



DIGITAL AND E-MARKETING RATECARD

E-MARKETING

SPECIAL OFFER SOLUS

Sent to 131,367 subscribers every Monday, and occasional Tuesdays and Wednesdays.

SOLT Members: £495

Non-SOLT members: £680

OFFICIAL LONDON THEATRE NEWSLETTER

Sent to 110,708 subscribers every Thursday.

Banner ad: £335

Special Offer or Competition: £280

Show of the week: £230

NEW SHOW SOLUS

For new shows only. Sent to 110,708 subscribers to coincide with shows launching.

SOLT Members: £495

Non-SOLT members: £680

FAMILY BULLETIN

Sent to 96,031 subscribers on alternate Fridays.

Banner ad: £200

Special Offer or Competition: £115

FAMILY SOLUS

Sent to 96,031 subscribers on alternate Fridays

SOLT members: £400

Non-SOLT members: £540

ACCESS NEWSLETTER

Sent to 31,795 subscribers on the second Tuesday of every month.

Banner ad: £50

Advertorial: £100

WEBSITE ONLY LISTINGS

Perfect for last minute bookings or small budgets. Includes a listing on the Official London Theatre Special Offers page

Cost: £150

SOCIAL MEDIA SUPPORT INCLUDED

All offers and competitions will receive additional support through our social media channels where appropriate.

For more information, specs and booking form, contact
Sinead@soltukt.co.uk

OFFICIAL LONDON THEATRE DISPLAY ADS

WEB STATS

Averages per month

OLT Visitor Sessions: 247,012

OLT Page Views: 1,098,812

TKTS Visitor Sessions: 93,235

TKTS Page Views: 221,765

Theatre Tokens Visitor Sessions: 29,248

Theatre Tokens Page Views: 128,353

ADVERTISING RATES

Above the fold (300x250 & 728x90px): £12 CPM

Below the fold (300x250 & 728x90px): £6 CPM

HP takeover (ATF & BTF formats and skin): £1500 per week

Full site takeover (all formats and skin on every page): £3000 per week

All advertising enquiries and bookings are managed by Handpicked Media.

For more information contact:

chris@handpickedmedia.co.uk / 07980025107

A 50% fee will be charged for any bookings cancelled with less than one week's notice.