

Information for Advertisers in Thame Players

Programmes 2021-22

Thame Players is a vibrant theatre group, founded 75 years ago. We present a wide variety of quality productions ranging from Shakespeare to pantomime, from musicals to serious drama.

Thame Players stage five of their own productions a year, more than any other non-professional group in the local area.

Audience Profile

- 56% are between 50 and 70 years of age
- 71% live in Thame or within 5 miles of Thame
- 60% visit the Players Theatre 4 or more times a year
- 63% always buy a programme and 28% buy a programme occasionally
- (source: Thame Players Survey)

Advertisement Rates

Our high-quality full-colour A5 programme is a cost-effective vehicle for advertisers in Thame and surrounding areas, as your advertisement appears in the programmes of all 5 Thame Players productions between September 2021 and July 2022 inclusive. The annual advertisement rates (held at pre-Covid rates) should be divided by 5 to get the rate per programme. Our programmes are seen and purchased by audiences of around 4000 through the eleven-month period.

| <u>Space</u> | <u>Size</u> | <u>Annual Rate (5 programmes)</u> |
|----------------------------|--------------------|-----------------------------------|
| Full Page (Portrait) | H: 210 x W: 148 mm | £130.00 (£26 per programme) |
| Half Page (Landscape) | H: 105 x W: 148 mm | £ 80.00 (£16 per programme) |
| Quarter Page (Portrait) | H: 105 x W: 74 mm | £ 50.00 (£10 per programme) |
| Inside Front or Back Cover | H: 210 x W: 148 mm | £170.00 (£34 per programme) |

- All advertisements are in full colour
- Please provide artwork ready to print in PDF format
- Artwork service available if simple formatting of copy required

Advertisement Deadline Friday 20th August 2021

Holding a Meeting or Conference?

The Players Theatre is available for private and commercial hire. It is suitable for meetings, conferences or promotional events. It is conveniently situated just off the Upper High Street with free car parking nearby. Call Tony Long on 07881 688895 for more information or to arrange a viewing.

For more information please visit www.thameplayers.co.uk or contact Helen Johns on 0771 743 4983 or email advertising@thameplayers.co.uk.



Thame Players Theatre Company
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Website thameplayers.co.uk Registered Charity no. 1092559 Registered
Company no. 4389665 A company limited by guarantee

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