

# 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 19,000 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 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



**Matt Cardie joins the cast of Memphis the Musical**

X Factor winner Matt Cardie joins Beverley Knight in Memphis the Musical from 6 July, replacing Killian Donnelly who leaves to join the cast of Kinky Boots.

[Read the story here](#)



**Rachele Ann Go joins cast of Les Miserables**

Philippine pop star Rachele Ann Go finished playing the role of Gigi in Miss Saigon last weekend and today it has been announced she will join the cast of Les Miserables to play Fantine.

[Read the story here](#)



For more information or to check availability please email [wilma@westendwilma.com](mailto: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  
Giving theatre shows since 1972

Search...

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



REVIEWS

REVIEWS

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

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



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



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



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 Jack and Jill) this Christmas, then look no further. Richard Woodford's album 'Because of You' provides [read more](#)



December 21, 2015  
REVIEW: SLAVK'S SHOW  
(Theatre Royal Stratford East)

For more information or to check availability please email [wilma@westendwilma.com](mailto:wilma@westendwilma.com)