

StageSteps *Magazine*



THE MAGAZINE FOR THE ENTERTAINMENTS INDUSTRY

PUBLICATION



STAGESTEPS is a new kind of entertainments magazine with a totally new attitude. Its principal focus is to combine the theatre, dance and music industries into one complete package, and it aims to increase the knowledge and awareness of the entertainments industry for those who are already performing in it or are looking to do so.

Creatively, **STAGESTEPS** has taken on a style and image all of its own, giving the magazine a fresh and radical edge and aims to be at the vanguard of entertainments magazine design. The concept is to create a look that will take the entertainment press well into the twenty first century.

Editorially, **STAGESTEPS** focuses on the latest theatre, dance and music news; theatre, dance and music school profiles; reviews and previews; regular lighting and sound features; celebrity and venue profiles; and regular film and video reviews. **STAGESTEPS** will also seek out and publish anything which will be of interest to the up-and -coming music artist who is on the verge of, or seeking to be discovered by a major record label.

But above all else, **STAGESTEPS** will provide you with the complete editorial package with in-depth knowledge and commitment, developing a strong and personal relationship with its readers. This will undoubtedly provide an effective platform from which an advertiser can more precisely address the marketplace: making **STAGESTEPS** the most effective place to advertise.



TARGET AUDIENCE

As a new kind of entertainments magazine, and in keeping with its concept of breaking new ground, **STAGESTEPS** has developed a 'dual' targeting systems which directly addresses two distinctly separate sections of people who are interested in the entertainments industry

Initially, **STAGESTEPS** will reach actors and dancers; theatre directors and producers; theatre managers; lighting and stage managers; theatre and dance principles; and everyone who is in a position to make important buying decisions

In this regard, **STAGESTEPS** will be targeted towards everyone who is interested in going to see theatre, dance or music productions. It will also reach students of the arts; those who are involved in, or interested in amateur dramatic societies; and the parents of youngsters who are looking to develop a career in dance and theatre.

Additionally, as a part of its 'dual' targeting, **STAGESTEPS** magazine will be for young people who are interested in producing good music and developing their careers to the point of real success, studio engineers, musicians and record producers. These are loyal and dedicated readers whose interest goes much further than their basic love of music

Because of its 'dual' targeting system, **STAGESTEPS** will reach a wide age bias of readers. But the principal factor is that each reader has shown a particular interest in the magazine's contents. They also fit

largely within the ABC1 profile, making them a most desirable market sector

Without doubt, **STAGESTEPS** is the principal magazine for the entertainments industry.



FEATURES

SCHOOLS & COURSES

There will be a regular eight (8) page section of theatre, dance and music school highlights, combining both editorial material on selected schools with a selection of advertisements that will compliment the section.

REVIEWS AND PREVIEWS

Each issue of **STAGESTEPS** will carry regular reviews of theatre, dance and music productions from both West End and regional venues. Additionally, a selected number of previewed productions will also be published.

CELEBRITY PROFILE

Well known personalities and celebrities from the world of dance, theatre and music will be featured on a regular basis. From time to time the occasional screen personality will also be featured.

LIGHTING & SOUND

Because the lighting and sound industry is so important to the entertainments field, **STAGESTEPS** will regularly focus editorially on companies who are at the vanguard of the industry. Each issue will devote at least two pages to these companies who help to make stagecraft a more professional art form.

VENUE PROFILE

Both major London and regional theatre, dance and music venues will be regularly featured in each edition of **STAGESTEPS**. The main objectives is to give our readers a much greater understanding of the various entertainment venues they have been supporting over the years.

COMPANY PROFILE Regular editorial features on the equipment and manufacturing companies who provide the machinery for both experienced and up- and- coming artist to make their living.



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ADVERTISING RATES & DATA

	COLOUR	MONO		MONO
SPECIAL POSITIONS			COURSES & TRAINING	
Outside back cover	£1390		Full page	£750
Inside front cover	£1210	£ 970	Half page	£414
Inside back cover	£1050	£ 845	Quarter page	£229
Early right hand	£980	£ 750	Eighth page	£137
RUN OF PAGE			AGENTS & MANAGERS	
Double page spread	£1638	£1170	Full page	£715
Full page	£ 910	£ 650	Half page	£394
Half page	£ 500	£ 358	Quarter page	£218
Quarter page	£ 390	£ 197	Eighth page	£130
CLASSIFIED			RECRUITMENT & AUDITIONS	
Quarter page		£ 210	Full page	£750
Eighth page		£ 120	Half page	£405
Sixteenth page		£ 65	Third page	£312
			Quarter page	£215
VENUE NOTICEBOARD		£ 85	Eight page	£112

BLEED OR SPECIFIED POSITION: 15% EXTRA

Discounts: 5% - 2 Insertions 10% - 3 Insertions 15% - 4 Insertions 20% - 6 Insertions

AGENCY 10%

SPOT COLOUR 20% EXTRA

INSERTS £50 per 1,000

SPECIFICATIONS		COPY REQUIREMENT
DPS bleed	297 mm x 420 mm	Three weeks prior to publication
DPS type area	270 mm x 390 mm	published end of month prior to
Full page bleed	297 mm x 210 mm	Publication date
Full page type area	270 mm x 180 mm	Publication Frequency: Bi-Monthly
Half page (vertical)	270 mm x 87 mm	CANCELLATIONS MUST BE MADE
Half page (horizontal)	132 mm x 180 mm	TWO WEEKS PRIOR TO PUBLICATION
Quarter page	132 mm x 87 mm	PROCESS: Copy must be supplied in
Eighth page	65 mm x 87 mm	either a TIFF, PDF, or Jpeg format.
Sixteenth page	65 mm x 47 mm	Screen must be 300dpi, and 133dpi
Double box	33 mm x 87 mm	mono. Cromolins should be supplied
Single box	33 mm x 47 mm	with colour artwork.

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