West End Wilma is the mother and son, theatre blogging duo, running around the West End interviewing stars, reviewing shows and blogging about theatre.

West End Wilma won the award for Ticketmaster’s Theatre Blog of the Year 2014 and recently celebrated 5 years of the West End Wilma Awards.

Email wilma@westendwilma.com
Social media @WestEndWilma

West End Wilma - Demographics

Male 32%
Female 66%

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 - 6% 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-£60 - 16%
£60+ - 5%

Favourite type of theatre
Musicals - 75%
Plays - 20%
Other - 5%

West End Wilma - Web Statistics

20,000 unique monthly website visitors
More than 21,000 email subscribers
More than 26,000 followers
More than 5,000 ‘likes’
More than 250,000 YouTube video views

West End Wilma readers are 66% 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.
Soulus E-Shot to (21,000 people) email subscribers (including subject line) £250

Top newsletter banner (556x214px .jpg or .gif) - £125

Middle newsletter banner (558x125px .jpg or .gif) - £100
SOCIAL MEDIA ADVERTISING

£75 per week (600x90px)
Discounts available for multiple bookings:
2 weeks - £140
3 weeks - £200
5 weeks - £325

Side website banner
£50 per week (500x500px)
Discounts are available for multiple bookings:
2 weeks - £95
3 weeks - £135
5 weeks - £210
Packages are also available at a discounted rate.

If you have a specific budget for a campaign, email me and I can let look at discount package options for you.

Email wilma@westendwilma.com