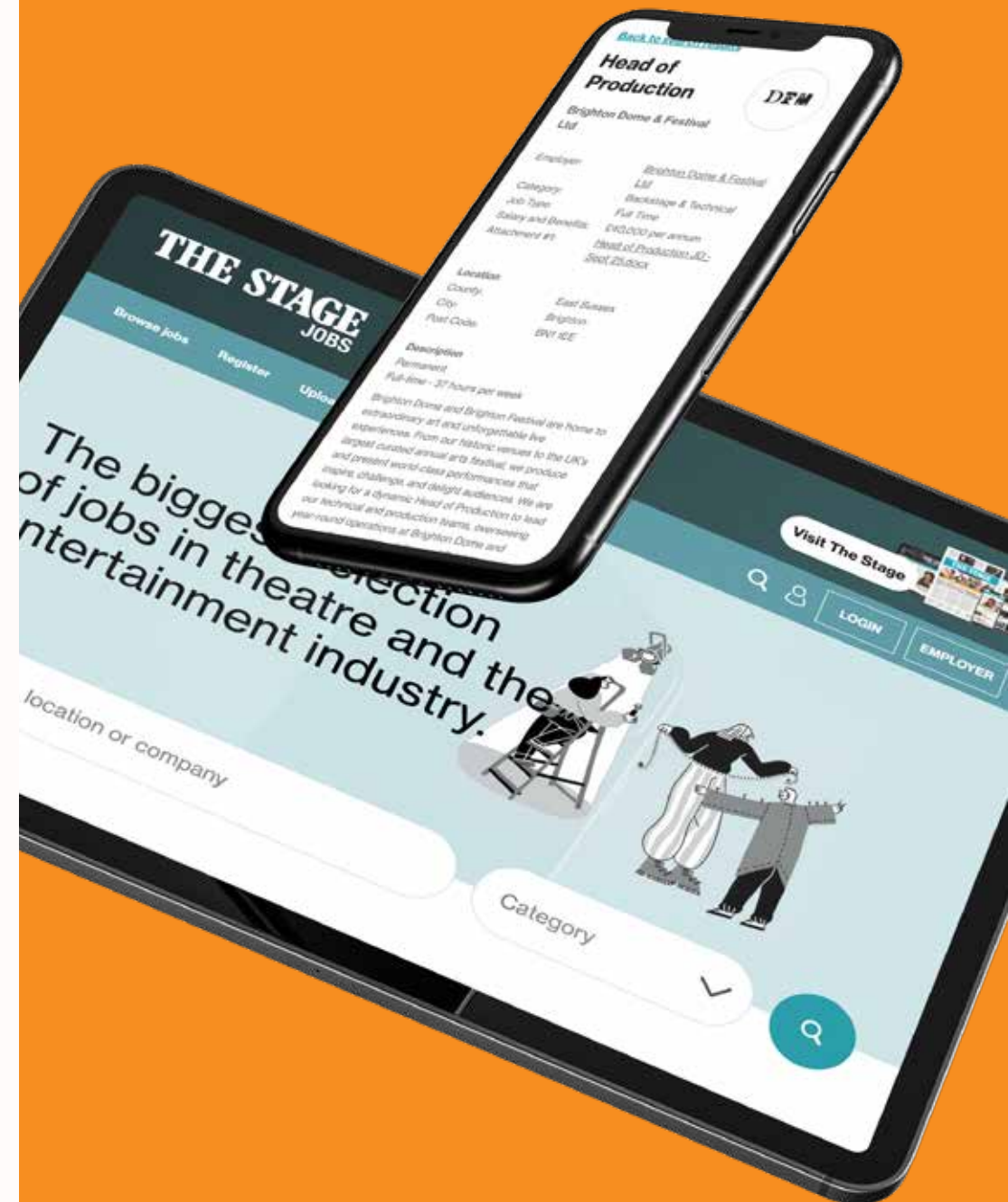
[Sales](#)

[Senior Positions](#)

[Teaching & Education](#)

[UK Holiday Centres](#)

[Wardrobe & Make-up](#)



Our events

From award-winning conferences to world-class award ceremonies, The Stage event portfolio offers high-profile opportunities to showcase your brand to the UK theatre industry and beyond.

Sponsorship opportunities are available at The Stage Awards, The Stage Debut Awards, Future of Theatre conference and The British Audio Awards.



Our events

The Stage Awards recognise and celebrate theatrical achievements across the UK and internationally. Established in 2011, the awards recognise accomplishments by West End theatres, regional theatre, fringe theatres, producers, drama schools and more.

The Stage Debut Awards recognise individuals making their professional debuts in the performing arts in the UK. The annual ceremony was launched in 2017 by The Stage and include accolades for Best Performer in a Play, Best Writer, Best Designer and Best West End Debut Performer.

Future of Theatre is an award-winning conference that brings theatre professionals from across the world together and provides a platform to have vital conversations, reflect, share ideas and challenge the way things have previously been done in order to build a stronger theatre sector.

The British Audio Awards, aka The Speakies, is a prestigious new awards dedicated to celebrating excellence in audiobooks and audio drama. These awards recognise the writers, narrators, producers, and creative teams who bring stories to life through sound.

THE STAGE



Our events

The Stage Awards

THE STAGE



Our events

The Stage Debut Awards

THE STAGE



Our events

Future of Theatre

THE STAGE

Event sponsorship

By partnering with The Stage on one of our award-winning events, you will:

- Position your business at the forefront of the UK's most vibrant and fastest-growing sector;
- Network and connect with a carefully selected group of key influential figures;
- Enhance your partnership with The Stage and our audience;
- Achieve greater visibility, ensuring your business becomes an even more valued voice in the industry.

Each of The Stage's events has a bespoke media pack detailing how we collaborate with partners. To register your interest in these, contact our sales team.



Costs

Costs

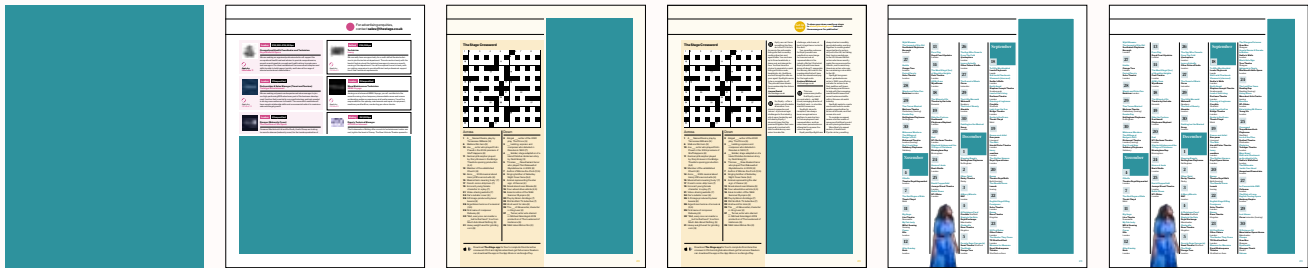
Digital

Advertising type	Advertising proposition	Cost
Digital	Digital display advertising, including MPU & Billboard (minimum of 50,000 impressions)	£11cpm
	Homepage Takeover: 24-hour tenancy	£2,500
Social Media	Tweet/X post	£220
	Facebook post	£220
	Instagram Story	£220
	Combination of all three platforms	£440
Email Marketing	Newsletter Advertising: Promoted Slot (Monday-Friday)	£1,250
	Newsletter Advertising: Banner (Monday-Friday)	£1,250
	Newsletter Sponsorship	£Price on application
	Targeted email campaign	From £550
	Specific Newsletter banner or Promoted slot	From £300

All costs are exclusive of VAT.

Costs

Display print



Advertising type	Advertising proposition	Cost
Full Page advert	Go full bleed for maximum impact by taking a full-page slot. ● Inside front cover ● Back cover ● Inside back cover ● Other key slots include: opposite Contents, opposite Editor's Letter.	£3,230
Half-Page advert	Available in the special Crossword placement in Your Views, as well as in What's On and selected features.	£1,700
Quarter-Page advert	Available in the special Crossword placement in Your Views, subject to availability.	£999
Third-Page advert	Make a splash in our What's On feature.	£1,080
Sixth-Page advert	Highlight your show in our What's On feature.	£540

All costs are exclusive of VAT.

Costs Training Directory

List unlimited courses for 12 months on our digital directory,
with additional upgrades and options available to widen your reach

Advertising type	Advertising proposition	Cost
Standard	● Training Directory profile for 12 months ● Initial 25,000 digital advertising impressions across thestage.co.uk, driving users to your profile	£735
Featured	● Featured Institution on the homepage and on rotation in the search results page of the Directory ● Inclusion in one monthly Training newsletter ● Social media posts on Twitter/X and Facebook ● Exclusive offers on advertising in Training features in The Stage, in print and online ● Initial 50,000 impressions across thestage.co.uk, driving users to your profile	From £1,250

All costs are exclusive of VAT.

Costs Supplier Directory

Promote your business/services for 12 months on our directory, with additional upgrades and options available for wider impact

Advertising type	Advertising proposition	Cost
Bronze	● Services/Supplier Directory profile for 12 months ● Standard, one-panel print advert in The Stage monthly magazine	£385
Silver	● 'Featured Supplier' on the homepage and on rotation in the search results page of the Directory ● Exclusive offers on additional advertising across The Stage ● Enhanced, two-panel print advert in The Stage monthly magazine	£465
Gold	● Social media post on Twitter/X, Facebook and LinkedIn ● Initial 25,000 digital advertising impressions across thestage.co.uk, driving users to your profile ● Premium, three-panel print advert in The Stage monthly magazine	£675

All costs are exclusive of VAT.

Costs

Advertorial

Commission one of The Stage’s experienced journalists to tell your story, amplify it across The Stage’s print and digital network

Advertising type	Advertising proposition	Cost
Online-only	Advertorial copy running solely online, not in our print magazine.	£1,650
	- Article of up to 1,200 words - Story posted organically on Twitter/X, Facebook, LinkedIn and Instagram Story	
Print and online	Full-page print advertorial.	£3,500
	- Article of up to 500 words posted online, and in the monthly print magazine - Story posted organically on Twitter/X, Facebook, LinkedIn and Instagram Story	
	Double-page spread print advertorial.	£4,250
	- Article of up to 900 words posted online, and in the monthly print magazine - Story posted organically on Twitter/X, Facebook, LinkedIn and Instagram Story - Promoted in the Newsletter slot for one week in The Stage newsletter.	

All costs are exclusive of VAT.

Costs

The Stage Jobs

Advertising type	Advertising proposition	Two week	Four week
Standard	A simple, cost-effective offer to advertise your vacancy. - One job alert email sent to 80,000 candidates - One post on The Stage Jobs Twitter/X, Facebook, and LinkedIn	£650	£750
Featured Job	Target job-seekers as soon as they land on the website. - Featured on the homepage - Highlighted on all search results pages under 'Featured Roles' - Includes all the benefits of a Standard listing	£695	£850
Social Media Package	Reach an even wider pool of candidates across our social channels. - Three posts on The Stage social accounts, reaching over 330,000 candidates - Included on thestage.co.uk in the dedicated Jobs widget - Includes all the benefits of a Featured Job listing	£885	£985
Full Exposure Package	Recommended for senior/hard to fill roles, to target passive job-seekers across our network. Increases exposure by 83%. 'Job of the Week' on The Stage daily newsletter, read by 100,000+ users - Included in The Stage monthly magazine as 'Job of the Month' - Includes all the benefits of a Social Media Package	£1,050	£1,350

Multi-job posting, bespoke and annual packages **available upon request**. All costs are exclusive of VAT.

Specs

THE STAGE

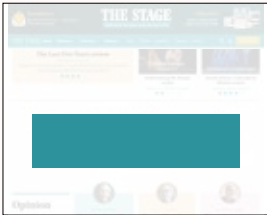
Specs Digital (homepage)

Please ensure any desktop format ads are provided in addition to a mobile banner. Clients must supply a URL for click-throughs. Artwork is accepted in JPG and GIF format. Files must be a minimum of 80kb and a maximum of 350kb.



Mobile Banner

Width 300px
Height 50px



Billboard

Width 970px
Height 250px



MPU

Width 300px
Height 250px



Double MPU*

Width 300px
Height 600px

*Available only as part of a homepage takeover

THE STAGE

Specs Digital (email)



Newsletter Banner

Width 650px
Height 150px



Promoted Slot

Width 200px
Height 200px

Please ensure any desktop format ads are provided in addition to a mobile banner. Clients must supply a URL for click-throughs. Artwork is accepted in JPG and GIF format. Files must be a minimum of 80kb and a maximum of 350kb.

*Please provide a headline (60 character max) and around 50 words of copy

Specs Social media

Clients must supply a URL for click-throughs.
Artwork is accepted in JPG and GIF format.
Files must be a minimum of 80kb
and a maximum of 350kb.



X/Facebook static asset

Width 1080px
Height 1350px



Facebook video

Width 1080px
Height 1920px



Instagram story

Width 1080px
Height 1920px

*Any videos must be
under 30 seconds long



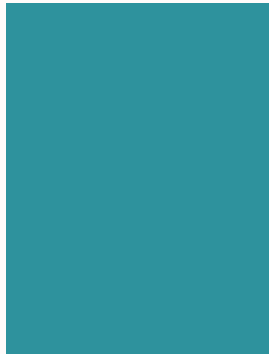
X character count

Characters 280

*Including your
URL and #Ad

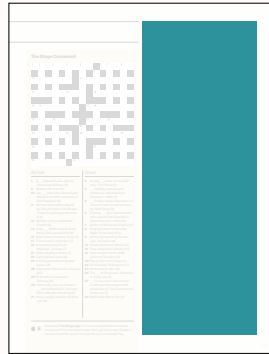
THE STAGE

Specs Print



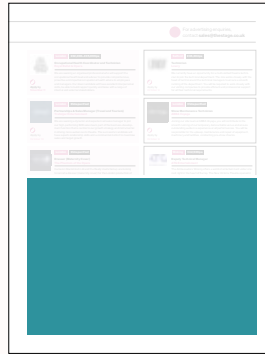
Full page

Width 225mm
Height 297mm



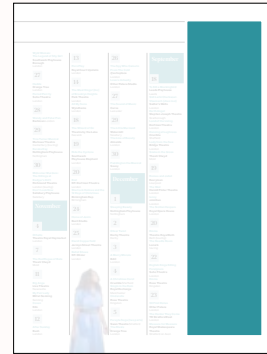
Half page Vertical

Width 95mm
Height 266mm



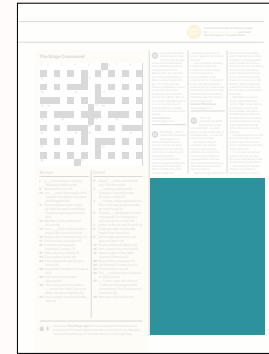
Half page Horizontal

Width 194mm
Height 132mm



Third page Vertical

Width 62mm
Height 266mm



Quarter page

Width 95mm
Height 132mm



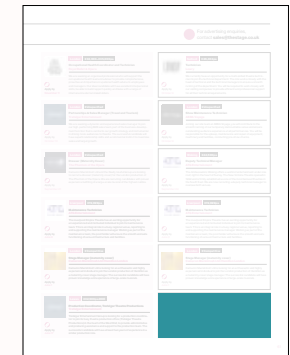
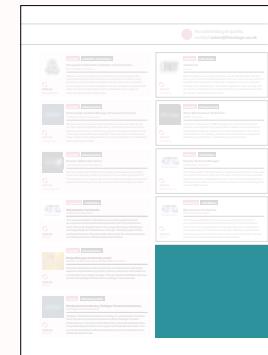
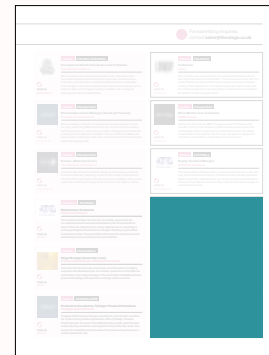
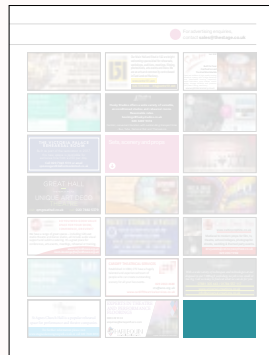
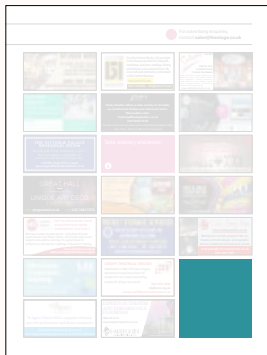
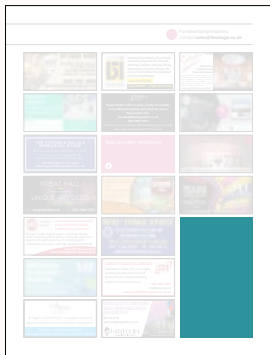
Sixth page

Width 29mm
Height 266mm

*Please supply full page artwork with a 3mm bleed.

THE STAGE

Specs Print (Supplier & Other)



Supplier panel (Gold)

Width 62mm
Height 102mm

Supplier panel (Silver)

Width 62mm
Height 67mm

Supplier panel (Bronze)

Width 62mm
Height 32mm

Jobs (Half-page horizontal)

Width 194mm
Height 120mm

Jobs (three-panel)

Width 95mm
Height 120mm

Jobs (two-panel)

Width 95mm
Height 79mm

Jobs (one-panel)

Width 95mm
Height 38mm

Please ensure print artwork is supplied in hi-res, at 300DPI. Artwork is preferred as a PDF, however PSD, JPG and EPS files are accepted.

Contact

To discuss any of the options in this pack or to learn more, contact our sales team directly below. For general enquiries, contact sales@thestage.co.uk. For recruitment enquiries, contact recruitmentsales@thestage.co.uk

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