

Stage Whispers

2025 Media Kit



Stage Whispers

The Stage Whispers website had a record 1,800,000 visits in 2024. Take advantage of our combined print and web readership of more than 85,000 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 2024

Page 5 - Print and E-editions in 2025

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

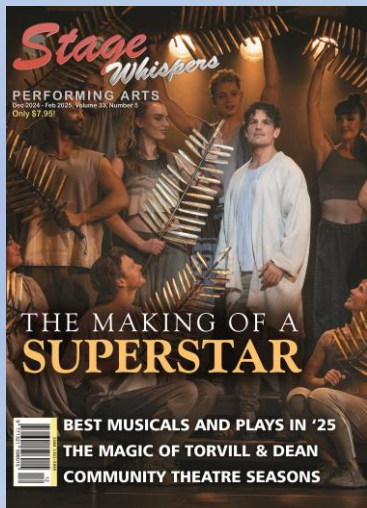
Page 12 - Targeting Community/Independent and Professional Theatre Producers

Page 13 - Freebies and Combos

Brand Reach

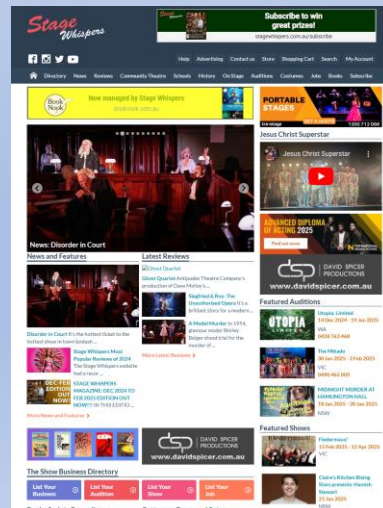
Print

Magazine distribution 4,000+ copies.



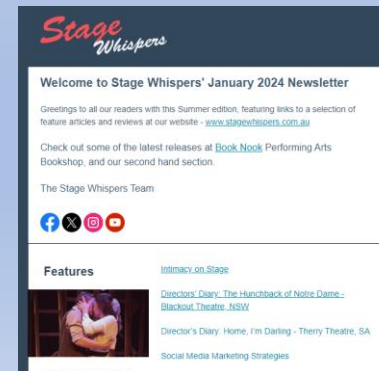
Website

1,800,000 visits annually
70,000 unique visits monthly



Email

5,000+ EDM database
2,000+ EDM school teachers
2,000+ community theatre

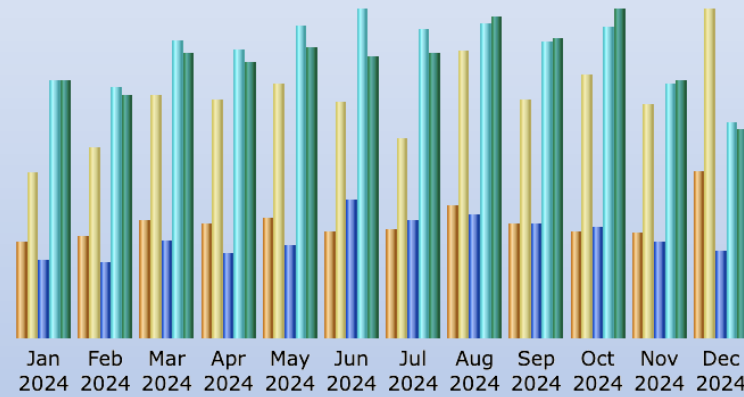


Social

26,000 Facebook followers
5,000 X (Twitter) followers
2,300 Instagram followers
5,200 YouTube subscribers



Website Statistics 2024



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	60,020	103,754	718,963	2,410,884	43.17 GB
Feb 2024	64,106	120,105	710,846	2,338,266	40.63 GB
Mar 2024	74,246	152,919	907,013	2,779,490	47.77 GB
Apr 2024	71,077	149,926	798,345	2,702,705	46.12 GB
May 2024	74,740	159,692	868,815	2,924,195	48.76 GB
Jun 2024	67,169	148,459	1,279,206	3,068,350	47.03 GB
Jul 2024	68,013	125,986	1,101,416	2,892,623	47.69 GB
Aug 2024	83,301	180,444	1,149,662	2,947,154	54.02 GB
Sep 2024	71,647	149,673	1,060,921	2,775,951	50.25 GB
Oct 2024	66,462	165,545	1,029,676	2,900,991	54.96 GB
Nov 2024	66,230	146,751	896,840	2,370,249	43.34 GB
Dec 2024	104,367	206,211	804,983	2,020,433	34.93 GB
Total	871,378	1,809,465	11,326,686	32,131,291	558.67 GB

Print and E-editions in 2025

March/April

School Performing Arts Resource Kit (SPARK)

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



May/June

Sound, Lighting & Front Of House

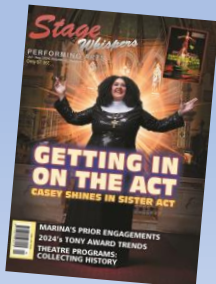
(Sent free to all venues)



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 2026

(Including an overview of the best professional musicals and plays, plus a guide to community theatre in 2026. 1,000 copies of the magazine are distributed free in theatre foyers, while the community theatre guide will be published online in January 2026.)



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

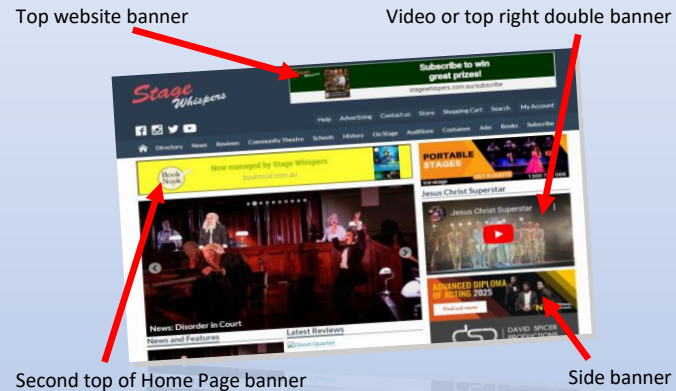
Either 80mm x 90mm or 120mm x 90mm. Special discounts available.

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.

Full page 280mm x 200mm including 10mm bleed	Large 250mm x 120mm	1/3 page 250mm x 60mm	100mm x 180mm	100mm x 120mm	100mm x 60mm
\$1166.00*	\$880.00	\$660.00	\$660.00	\$440.00	\$300.00
Half page 120mm x 180mm	120mm x 120mm	120mm x 60mm	1/3 page 80mm x 180mm	80mm x 120mm	80mm x 60mm
\$770.00	\$660.00	\$330.00	\$550.00	\$380.00	\$250.00

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

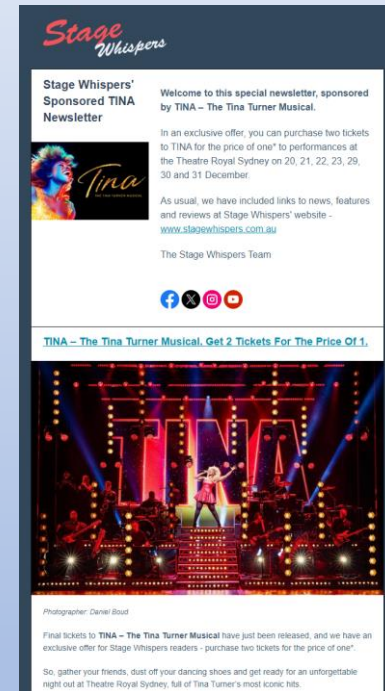
Electronic Newsletters

Our regular E-Newsletter is published early each month, with special sponsored newsletters also available. They go to 5000+ recipients. E-Newsletters are also promoted with paid boosts on our social media.

- A featured article in our regular monthly E-Newsletter costs \$440 and includes a bonus Facebook or Instagram post.
- 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

Featured Audition

\$50/month. Appears on Home Page of the website, and in the Auditions and Community Theatre sections.

stagewhispers.com.au/auditions

Job Classified

\$50. Appears on Home Page of the website, in Jobs classifieds and is promoted in our E-newsletter.

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

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

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

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

Costume and Set Classified: Just \$20 stagewhispers.com.au/costumes

Finding a Show: stagewhispers.com.au/directory-central/193

Sound and Light: stagewhispers.com.au/directory-central/191

Other Goods and Services: 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