

# WEST END *Wilma*.com

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](mailto:wilma@westendwilma.com)  
Social media @ WestEndWilma



## West End Wilma - Demographics

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%



## West End Wilma - Web Statistics

20,000 unique monthly website visitors

More than 19,000 email subscribers

More than 24,000 followers

More than 5,000 'likes'

More than 250,000 YouTube video views

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.

## EMAIL ADVERTISING

PHIL DANIELS AND JANIE DEE TO STAR IN MUSICAL ADAPTATION OF THE HAPPY PRINCE FOR A STRICTLY LIMITED RUN

FOR THREE SHOWS ONLY

### OSCAR WILDE'S THE HAPPY PRINCE

A NEW MUSICAL

MUSIC AND LYRICS BY **HAL CAZALET** BOOK BY **MICHAEL BARRY**

PHIL DANIELS JANIE DEE SAM ARCHER SOPHIA HURDLEY

*Three nights to save a town, but at what cost?*

Oscar Wilde's classic fairy tale is re-imagined for the stage in a modern musical adaptation starring **Phil Daniels** (*Quadrophenia*, *Eastenders*), Olivier-award winner **Janie Dee** (*Follies*, National Theatre), **Sam Archer** (Matthew Bourne's *Edward Scissorhands*) and **Sophia Hurdley** (*Cinderella*).

A seamless fusion of dance and song, *The Happy Prince* tells the story of a Swallow's faithful love for the golden statue of a Prince and their race against time to save their town.

Wildean themes of greed and corruption, set against the redeeming power of love and sacrifice, resonate with as much urgency in our world today as when Wilde first told the fable to his own children as a bedtime story.

**3 - 4 MAY 2019**

The Place  
17 Duke's Road, London WC1H 9PY UK  
Box Office: 020 7121 1100

7.30pm (3pm matinee)  
TICKETS: £30 (£20)  
Limited availability.

**BOOK NOW**

Facebook Twitter Instagram Website

View this email in your browser

10 April - 11 May  
King's Head Theatre

NEWS.

RuPaul's Drag Race winner Blanca Del Rio joins the cast of Everybody's Talking About Jamie

March 29, 2019 // News // Comments are off

Everybody's Talking About Jamie, the award-winning feel good musical sensation, is pleased to announce that Roy Haylock, best known as his drag alter ego, Bianca [Read more](#)

March 28, 2019  
BIG THE MUSICAL to open in London's West End this year

March 28, 2019  
Joe McEllderry, Marisha Wallace, Jamie Muscato and Danielle Hope sing their SUNDAY

March 22, 2019  
Emma Hatton and Jeremy Secomb to star in CATS

FAVOURITES

Irving Berlin's *White Christmas*  
The Musical  
LIMITED SEASON FROM NOVEMBER 2019 | DOMINION THEATRE | LONDON

REVIEWS.

REVIEW: Tina – The Tina Turner Musical (Original London Cast Recording)

March 29, 2019 // CDs, Reviews // Comments are off

I've not gotten around to seeing Tina – The Tina Turner Musical in London's West End yet, mainly because it seems to be selling very well [Read more](#)

March 29, 2019  
REVIEW: GUYS AND DOLLS (Theatre Marigny, Paris)  
★★★★

March 28, 2019  
REVIEW: FIDDLER ON THE ROOF (Playhouse Theatre) ★★★★★

March 27, 2019  
REVIEW: Calendar Girls – The Musical (New Victoria Theatre)  
★★★★

March 27, 2019  
REVIEW: EMILIA (Vaudeville Theatre)  
★★★

Facebook Twitter Instagram Website

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Solus E-Shot to 19,000+  
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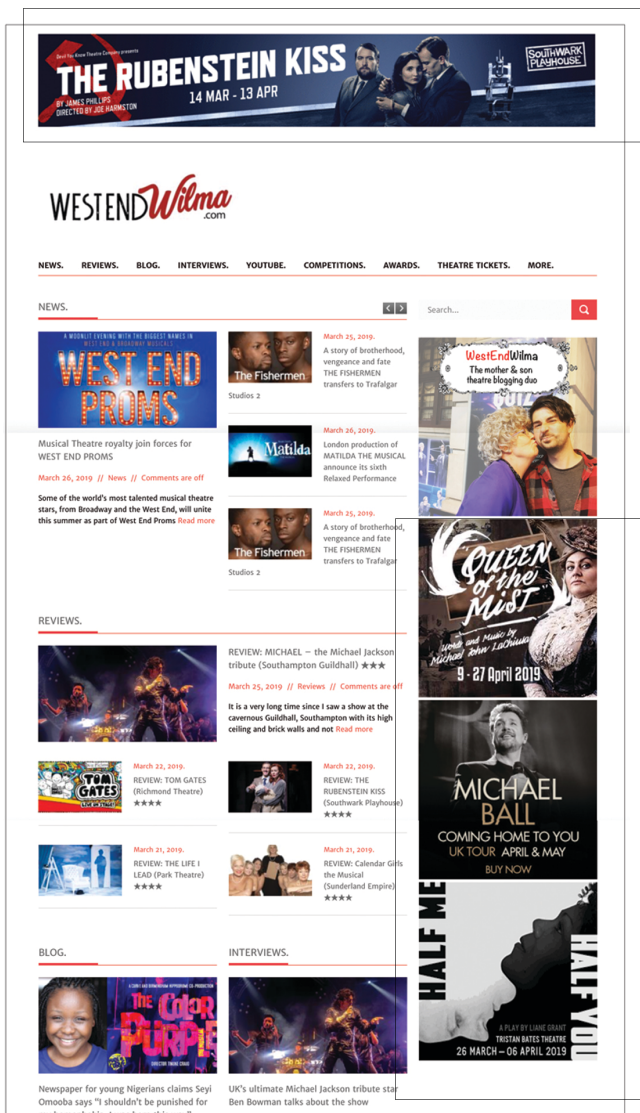
Middle newsletter banner (558x125px  
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## SOCIAL MEDIA ADVERTISING



**Social Media Package**  
**1 Tweet (24,000 people)**  
**+ 1 Facebook Page Post (5,000 people)**  
**£100**

## WEBSITE ADVERTISING



**Top website banner**  
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**5 weeks - £325**

**Side website banner**  
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**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](mailto:wilma@westendwilma.com)