



# Theatre Thoughts 2024 - 2025 Media Packages



# Our Audience Reach 2023-24

## Website

24k visitors  
Sep 2022 - Dec 2023  
1000 unique visits  
monthly (avg.)

## Newsletter

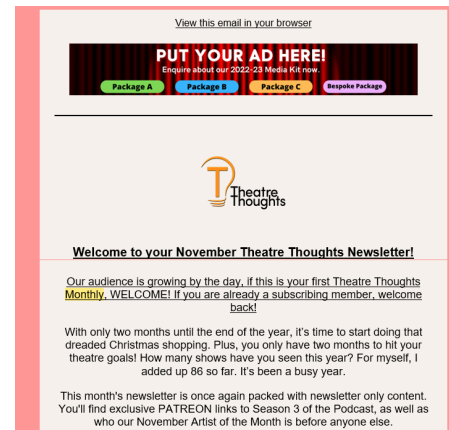
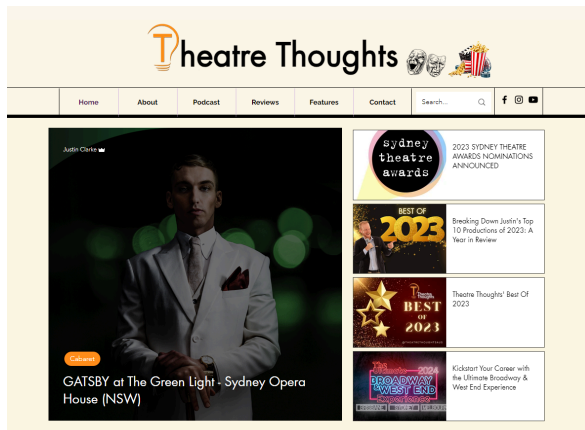
423 Active  
Subscribers -  
May '24  
Click Rate 8.4%

## Podcast

2.5k Downloads from  
June-Dec 2023  
100 Subscribers Spotify  
+ Growing

## Socials

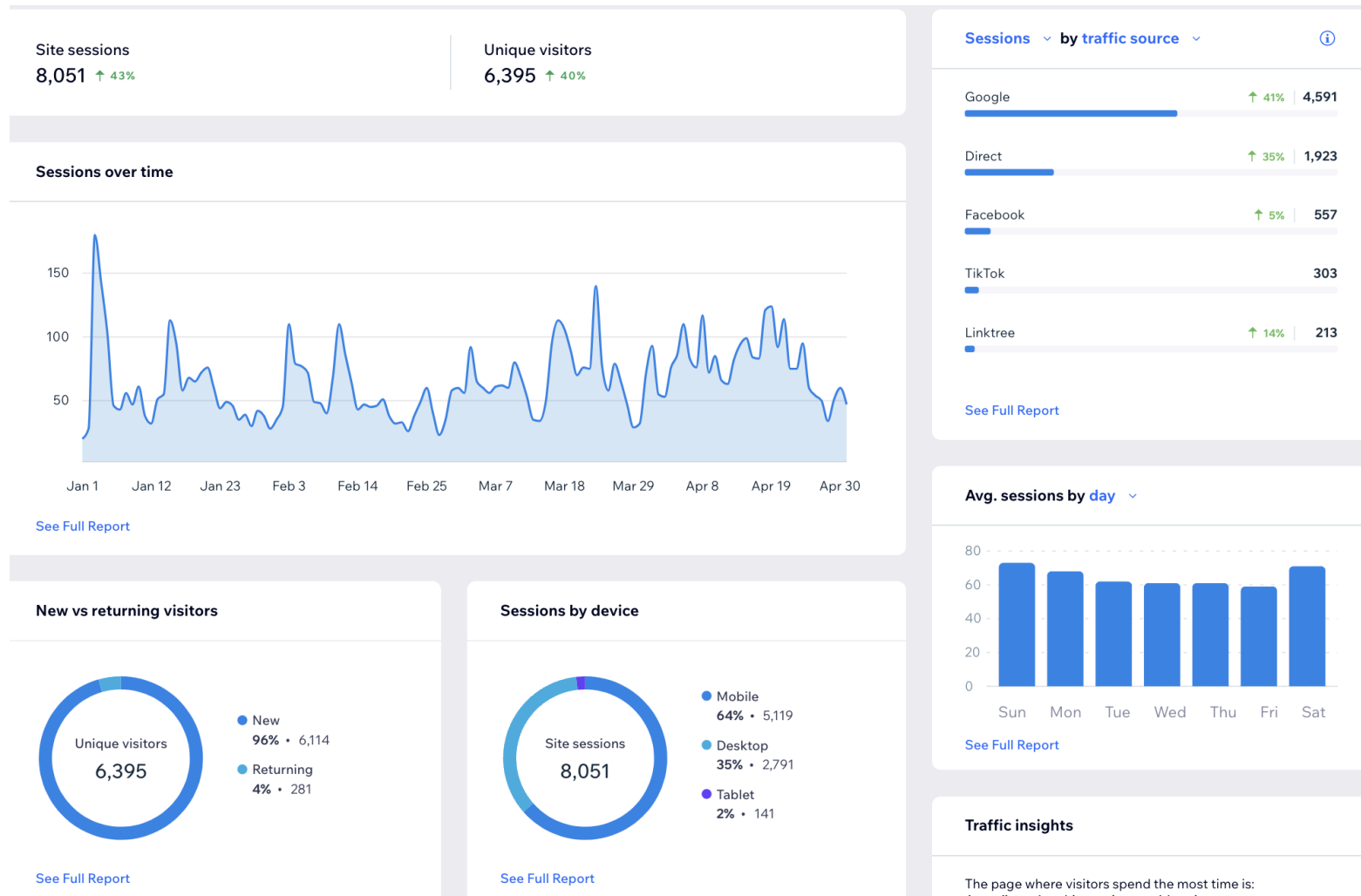
Facebook - 770 Followers  
Instagram – 2k Followers  
12k Followers Reached Apr 2 - May 1  
(88.2% Non-Followers)  
Tik Tok - 1.5k Followers  
+ Growing





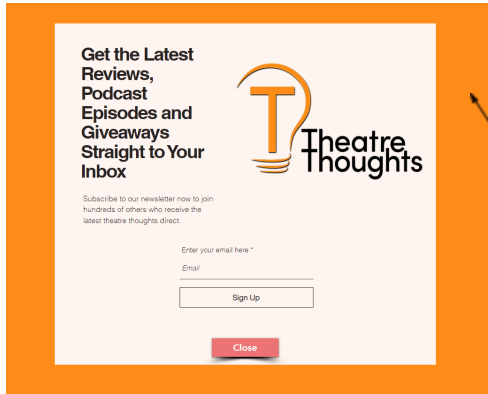
# Website Analytics

**Analytics from January '24 to April 30 '24.** Note: From 2022 to 2023, Theatre Thoughts underwent multiple changes. This included a revamp of our website between January to February, the continuation of our Monthly Newsletter and the second and third seasons of the Theatre Thoughts Podcast. The website analytics are reflective of this growth.

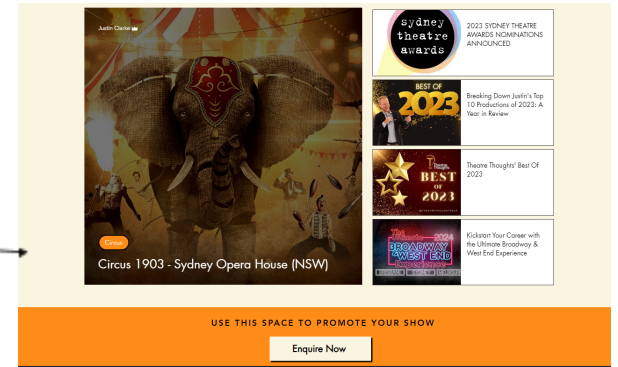




# Website Media Kit



Automatic Pop-Up on Home Page



Fixed Banner on Home Page and All Website Pages

## Pop-Up to appear on Home Page (Requires time limit run - See Below)

- \$10/day for five days - 600x90px, no larger than 90KB.
- \$60/week or \$200/month - 600x90px, no larger than 90KB.
- Negotiable depending on run

## All Pages Fixed Position on Website and Phones Advertisement

- \$15/week or \$60/month – 1580x600px

## Sidebar Advertisement – Appears on all news pages and review posts

- \$10/week or \$40/month – 500x500px

Minimum x2 week or x1 month depending. All banners must be Responsive HTML5 or an animated GIF



Sidebar Advertisement on all website posts



# Videography Media Kit

**NEW** in 2024, we will be offering videography and photography coverage of productions and rehearsals to use as promotional footage on your socials, the Theatre Thoughts socials, and for YouTube.

Our videography packages will include a free x20 minute consultation to discuss what you're looking for in the content, face to face contact in rehearsals, or pre-show/post-show vox pops, editing and content creation packaged for you to easily schedule and promote.

## See Samples Below:

Sport for Jove: *I Hate People*; or *Timon of Athens* rehearsal coverage

- [YouTube Video](#)
- [Social Media Reel](#)
- [Social Media Post \(Landscape\)](#)

Hayes Theatre Company 2024 Season Reveal

- [Hayes Theatre 2024 Season Announcement - Ride the Cyclone](#)
- [Hayes Theatre 2024 Season Announcement - Zombie! The Musical](#)



# Videography Media Kit

**NEW** in 2024, we will be offering videography and photography coverage of productions and rehearsals to use as promotional footage on your socials, the Theatre Thoughts socials, and for YouTube. This is ideal for semi-professional or independent productions without a social media or videographer manager and can be used to promote your show. Contact us to discuss what's included in the cost/hr or flat rate.

### Full Videography Package, includes:

- x2 Social Reel Videos (30s-1min)
- x1 Full YouTube Promotional Video (3min-5min)
- x2 Landscape Promotional Videos (1.30-2min)
- Video Placement on Theatre Thoughts Website

Cost: \$50/hr (or \$350 flat rate)  
Prices negotiable depending on budget.

### Full Videography Package with Photographs, includes:

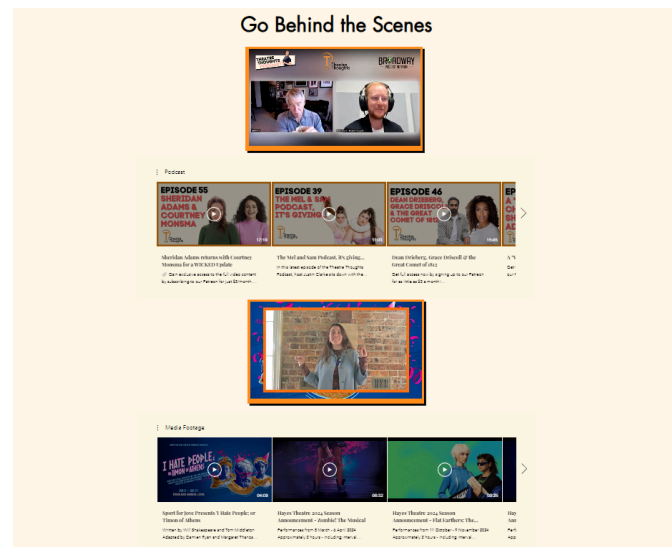
- x2 Social Reel Videos (30s-1min)
- x1 Full YouTube Promotional Video (3min-5min)
- x2 Landscape Promotional Videos (1.30-2min)
- Video Placement on Theatre Thoughts Website
- Images taken of rehearsals or production

Cost: \$70/hr (or \$420 flat rate)  
Prices negotiable depending on budget.

### Vox Pops for pre-show/post-show, includes:

- 20 minute consultation
- 30-40 minute pre-show and post-show recordings
- Editing and content creation for scheduling

Cost: \$50/hr (or \$300 flat rate)  
Prices negotiable depending on budget.



**Placement position  
on Theatre Thoughts  
Website**



# Media Kit Packages

## Package A

*The works, get the widest reach from our audience.*

### Website

All Pages/Top of Website & Phones Advertisement, running for 1 month minimum.

### Newsletter

Our regular e-newsletter is sent to all 200 of our recipients at the start of each month. Receive a featured article in the Monthly with a link to your desired page.

### Socials

x2 featured Facebook and Instagram posts that are featured on our page and stories with a pinned post on our Instagram page.

### Videography

Our full videography package which includes a YouTube promotional video and x2 social media videos.

**Total: \$600 or \$150/week x4 weeks**

## Package B

*Put your name out amongst our audience.*

### Website

Sidebar advertisements or Top of Page Advertisement (Phones and Website), running for minimum x2 weeks.

### Newsletter

Our regular e-newsletter is sent to all 200 of our recipients at the start of each month. Receive a place in the monthly with a link to your desired page.

### Socials

x1 featured Facebook and Instagram post that is featured on our page and stories.

### Videography

A sample of our videography package, which includes x1 social media video and rehearsal pictures.

**Total: \$300 or \$75/week x4 weeks**

## Package C

*For those on a budget.*

### Website

Sidebar posts featured across all our news posts and reviews.

### Socials

A Facebook and Instagram post that is featured on our page and stories.

**Total: \$50 or \$12.50/week x4 weeks**

## Bespoke Packages

*Let's figure out what works for you!*

If you have a certain idea in mind of what you want for your show or company, let's figure it out together!

Contact our team at [theatrethoughtsteam@outlook.com](mailto:theatrethoughtsteam@outlook.com) or our Editor-In-Chief, Justin, on 0458443846.





# We look forward to hearing from you soon!

Thank you for taking the time to flick through our media kit. We are very excited by the possibility of working with you to promote your show or company!

Contact us now to find out how you fit into our Theatre Thoughts world.

**Email: [theatrethoughtsteam@outlook.com](mailto:theatrethoughtsteam@outlook.com)**

**Ph: 0458443846**