



Audience & Commercial Rate Card

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Make sure to add news@soltukt.co.uk to your distribution lists plus the First Night Diary can be accessed [here](#).

Who we are

Society of London Theatre (SOLT) & UK Theatre are not-for-profit making organisations representing and championing theatres and producers across the UK since 1908 and 1894 respectively.

We help our members reach audiences through our B2C channels – Official London Theatre, our London ticket buying and information platform and Theatre Tokens, our national gift voucher scheme.

We are also the team behind the scenes of Kids Week, the Ticket Booth in Leicester Square, the Olivier Awards, West End LIVE with Westminster, the UK Theatre Awards and more.

Why it matters

By choosing to promote your shows with us, you're helping us nurture the future of theatre. All profits are reinvested back into the industry - through our own initiatives and via the Theatre Development Trust - so that more people can experience the magic of theatre.

This Rate Card covers many of the free and paid opportunities available to you and the team is always here to discuss further ideas just [get in touch](#).

Official London Theatre

Allocating tickets to Official London Theatre, the ONLY not-for-profit agent in London means both you and your ticket buyers are supporting the wider theatre industry. Once you're listed with us you unlock free and paid marketing opportunities.

Plus, **OfficialLondonTheatre.com** is the home of all the **SOLT's London Theatre's** events and promotions including the **Olivier Awards**, **West End LIVE**, the **Ticket Booth**, **Kids Week** and more – meaning more traffic to learn about your shows.





Our Ticket Booth

You could say the opening of our 1980s small wooden hut was the origination of rush tickets in the West End. Since 2001, our Leicester Square booth has been the home of tkts London and now, as the **Official London Theatre Ticket Booth** we continue to offer last minute and advanced tickets in-person. The same offering can also be found on **OfficialLondonTheatre.com**.

Our reach



450k
subscribers



362k
subscribers



222k
subscribers



158k
subscribers



267k
subscribers



173k
subscribers



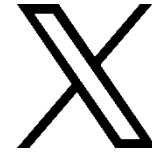
308k
Active users p/m

Combined figures of Official London Theatre, Kids Week, West End LIVE and Olivier Awards profiles (where applicable) for each channel

Our reach



10k
subscribers



3.6k
subscribers



269k
subscribers



58k
Active users p/m

Sell with us

Full price sales



matt.barker@soltukt.co.uk

Sell via API or allocation at 5% commission with £3 booking fee. Set up and reporting managed by our ticketing partner See Tickets.



x3 newsletter inclusions

On sale, Coming soon, Last chance



Theatre Tokens listing

Automated from OLT for relevant audiences. Offered directly with Tokens online redemption



x2 social posts

Now on sale (IG story, X, Facebook),
Last chance to see (IG grid + Threads)

(Not available for one-off performances)

What we need from you:

- Completed info sheet: [Download Template](#) | [Upload Completed Deal Sheet](#)
- Assets for on sale: [Download Specification Sheet](#) | [Upload assets](#)



Plus: access to free content opportunities

Subject to availability

Last minute offers & repricing



ticketbooth@soltukt.co.uk

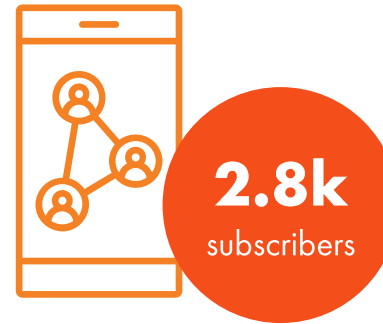
Sell via API or allocation at 5% commission with £3 booking fee.

Tickets can be sold both online and at the Ticket Booth in advance or on-the-day, giving full flexibility over what inventory is available and when.



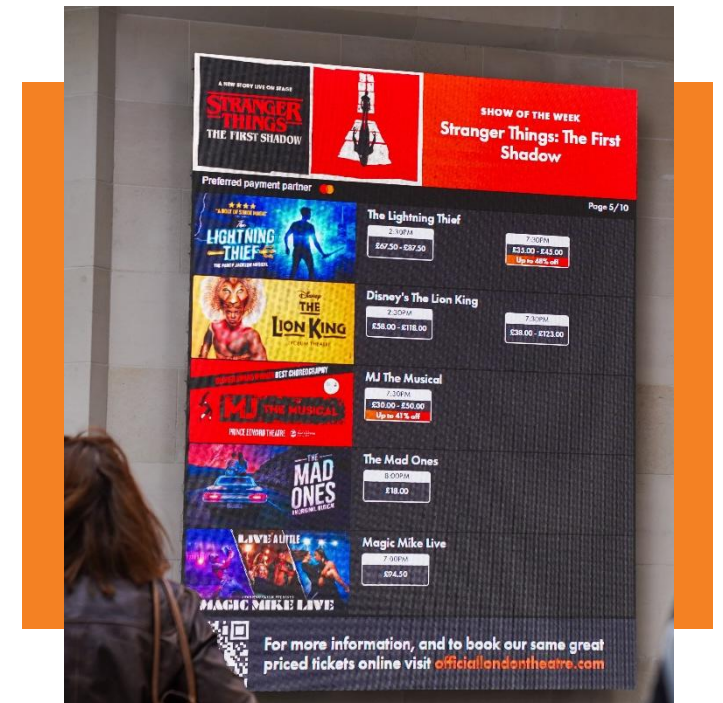
What's On Sale Screen

Have your logo and prices featured on our screen (see image)



Instagram Broadcast promotion

Featuring our best deals – contact us if you want to be promoted



What we need from you:

- Completed deal sheet: [Download Template](#) | [Upload Completed Deal Sheet](#)
- Assets for on sale: [Download Specification Sheet](#) | [Upload assets](#)

*To Leicester Square and the surrounding area. [Source](#).

Advance special offers



matt.barker@soltukt.co.uk

Sell via API or allocation at 10% inside commission with no booking fee. Set up handled by our ticketing partner See Tickets.

Offers are highlighted as a section of the home page of the website and available offers will be shown on the booking calendar on the show's page.



x1 newsletter banner advert
Sunday following start of Offer



Monthly Offers email
First Monday of the month, includes all available Offers



Social posts (IG, X, FB)
IG post if offer runs more than two weeks. Exclusive content boosted on TikTok.

What we need from you:

- Completed info sheet: [Download Template](#) | [Upload Completed Deal Sheet](#)
- Assets for on sale: [Download Specification Sheet](#) | [Upload assets](#)

Be part of our campaigns

Kids Week 2026



richard@soltukt.co.uk

Running for over 25 years, the promotion allows children aged 17 and under to attend participating London shows for free when accompanied by an adult paying full price. Plus, a further two children can attend for half price. The promotion is also accompanied by a host of workshops and Q&As.

Key dates

Mid-April Full details and participation forms sent out

9 Jun* Kids Week on sale

20 Jul – 31 Aug* Promotion dates

Participating shows can choose to be involved in out-of-home campaigns, influencer activity, competition placements and so much more.

The inside commission is 10% with no booking or transaction fees.
Setup is managed by See Tickets.



*Exact dates may vary year-on-year

Influencer Nights

 ruth@soltukt.co.uk

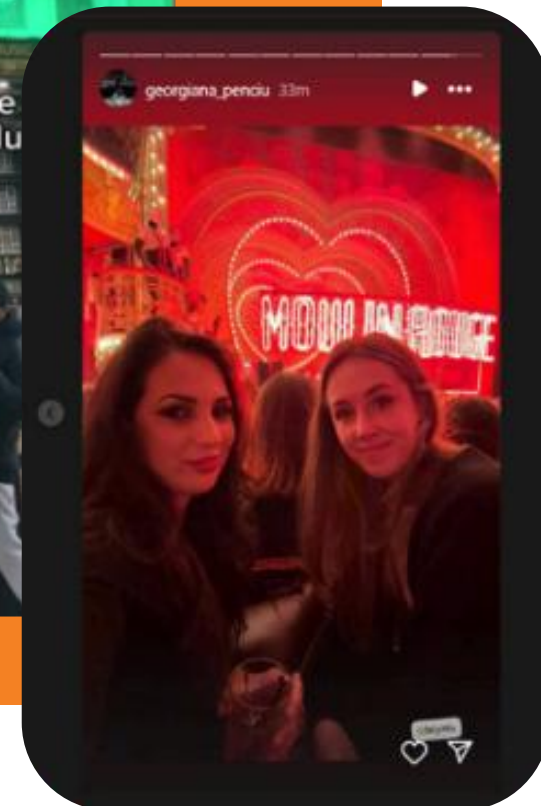
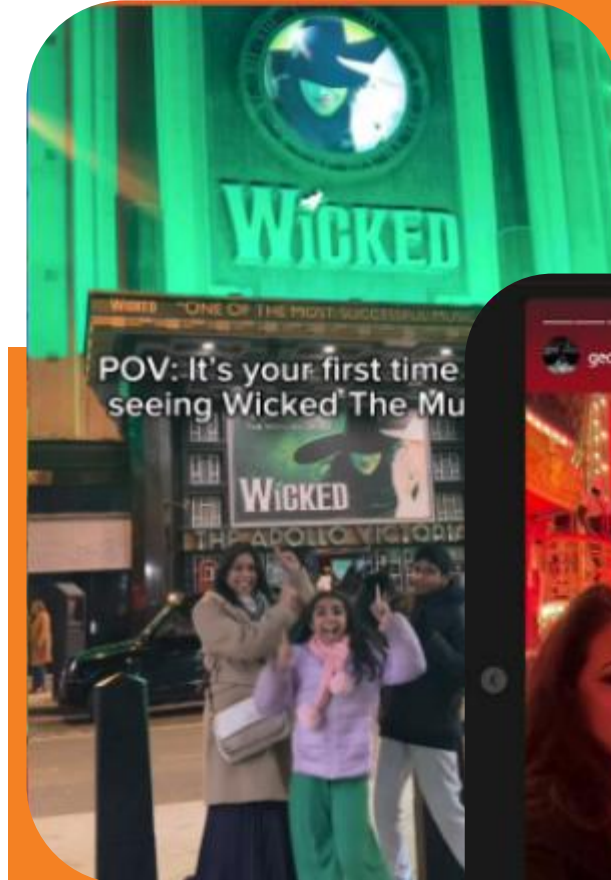
Official London Theatre **Influencer Nights** are available free of charge to shows taking part in our key campaigns: Kids Week and the New Year Sale.

Our influencer list has been built and curated over a number of years and consists of family and lifestyle influencers with highly engaged audiences.

Their followings range from **micro-influencer level (c.2k)** to **larger accounts (100k+)**. We primarily work with influencers based in **London** and the **Home Counties**, with a focus on entertainment and lifestyle creators rather than theatre-specific influencers, as this approach delivers stronger ROI and audience development by reaching people beyond existing theatre audiences.

For shows participating in **Kids Week** and the **New Year Sale**, Influencer Nights are available on a first-come, first-served basis. Further information will be shared with all participating shows in the lead-up to each campaign, including details on how to register interest and book.

For more information on our work with influencers, please contact ruth@soltukt.co.uk.



Advertise with us

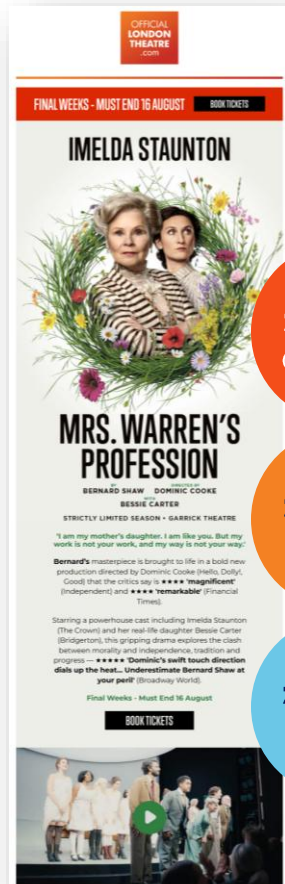
Emarketing



tony@soltukt.co.uk

Subscribers: **185k** Combined List | **140k** Main List | **105k** Family List

Solus

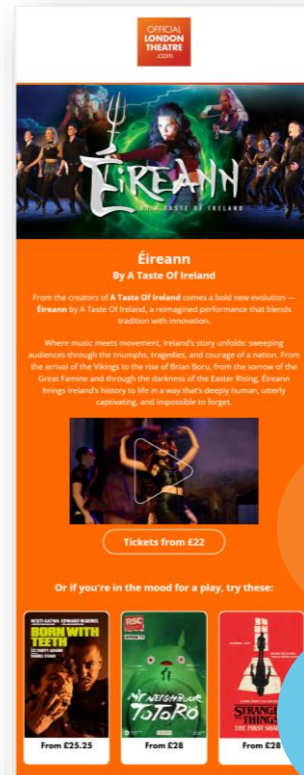


£680
Combined

£560
Main

£440
Family

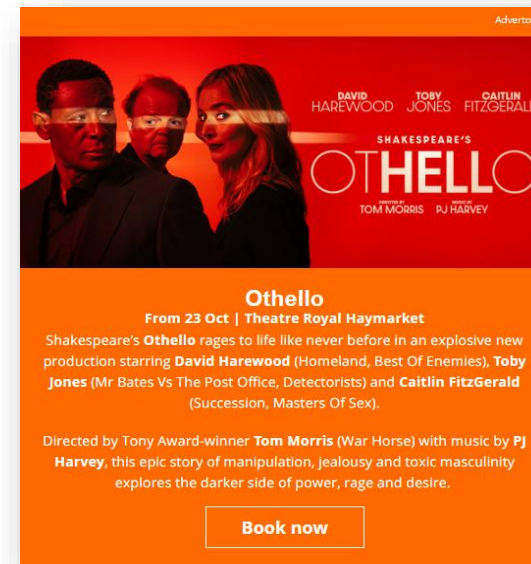
Headline eShot



£470
Main

£350
Family

Slot



£370
Main

£220
Family

Banner



£290
Main

£130
Family

What we need from you:

- Assets for email: [Download HTML & Template Specification Sheets](#)

All prices exclude VAT.

Remarketing



Emma.raczkowski@soltukt.co.uk

Anyone who visits any of our social channels (Official London Theatre, Theatre Tokens, Olivier Awards and West End LIVE) or visit our websites (OfficialLondonTheatre.com or TheatreTokens.com) are automatically added to data that we can remarket to via Meta (Facebook and Instagram) and Google (including YouTube).

For any shows selling on Official London Theatre, you can book remarketing at a budget that suits you (£50 min.) This budget will be spent directly on the media impressions (no set-up fee) with conversions directed to OfficialLondonTheatre.com.

On Meta, we recommend providing videos in portrait, square and landscape or a selection of images that can be displayed as a carousel. For Google and YouTube, we'll discuss creative at time of booking.

[Complete the Remarketing booking form here](#)

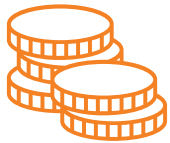
OOH advertising



matt.barker@soltukt.co.uk

Advertise directly to theatregoers in the heart of Leicester Square

Promote your show to over 2.5 million people* each week, plus be front-of-mind for audiences buying in-person at the Ticket Booth.



Screen

Animated

Point Of Sale



Cost

£650 per week
(£700 peak weeks)

£250 per week
(£300 peak weeks)



Specs

600px w x 800px h
MP4 / H246 25fps max
12.0 mbit/s No audio
(captions allowed)
Max 30 seconds

1080px w x 1920px h



Content

1 in 12 rotation
Content can be updated weekly
No production URL No
Ticket Pricing



Times

10.30am -
6.30pm
7 days a week



*Discover Leicester Square

London Theatre Guide



tony@soltukt.co.uk

Distributed across London to hotels, cafes, information points and more

Listings (£177 +VAT) are compulsory for all SOLT Member venue shows running for 30 performances or more. Listing for children's shows aimed for under 10s with a run time less than 1h30 have a 50% price reduction.

Premium spaces

Double page spread	£2100 +VAT
Front cover	£1570 +VAT
Inside front cover	£1320 +VAT
Outside back cover	£1430 +VAT
Full page	£1100 +VAT
Above the map	£945 +VAT
Panel ad	£630 +VAT

[London Theatre Guide advertising specifications](#)



Free content opportunities

Free opportunities for shows selling with us



Exclusives

Give us a 48-hour exclusive on a piece of content and we'll provide additional promotion via social and email.

Contact aemelia@soltukt.co.uk to discuss.



Show Of The Week

Featured at the top of the Ticket Booth's What's On Sale screen, spotlighted on the website homepage, pinned to the top of online show grids and shared on social media. Discounted inventory required for all performances during the promotion.

Contact matt.barker@soltukt.co.uk to secure your slot.



Tell Us In 10

Answer our 10-question to have an interview featured on our website and on social.

[Cast form](#) and [creative/crew form](#).



Competitions & prize draws

Provide a prize to get free access to promotion via our website, social media and email.

Contact megan@soltukt.co.uk.

Theatre Tokens



Theatre Tokens is the biggest national theatre gift voucher scheme, selling over £12 million in Gift Cards and e-gifts each year

Our Tokens are on sale in nearly 4000 retail branches nationwide and can be redeemed at more than 300 participating theatres across the UK.

Tour emails

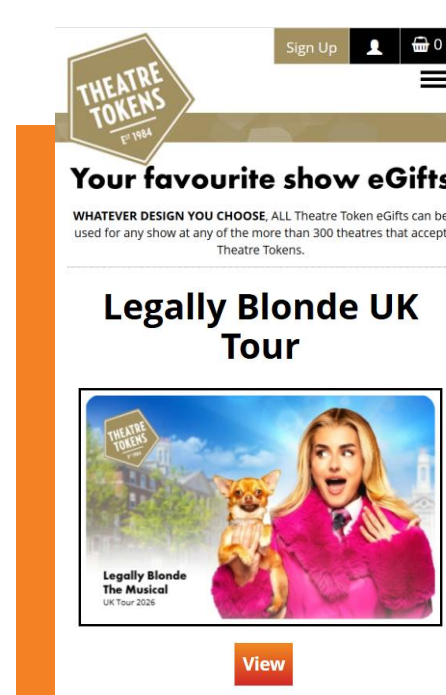
Promote your tours to 220,000 registered Theatre Tokens holders. Tour emails are free of charge if you include a ticket competition (min two tickets per venue). 50% of your tour venues must redeem Tokens.

Bespoke e-gift

Give the gift of your show on a limited edition e-gift promoted on the Theatre Tokens website and OLT social channels.

Listings emails and solus offer emails

Weekly geo-targeted listings emails and solus offer or giveaway emails can be set up with venues.



Meet some of the team you'll be working with



Emma De Souza

Executive Director, Audience & Commercial

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Head of Commercial Operations

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Theatre Tokens Relationships Manager

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