

West End Wilma Reader Demographics



West End Wilma readers are 68% women and predominantly over 50 years old (42%). Almost 60% of readers are over 40. 42% of people live in London and a further 39% in the South of England.

West End Wilma readers visit the theatre once a month (39%) and 75% say that Musicals are their favourite type of show. When looking to purchase tickets, 44% of people say they will spend £30-£50.

2018 survey conducted of 650 West End Wilma readers across Twitter, Facebook and Email subscribers.



20,000 unique monthly website visitors



More than 20,000 email subscribers



More than 20,000 followers



More than 4,500 'likes'



More than 250,000 YouTube video views

Male 32%
Female 68%

Under 18 – 2%
18-25 – 13%
26-32 – 12%
33-40 – 11%
41-49 – 17%
50+ - 42%

Visits the theatre

More than once a week – 8%
Once a week – 15%
Once a month – 39%
Every 3 months – 37%

Lives in

London – 42%
The South – 39%
The North – 14%
Other – 5%

Average ticket purchase price

Less than £30 – 32%
£30-£50 – 44%
£50-£80 – 18%
£80+ - 5%

Favourite type of theatre

Musicals – 75%
Plays – 20%
Other – 5%

E-Shot £250 to 20,000 theatre subscribers

Solus email sent to the West End Wilma email database, all about your show. Including subject line of your choice.



Banner advertising in weekly email newsletter to 20,000 theatre subscribers £100/£125

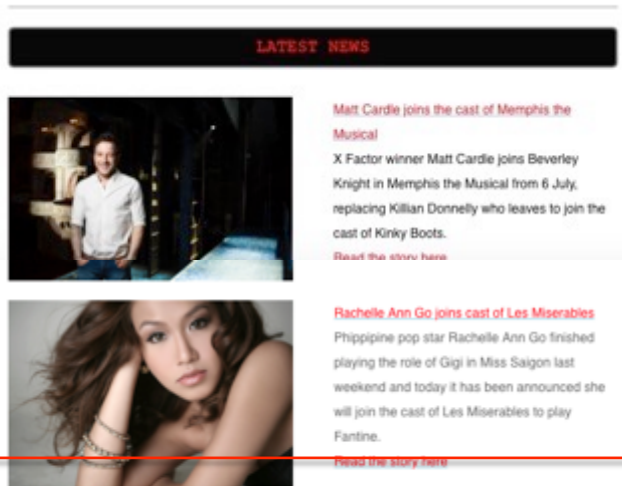
Your banner at the top of the weekly West End Wilma newsletter linking through to your website.

558x214px £125



Your banner in the middle section of the weekly West End Wilma newsletter linking through to your website.

558x125px £100



For more information or to check availability please email wilma@westendwilma.com



Social Media Advertising Package



Twitter – 20,000 Followers

Facebook – 4,500 Likes

Package: One Tweet plus one Facebook page post, including an image (text/image to be supplied) £100



Website banners
20,000 unique monthly visitors
£35 / £50 pw

TOP WEBSITE Banner £50 per week (937 x 156px)

Discounts are available for multiple bookings:
2 weeks - £95 / 3 weeks - £140 / 5 weeks - £230



WESTENDWILMA.COM
Creating theatrical choice since 2012

Search...

BLOG NEWS REVIEWS INTERVIEWS BUY TICKETS COMPETITIONS ADVERTISING MORE...



REVIEWS

11

SIDE WEB Banner £35 per week (300 x 300px)

Discounts are available for multiple bookings:
2 weeks - £60 / 3 weeks - £90 / 5 weeks - £150



CD REVIEW: RICHARD WOODFORD – Because of You
December 21, 2015 // Reviews, CDs // Comments are off

If you're looking for a staggy album (that doesn't feature Josh Groban) this Christmas, then look no further. Richard Woodford's album 'Because of You' provides total more



December 21, 2015
REVIEW: ROBIN HOOD (Theatre Royal Stratford East)



December 21, 2015
REVIEW: LES LIAISONS DANGEREUSES (Donmar Warehouse)



December 21, 2015
REVIEW: SLAVSKA SNOW SHOW (Royal Festival Hall)



AN ICE SKATING SHOW!

For more information or to check availability please email wilma@westendwilma.com