

THEATRE & CONCERT PROGRAMME ADVERTISING RATES



john good

creative publishing

Venue rate codes

Regional Theatres

Aberdeen His Majesty's	AA	Edinburgh Festival	C	Nottingham Playhouse	B
Aylesbury Waterside Theatre	B	Edinburgh King's	C	Nottingham Theatre Royal	AA
Bath Theatre Royal	AA	Edinburgh Playhouse	AA	Oldham Coliseum	C
Belfast Grand Opera House	C	Glasgow King's	C	Oxford New	A
Birmingham Alexandra	B	Glasgow Theatre Royal	C	Oxford Playhouse	A
Birmingham Hippodrome	AA	Grimsby Auditorium	C	Plymouth Theatre Royal	AA
Birmingham Rep	B	Guildford Yvonne Arnaud	AA	Poole Lighthouse	C
Blackpool Grand	C	High Wycombe Swan	C	Richmond Theatre	AA
Bolton Octagon	C	Hornchurch Queen's	B	Salford Lowry	C
Bradford Alhambra	AA	Hull New	B	Salisbury Playhouse	B
Brighton Theatre Royal	B	Ipswich Wolsey	C	Sheffield Crucible	B
Bristol Hippodrome	AA	Leeds Grand	B	Sheffield Lyceum	AA
Bromley Churchill	A	Leeds Playhouse	B	Southampton Mayflower	AA
Cambridge Arts	A	Leicester Curve	C	Southend Cliffs Pavilion	D
Canterbury Marlowe	AA	Liverpool Empire	B	Royal Shakespeare Company - Stratford-upon-Avon	POA
Cardiff New	A	Malvern Festival	A	Stoke Regent	B
Cheltenham Everyman	B	Manchester Opera House	AA	Sunderland Empire	C
Colchester Mercury	C	Manchester Palace	AA	Swansea Grand	C
Coventry Belgrade	C	Manchester Royal Exchange	AA	Torquay Princess	C
Crawley Hawth	D	Milton Keynes	AA	Wales Millennium Centre	AA
Crewe Lyceum	D	Mold Theatr Clwyd	C	Westcliff Palace, Southend	D
Darlington Hippodrome	C	Newbury Watermill	C	Wimbledon New	AA
Dartford Orchard	C	Newcastle Theatre Royal	AA	Windsor Theatre Royal	B
Derby Theatre	D	Newcastle under-Lyme New Victoria	D	Woking New Victoria	AA
Dublin Bord Gáis Energy	D	Northampton Derngate	AA	Wolverhampton Grand	B
Eastbourne Congress	D	Northampton Royal Theatre	B	York Grand Opera House	B
Eastbourne Devonshire Park	D	Norwich Theatre Royal	AA	York Theatre Royal	A

London West End Theatres

Apollo Victoria	POA
Bridge Theatre	POA
Criterion	POA
Duke of York's	POA
Fortune	POA
Harold Pinter Theatre	POA
Lyceum	POA
National Theatre	POA
Peacock Theatre	AA
Playhouse	POA
Phoenix	POA
Piccadilly	POA
Sadler's Wells	AA
Savoy	POA
Trafalgar Studios	POA

Concert, Opera and Ballet Programmes

BBC Proms Guide	POA
BBC Proms Programmes	POA
BBC National Orchestra of Wales	POA
BBC Philharmonic Orchestra	POA
BBC Symphony Orchestra	POA
Birmingham Symphony/Town Hall	AA
English National Ballet	POA
Nottingham Concert Hall	C
Raymond Gubbay	POA
Opera North	POA

POA = Price on application

We also produce seasonal/occasional programmes for other theatres.

Advertising rates



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page	£2,200	£4,000	£7,600
Half Page	£1,300	£2,200	£3,900
Quarter Page	£750	£1,300	£2,500



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page	£2,000	£3,600	£6,700
Half Page	£1,100	£1,900	£3,600
Quarter Page	£650	£1,100	£2,000



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page	£1,800	£3,300	£6,000
Half Page	£950	£1,700	£3,200
Quarter Page	£600	£950	£1,800



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page	£1,400	£2,550	£4,800
Half Page	£850	£1,500	£2,750
Quarter Page	£550	£850	£1,600



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page	£1,100	£1,900	£3,600
Half Page	£650	£1,200	£2,200
Quarter Page	£450	£650	£1,200

Special Positions

Outside Back Cover	+30%
Inside Front Cover	+20%
Inside Back Cover	+15%

These rates cover insertion in all programmes we produce for the theatre during the booking period and take into account that in some cases we do not necessarily supply programmes for all 52 weeks of a year.

All information correct at time of going to press. All the above prices are subject to VAT at the current rate.

Advertising dimensions

All page sizes are in millimetres (mm). Full page* adverts must include + 5mm bleed.

A4	
Full Page*	297 high x 210 wide + 5mm bleed
Half Horizontal	136 high x 190 wide
Half Vertical	277 high x 92 wide
Quarter	136 high x 92 wide

B5	
Full Page*	239 high x 167 wide + 5mm bleed
Half Horizontal	108 high x 150 wide
Half Vertical	222 high x 72 wide
Quarter	108 high x 72 wide

205 SQUARE	
Full Page*	205 high x 205 wide + 5mm bleed
Half Horizontal	90 high x 185 wide
Half Vertical	185 high x 90 wide
Quarter	90 high x 90 wide

RSC	
Full Page*	297 high x 200 wide + 5mm bleed
Half Horizontal	133 high x 180 wide

Technical details

We prefer to work with PDF or JPEG format files, and we ask that all artwork is to a minimum of 300 dpi resolution & already converted to CMYK colours.

If you require help with artwork creation, please send across images, logos and text to be included, along with a short design brief for guidance.

Please ensure that your advertisement is supplied at the exact dimension specified – full page adverts must include a minimum of 5mm bleed on all sides of page size. Full technical specifications will be supplied at time of booking.





Give your business the standing ovation it deserves!

- ▶ John Good produced over 2.3 million programmes with ads in 2018
- ▶ We publish programmes for over 80% of the UK Theatres
- ▶ 76% of our advertisers return time and again

Statistics from Society of London Theatre & UK Theatre

- ▶ Attendances of over 34 million
- ▶ Gross revenue of nearly £1.3billion
- ▶ 62,945 performances

Source: 2018 stats from Society of London Theatre/UK Theatre (regional and West End theatres)

Get in touch

Design | Print | Digital | Finance
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Design | Sales | Digital

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