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.

<table>
<thead>
<tr>
<th>Male</th>
<th>32%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>68%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>– 2%</td>
</tr>
<tr>
<td>18-25</td>
<td>13%</td>
</tr>
<tr>
<td>26-32</td>
<td>12%</td>
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<tr>
<td>33-40</td>
<td>11%</td>
</tr>
<tr>
<td>41-49</td>
<td>17%</td>
</tr>
<tr>
<td>50+</td>
<td>42%</td>
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</tbody>
</table>

**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%

20,000 unique monthly website visitors

More than 19,000 email subscribers

More than 20,000 followers

More than 4,500 ‘likes’

More than 250,000 YouTube video views
E-Shot £250 to 19,000 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 19,000 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
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

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

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

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

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