

THE STAGE

MediaPack2012

The UK's market leader in news and information services for those working in – or aspiring to enter – the world of professional entertainment and the performing arts.

THE STAGE.CO.UK

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KEY FACTS

Unrivalled reach and influence within the UK entertainment industry

In print every Thursday, available online 24/7

Two thirds of *The Stage's* newspaper readers are showbusiness professionals. Most are performers, including actors, light entertainers and musicians. More than one in six work in teaching and training – one in ten are managers and administrators. Other key audiences include agents and personal managers, students and directors.

Expert writing

Authoritative and trusted writers and contributors

Our expert team of columnists includes top media pundit Maggie Brown, West End columnist Mark Shenton, comic and broadcaster Arthur Smith, Broadway's well-known critic Clive Barnes, light entertainment expert Mark Ritchie, renowned education correspondent Susan Elkin, backstage specialists AK Bennett Hunter and Barbara Eifler, plus radio agony uncle John Byrne.

Up-to-the minute news

The most comprehensive coverage within the industry

News, analysis, opinion, personality interviews, business, reviews, advice, features, listings with specialist supplements on key and emerging markets – all in our full colour weekly issue, on sale every Thursday.

A voice for the entertainment industry

Campaigning for the issues that matter

The Stage has won praise for its campaigning work on a number of issues ranging from illegal up-front fees, stricter controls on mobile phones in venues, saving the Theatre Museum and improved funding for the performing arts. Media reaction to the annual Stage 100 list of UK theatre's top movers and shakers confirms our status within the industry.

Serving the industry for over 130 years

The Stage remains, after more than a century, the essential publication for those seeking and supplying information, jobs and services in the UK entertainment industry.

Our readership is drawn from all sectors of the entertainment industry, including:

Actors
Administrators
Agents & Managers
Amateurs
Backstage staff
Choreographers
Costume & make-up artists
Cruise ship acts
Dancers
Designers
Directors
Entertainers
Finance staff
Front of house
Holiday camp acts
Investors
Local government
Marketing managers
Musicians
Opera singers
Producers
Prop makers
Production people
Recording studio staff
Set designers
Social club acts
Students
Suppliers
Technicians
Teachers
Venue managers
Writers
Young performers

SPECIAL FEATURES



Unrivalled industry targeting

By using our comprehensive special features programme you can be assured of making sure the right audience engage with your message. To help make your advertising spend work harder for you we provide a special features discount.

The special features contain news, articles, interviews and opinions on their subjects provided by authoritative and respected writers in their field.

“This section is the perfect opportunity to highlight our offer and I always ensure we have a prominent advert to accompany relevant features, which brings us an immediate response.”

Yvonne l’Anson

Head of marketing and development,
Mountview Academy of Theatre Arts

Examples of the subjects being covered by a special feature include:

**Musical Theatre
Summer Schools
Dance Training
Stage School
Franchise
Rehearsal Rooms
Music
Technical Training
Alternative Courses
Post Grad Training
Cruise Liners**

• For more information on special features contact:

• **The Advertising Department**
• 020 7403 1818
• sales@thestage.co.uk
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RECRUITMENT AND AUDITIONS



**We provide
an unrivalled
response of quality
candidates
at the most cost
effective rates.**

From theatre-related vacancies to auditions, teaching positions to technical and backstage posts, *The Stage* is THE marketplace for the widest variety of jobs in the entertainment industry as well as other related organisations.

Why not add our powerful website, The Stage Online (www.thestage.co.uk) to your package? Currently serving over 660,000 pages per month you can use this for last minute vacancies or auditions if you can't wait for our next print deadline. Your advertisement can be uploaded onto The Stage Online within minutes (fee applies).

Print booking deadline – Monday noon preceding Thursday publication.

Let us quote for your next vacancy – we pride ourselves on providing great service and value for money so take advantage of a highly targeted, committed, quality readership.

“*The Stage* helps us recruit quality teachers and franchisees and maintain high awareness of the Stagecoach brand.”

Stephanie Manuel

Artistic director and joint managing director,
Stagecoach Theatre Arts plc

For more information on how to attract the best talent contact:

Julie Snell
020 7939 8471
julie@thestage.co.uk

TRAINING AND TUITION



“It’s a fact that many of the growing number of Razzamataz franchisees and teachers found us through *The Stage*. Not at all surprising, as the paper is the weekly ‘must-read’ for entertainment professionals.”

Denise Hutton
Founder and principal
Razzamataz Theatre
Schools

For more information contact:

Sophie Needham
020 7939 8472
sophie@thestage.co.uk

Choose
The Stage for
your advertising
campaign and
you’re assured
of one of the
best advertising
solutions in the
industry.

Your advertising £ will go further and work harder with our intensely targeted industry readership combined with the numbers to give you excellent value for money.

The UK’s leading drama schools, as well as universities and colleges and those offering private tuition regularly use *The Stage* to advertise and promote the widest range of courses available to *The Stage*’s interested and highly responsive audience.

Whatever entertainment trade or profession readers aspire to – be it acting, stage management, direction, design and construction, music, dance, sound or lighting design, broadcast or voiceover – they’ll turn to the Training and Tuition section as the established marketplace offering the widest opportunities.

Print booking deadline – Friday 3pm preceding Thursday publication.

Training Online

The Stage Training Online is a fully-interactive searchable directory, allowing potential students to access all areas of your courses. The directory allows for search by geographical location, course type (and even course length) giving the user complete control of the options available to them, there is even training news and features included from our expert Susan Elkin. Once the user has made their selection the directory then takes them to a personalised page for each school so your continued marketing message can be reinforced. This page is a live link to your website where the student can apply direct for the course of their choice, or request further information.

SUPPLIERS AND SERVICES DIRECTORY

Advertisement opportunities to suit any budget.

Recognised as the UK's essential publication in the UK entertainment industry, every issue of *The Stage* is read by 40,200 key decision makers involved in all aspects of the trade. Whether they work in the theatre, backstage, a charity, local government or in venue management, they all need your products and services.

The Services Directory provides advertisers with the opportunity to reach an even larger and wider audience of entertainment professionals, all eager to deal with companies that have the experience, the knowledge and the resources to help them achieve the results they are looking for.

Cost Effective - Immediate response!

If you are looking for cost effective advertising then the Services Directory is for you.

Our comprehensive easy to use A to Z style directory allows the reader to navigate their way to the right section in a matter of moments.

Now with even more impact by using our display box full colour adverts, add a logo or image making your presence even greater.

Take advantage of this great offer from just £15 per week. Plus we can help with designing your advert if you wish.

As well as this great offer, all of these adverts will be placed online at the award-winning www.thestage.co.uk website – totally free of charge – giving you additional exposure 24/7.

Online only

If online is your route to market, then we have the solution for you. Service Focus (advert of the Week) Exclusive interactive advert appearing on the front page of the services section. This space is available to advertise online for a single cost of £30+VAT per week. Text is limited to 30 words and clients are reminded that the copy may NOT include recruitment or professional auditions.

“It’s a breath of fresh air working with *The Stage*. They have a great sense of customer care and our dealings have always been stress free.”

Paul Merchant

Public relations & make-up artist

Charles H. Fox Ltd.

Make-up for film, television, theatre & fashion

For more information or to make a booking contact:

Paul Vale
020 7939 8473
paul@thestage.co.uk

SUPPLIERS AND SERVICES DIRECTORY

Size guides and Prices

The new Services Directory is priced by the centimetre, each one is £5 including VAT. This rate includes colour at no extra cost.

To help you decide on the best size here are a few examples:

DISCOUNTS

10% - 3 PREBOOKED INSERTIONS

20% - 6 PREBOOKED INSERTIONS

35% - 13 PREBOOKED INSERTIONS

6cm x 1 column
£30 inc VAT

4cm x 1 column
£20 inc VAT

3cm x 1 column
£15 inc VAT

5cm x 1 column
£25 inc VAT

For more information or to make a booking contact:

Paul Vale
020 7939 8473
paul@thestage.co.uk



Please note:

The above are just a sample of many sizes available. If you require a logo or graphic to be included, please contact us for advice.

Minimum of two weeks booking.

WEB ADVERTISING



24/7 impact

Making sure your advertising message is delivered to the correct audience is one thing, making sure they can view this in real time whenever they want is vital.

www.thestage.co.uk is the UK's leading entertainment website, serving close to 1,500,000 page impressions to over 230,000 unique users per month with its mixture of news, reviews, comment, features, recruitment opportunities and comprehensive listings.

Constantly updated every working day, we are able to offer you the opportunity of advertising your product, company, service or vacancy using this amazingly powerful medium.

Leaderboard Advertisement 728 x 90 pixels

These advertisements are placed at the top of each page on the site. Positions can be booked to appear run of site or specifically targeted per section.
£7.50 cpm

Big Box Display 300 x 250 pixels

Advertisements appear run of site and can either be positioned alongside or within specific articles.
£7.50 cpm

Recruitment Advertising

Jobs & Auditions is one of the most popular and frequently visited parts of the site. Why not maximise your response and use this area to find that ideal candidate?

Basic Listing

Entry level text only. All email and websites can be highlighted and clickable.

Enhanced Listing

This advert is set and logos or graphics can be included. Potential candidates can apply directly online (where applicable). Enhanced adverts appear at the top of the site, there is even the option to email the job to a friend.

Combination rates for online and print recruitment advertising are available – please call the sales department for details.

Prices shown are for web-ready advertisements only. A design fee will be included should you wish us to create your web advert for you.

All rates quoted are exclusive of VAT, which will be added at the prevailing rate.

“Since advertising online with The Stage, we’ve noticed a huge increase in enquiries for our course.”

Phillip Short

Course director, KSA Performing Arts

For more information contact:

Sales
020 7403 1818
sales@thestage.co.uk

*All campaigns can be targeted by page impressions and calendar duration.
N.B: Maximum file size 40K
Files to be provided as JPG, TIFF or Flash.*

TECHNICAL SPECIFICATIONS

Column widths

- 1 col: 38mm
- 2 col: 80mm
- 3 col: 122mm
- 4 col: 164mm
- 5 col: 206mm
- 6 col: 248mm

Type size

Minimum type size 7pt

Standard sizes

- Full page: 330mm x 248mm
- Half page: 330mm x 122mm wide (vertical)
163mm x 248 wide (horizontal)
- Quarter page: 163mm x 122mm

Copy requirements

All copy must be received in writing via email or fax.

Artwork can be supplied as font embedded PDF or EPS files or JPEG/TIFF files to 300dpi. Other formats by arrangements only.

Colour

Full colour CMYK process
Spot colour: All spot Pantone colours must be converted to process colours i.e. CMYK process

NB: Colour halftones produced in Photoshop must be converted from RGB to CMYK images

Please ensure your advertisement is supplied to the correct size and specification. The Stage cannot be held responsible for advertisements printed incorrectly if all procedures are not followed.

There may be a charge for space booked if an advert arrives in an incorrect format or misses the deadline.

For more information contact:

Sarah Rogers
020 7939 8493
sarah@thestage.co.uk

We will **not** accept fonts within advertisements that are not embedded as this contravenes Section 24 of the Copyright, Designs and Patents Act of 1988. We reserve the right to alter supplied artwork if any technical problems are encountered, but keeping as close to the original as possible.

NB: all files must be apple macintosh compatible

ADVERTISING RATES

Display

Mono Rates	SCC	1/4 PAGE	1/2 PAGE	FULL PAGE
Situations Vacant and Auditions	£19	£912	£1824	£3762
Run of Paper/Training	£13	£624	£1248	£2574
Professional/Obits	£10	£480	£960	£1980
Supplements	£13	£624	£1248	£2574

Rates quoted are subject to VAT at the prevailing rate

Suppliers / Services Directory

Rate £5.00 per scc inc VAT

Minimum 2 week booking

Series Discount

3 insertions	6 insertions	13 insertions
10%	20%	35%

Premium Options

Recruitment full colour	£22 per scc
Display full colour	£16 per scc
Supplement full colour	£16 per scc
Box number	£20
Page position guaranteed	10%

Series Discounts

	6 insertions	9 insertions	13 insertions	26 insertions
Situations Vacant and Auditions	5%	7.5%	12.5%	15%
Run of Paper	5%	7.5%	12.5%	15%
Professional/Obits	5%	7.5%	12.5%	15%

Online Recruitment

Online Only	7 Days	3 Days
Basic Listing	£380	£220
Enhanced Listing	£480	£249

Basic Listing

Has no logo, choice of one heading, clickable links through email/web, etc. and the cost is 12% of the paper advert for 7 days and 20% for 14 days. This is a copy of the paper advert and no additional copy may be added.

Enhanced Listing

This option is completely interactive. On placement of the advert, it appears highlighted and at the top of the section(s) of your choice, a logo in full colour can be added, plus the opportunity for additional information to appear at the top of the listing – for example, salary, geographical location, terms of employment, etc. The reader can also email the advert to a friend or apply with a CV directly to the client. As an added benefit the logo and job title will also appear on *The Stage's* home page. The cost is 15% of the paper advert for 7 days and 25% for 14 days.

The Stage Jobs & Auditions App

A free of charge benefit to all our online recruitment advertisers. This app contains all the recruitment advertisements featured on our website, using an easy to navigate menu structure that will be instantly familiar to iPhone & Android users. Email addresses, website links and phone numbers are clickable. A single tap will start an email, launch your website or place a call.

Combining advertising online and paper, adverts online can go live any day (not just Thursday) to coincide with the paper. You now have two styles of advertising to choose from – Basic and Enhanced.



CONTACT US



General Office

The Stage Newspaper Ltd
Stage House
47 Bermondsey Street
London SE1 3XT
020 7403 1818 (switchboard)
Fax 020 7939 8479 (advertising)
Fax 020 7939 8778 (editorial)
Fax 020 7403 1418 (accounts)

Advertising

Niki Lancaster
Head of Sales
020 7939 8470
niki@thestage.co.uk

Julie Snell
Deputy Head of Sales
020 7939 8471
julie@thestage.co.uk

Sophie Needham
Account Manager
020 7939 8472
sophie@thestage.co.uk

Paul Vale
Classified
020 7939 8473
paul@thestage.co.uk

TERMS AND CONDITIONS

Conditions of acceptance of advertisements by The Stage Newspaper Ltd in The Stage and its websites.

1) These conditions shall apply to all advertisements accepted for publication.

Any other proposed condition shall be void unless incorporated clearly in written instruction and specifically accepted by The Stage Newspaper Ltd.

2) All advertisements are accepted subject to approval of the copy by The Stage Newspaper Ltd and to the space being available.

3) The Stage Newspaper reserves the right to refuse, omit or suspend an advertisement at any time, with or without explanation, and in such cases no claim on the part of the advertiser for damages or breach of contract shall be accepted. Should such omission or suspension be due to the Advertiser or his agents, then the space reserved for the advertisement shall be paid for in full.

4) If The Stage Newspaper Ltd considers it necessary to modify the space or alter the date or position of insertion or make other alterations, the Advertiser will have the right to cancel if the alterations requested are acceptable, unless such changes are due to an emergency or circumstances beyond the control of The Stage Newspaper Ltd.

5) Every care is taken to avoid mistakes, however, The Stage Newspaper Ltd will not be liable for loss or damage due to error, late publication, imperfect reproduction or non-appearance of an advertisement. Substantial error or serious fault in reproduction may be grounds for allowance or refund of part or all of the cost of the advertisement, provided this is not due to the act or default of the Advertiser or his agents. In no circumstances will such an allowance exceed the value of one insertion of the advertisement. No claim for incorrect insertion will be considered unless it is notified in writing to the Advertising Department, The Stage Newspaper Ltd, 47 Bermondsey Street, London SE1 3XT within seven days of publication.

6) Free insertions or credit will not be given in The Stage or its websites. In cases where typographical errors or minor changes which do not substantially affect the sense of the advertisement have occurred.

7) The Advertiser warrants:

(i) that the advertisement contains no incorrect information, does not contravene any Act of Parliament nor is in any way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice.

(ii) that the use of any copyright text, photographs, illustrations etc. included in the advertisement is authorised, and that s/he is responsible for any payments due to the copyright holder.

8) The Advertiser will indemnify The Stage Newspaper Ltd fully in respect of any claim made against The Stage Newspaper Ltd arising from an advertisement. The Stage Newspaper Ltd will consult with the Advertiser as to the way in which such claims are to be handled.

9) Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds The Stage Newspaper Ltd only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised rates.

10) If an Advertiser cancels the balance of a contract, except in the circumstances set out in Clauses 4 or 8 above, s/he relinquishes the right to any series discount to which s/he may have been previously entitled and advertisements must be paid for at the appropriate rate.

11) Payment on credit accounts is due one calendar month following the month in which the advertisement has appeared. Where payment is not made by the due date, The Stage Newspaper Ltd reserves the right to charge interest on the amount at 15% per annum and suspend any series booking. The major credit cards are accepted as payment,

together with cheques supported by a suitable cheque guarantee card or those drawn on a company account.

12) At least one week's notice prior to issue date is required to cancel a booked mono advertisement in *The Stage*. Two week's notice is required for a colour entry. A charge may be made for any production work carried out prior to cancellation. In the case of annual printed directories, at least two months' notice prior to publication is required to cancel a booked advertisement. Likewise, a charge may be made for work carried out prior to cancellation. In all instances, written, faxed or emailed confirmation of cancellation is essential.

13) No refunds will be granted for cancellation of prepaid lineage advertisements.

14) If copy instructions are not received by the agreed date, The Stage Newspaper Ltd reserves the right to repeat the most appropriate copy. Please note that proofs cannot normally be supplied, nor corrections to supplied copy guaranteed to be made.

15) Advertisers' property in the form of artwork, photographs etc are supplied for use by The Stage Newspaper Ltd at the owners' risk and should be insured against loss or damage. The Stage Newspaper Ltd reserves the right to destroy artwork or photographs which have not appeared in its publications within the previous 12 months.

16) For the purpose of these conditions, "Advertiser" shall refer to the Advertiser or his Agent, whichever is the principal.

17) These conditions and all other express terms of the contract shall be governed and construed in accordance with English law, and disputes shall be settled in English courts.

January 2012