



Theatre Thoughts 2022-2023 Media Kit



Our Audience Reach

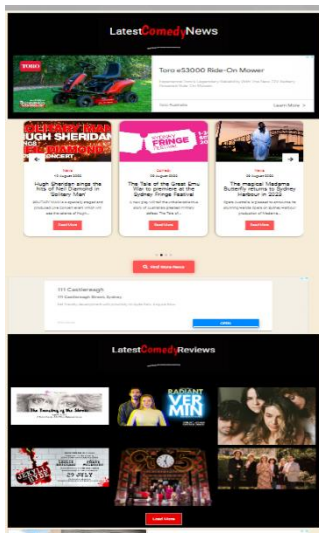


Website

50,000 all time views,
Jan 2021 - Sep 2022.

34.2% increase from
2021

2,426 unique visits
monthly



Email

141 Recipients + 161
Contacts

(May – Aug 2022
Database)



Podcast

1.8k downloads

74 plays per episode

84 Audience Size

+ Growing



Socials

Facebook - 662 likes
700 followers

Instagram – 1100
followers

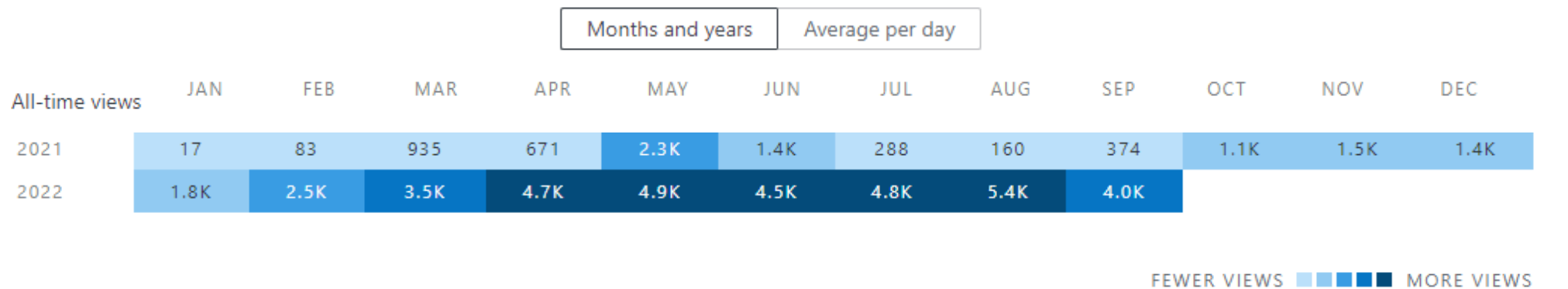
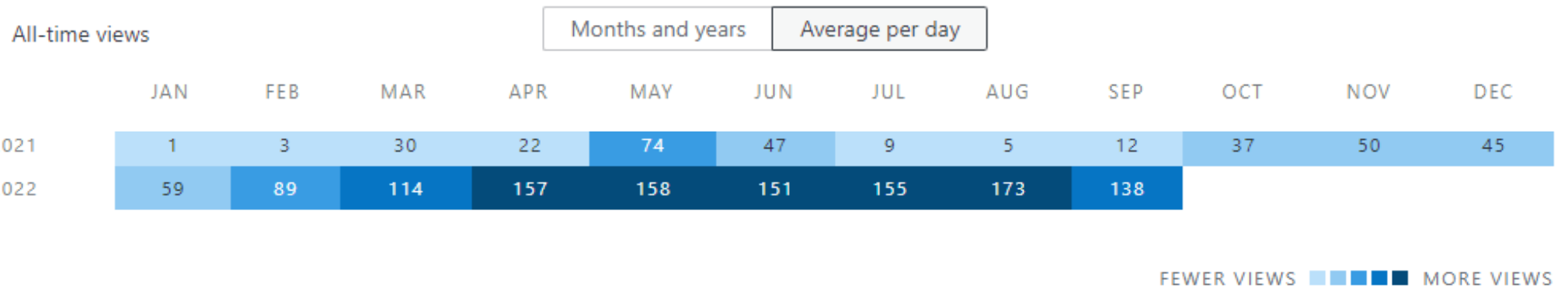
17,000 accounts
reached May-Aug
2022





Website Analytics

Note: From 2021 to 2022, Theatre Thoughts underwent multiple changes. This included a revamp of our website between July and August, the start of our Monthly Newsletter and the first season of the Theatre Thoughts Podcast. The website analytics are reflective of this growth.



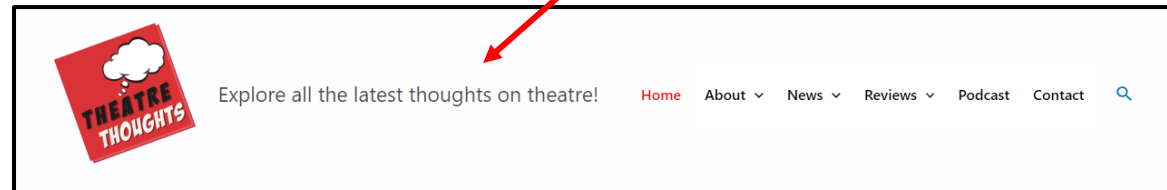


Website Media Kit

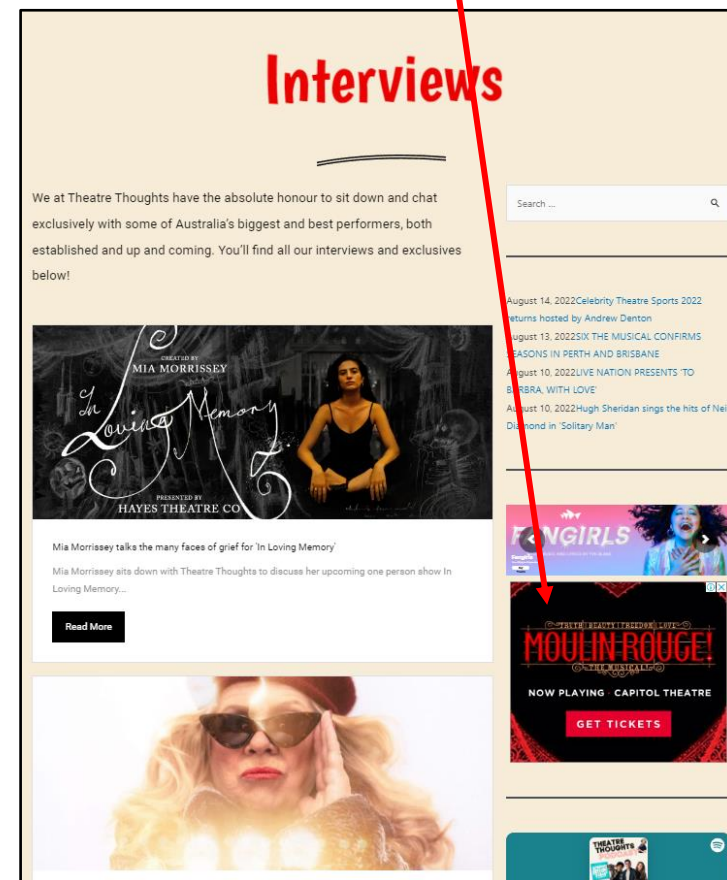
Top of Home Page Carousel Advertisement



All Pages Location – Top of each page on site



Sidebar advertisement



All Pages/Top of Website & Phones Advertisement

- \$50/week or \$200/month - 600x90px, no larger than 90KB.

Top of [Home Page](#) Carousel (Phones and Website)

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

Sidebar Advertisement – Appears on all news pages, review posts and what's on pages

- \$10/week or \$40/month – 500x500px
- [Example Page](#)

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



Podcast Media Kit



Podcast Website - All Pages Location – Top of each page on site

All Pages/Top of Website & Phones Advertisement

- \$10/week or \$40/month - 600x90px, no larger than 90KB.

30s Advertisement – Beginning of Podcast

- \$25/episode – Ability to negotiate a certain amount of episodes

1min Advertisement – Beginning of Podcast

- \$50/episode – Ability to negotiate a certain amount of episodes

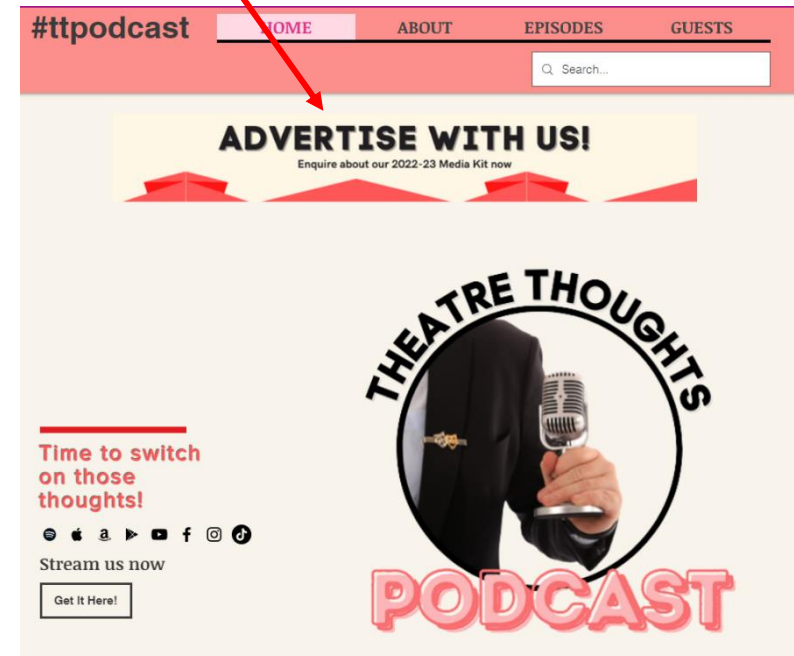
30s Advertisement – Middle of Podcast

- \$50/episode – Ability to negotiate a certain amount of episodes

1min Advertisement – Middle of Podcast

- \$75/episode – Ability to negotiate a certain amount of episodes

All advertisements can be sent us .wav or .mp3. Let us know if you would like us to record the advertisement, script must be sent in advance.





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 141 of our recipients at the start of each month. Receive a featured article in the Monthly with a link to your desired page.

Socials

x3 featured Facebook and Instagram posts that are featured on our page and stories with a pinned post on our Instagram page.

Podcast

A 20-30s advertisement on our podcast with a run of x3 episodes. Script/run sheet needs to be provided.

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

Package B

Put your name out amongst our audience.

Website

Top of Home Page Carousel (Phones and Website), running for minimum x2 weeks.

Newsletter

Our regular e-newsletter is sent to all 141 of our recipients at the start of each month. Receive a place 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.

Podcast

A 20-30s advertisement on our podcast with a run of x2 episodes. Script/run sheet needs to be provided.

Total: \$150 or \$37.5/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: \$80 or \$20/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 theatrehoughtsteam@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!

We also have the capacity to upload **Youtube videos** to our growing subscriber list. Please let us know if you are interested.

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

Email: theatretoughtsteam@outlook.com

Ph: 0458443846