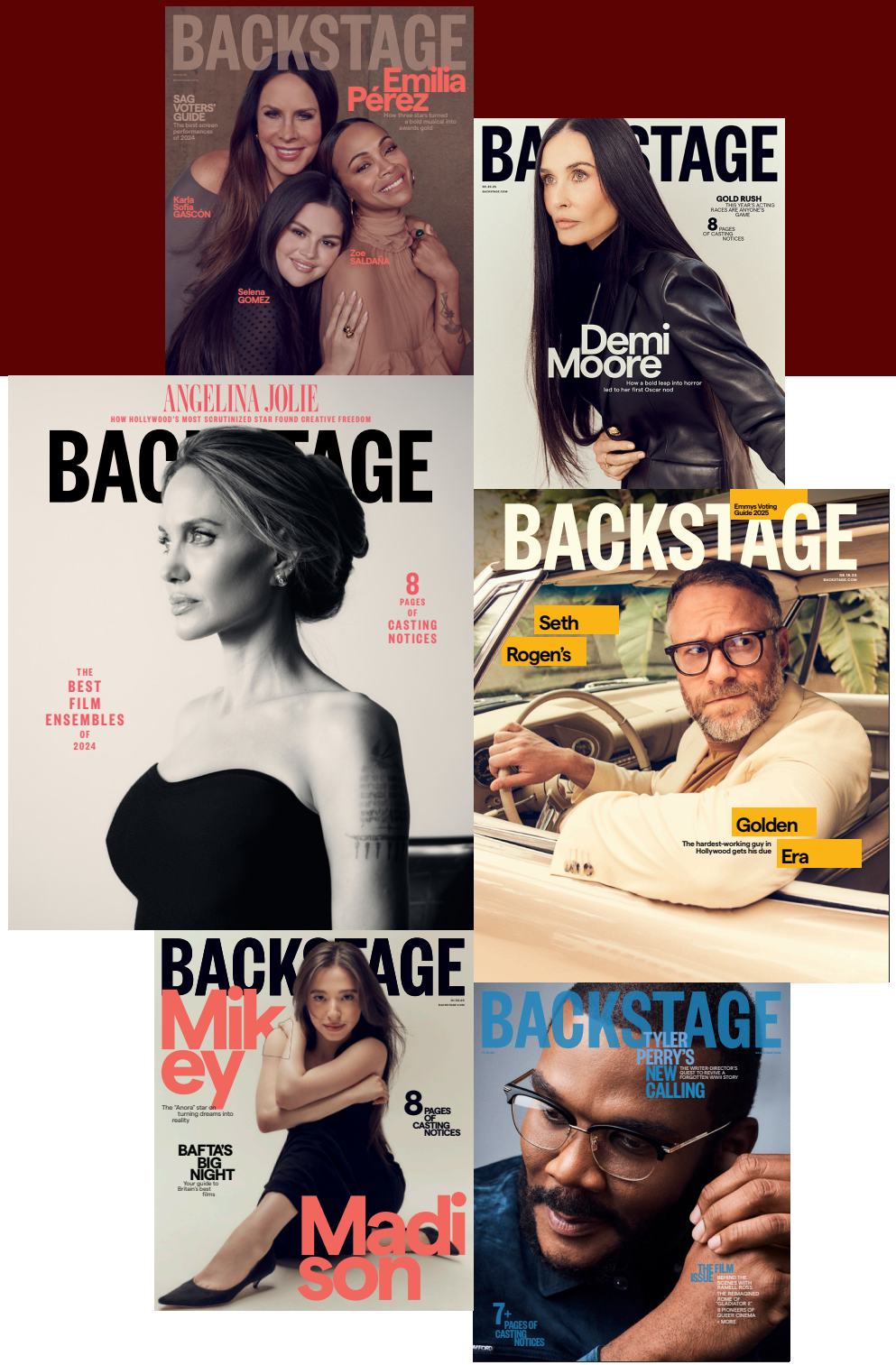
BACKSTAGE

Media Kit 2026



The No.1 Place to Reach Actors and Filmmakers

- 15M+ monthly page views
- 2M+ weekly newsletter sends
- 2M+ social media followers
- 20k+ podcast listeners

Why Backstage?

TRUST

Backstage continues to be the most trusted source for casting and editorial guides in the industry, as it has been for over 60 years. Over the past decade, we've expanded our resources to support behind-the-scenes talent including filmmakers, creative freelancers and crew.

EDUCATION

Education is central to the Backstage core audience. Actors and filmmakers do everything possible to hone their craft and are consistently looking for resources to elevate their career.

REACH

Backstage's reach extends to 3 million industry professionals across film, television, branded content, and theater in all 50 states, Canada, the U.K. and Australia.

Solutions Overview

Proven channels to connect with and influence your audience.

6 Display Placements
7 Email Placements
8 FilmFreeway Insider Newsletter
9 Social Campaigns
10 Sponsored Content
11 Podcast Sponsorships
12 Print Placements

Advertising Partners

- Master's + PhD programs
- Acting + drama schools
- Film schools
- Cruise lines
- Theme parks
- Publishing companies
- Health and wellness
- Production equipment and gear

ATLANTIC ACTING SCHOOL

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

COLUMBIA UNIVERSITY

Juilliard

STELLA ADLER STUDIO OF ACTING®

BOSTON CONSERVATORY at Berklee

Royal Conservatoire of Scotland

Metro Plus Health

LAMDA

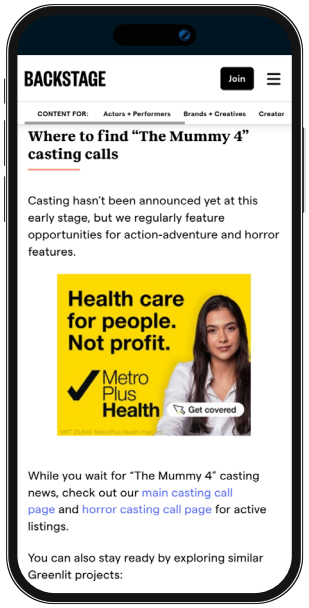
ROYAL CENTRAL SCHOOL OF SPEECH & DRAMA UNIVERSITY OF LONDON

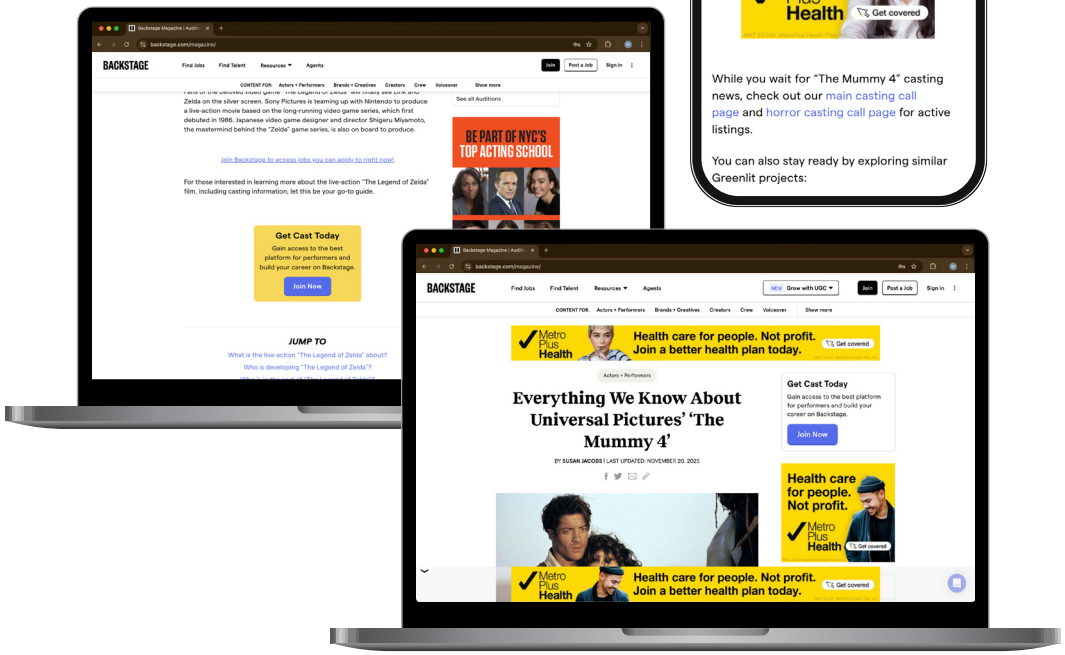
RADA ROYAL ACADEMY OF DRAMATIC ART

Display Placements

High-visibility campaigns across Backstage.com.

- Run-of-site banner ads on editorial pages
- ROS video: 100% SOV, pre-roll
- Industry standard sizes



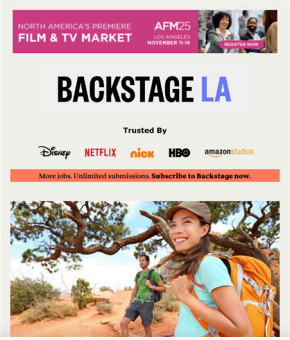


Email Placements

Direct access to actors' inboxes.

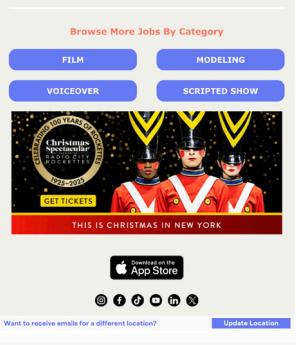
NY + LA daily email — 10-15% open rate

- Units: 550×90, 550×250
- Flight dates: Monday–Sunday
- Delivered emails (NY): 75K
- Delivered emails (L.A.): 65K



National daily email – 5-10% open rate

- Units: 550×90, 550×250
- Flight dates: Monday–Sunday
- Delivered emails: 425k+



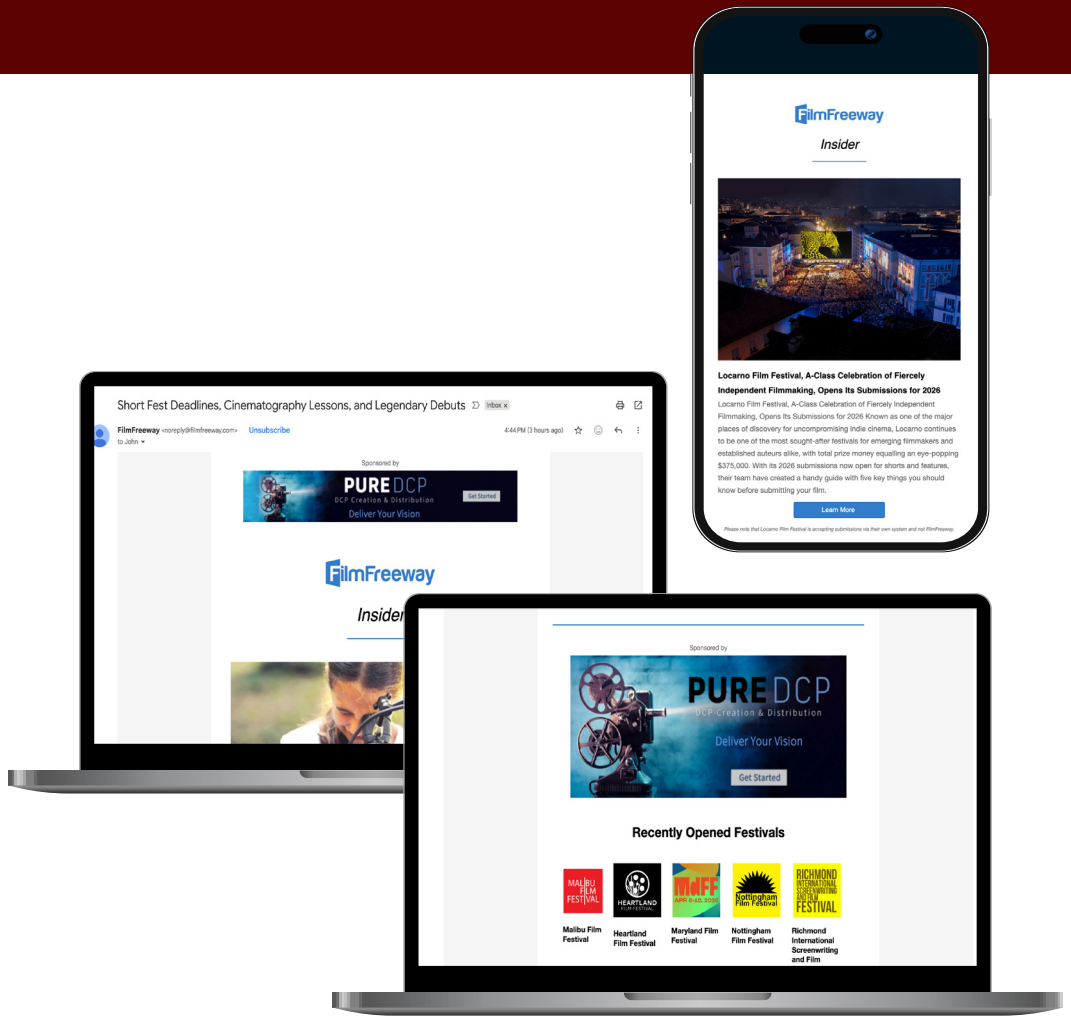
UK weekly email – 5-10% open rate

- Units: 550×90 and 550×250
- Flight dates: Monday–Wednesday
- Delivered emails: 48k

FilmFreeway Insider Newsletter

FilmFreeway is the premiere festival marketplace for millions of filmmakers. From Tribeca to Toronto, Melbourne to Montreal, FilmFreeway is the ally filmmakers trust to get their work seen by the industry's elite.

- Bi-weekly newsletter placement
- 450k+ recipients, 30% open rate, 10% CTR
- Top & bottom banner units, 100% SOV
- Sponsored Content - two lines of promotional text with the opportunity to link to a sponsored editorial article written by FilmFreeway staff or your team.



Social Campaigns

Backstage's social following includes

- **1.2M** Facebook
- **575k** Instagram
- **130k** X
- **100k** TikTok

Facebook post

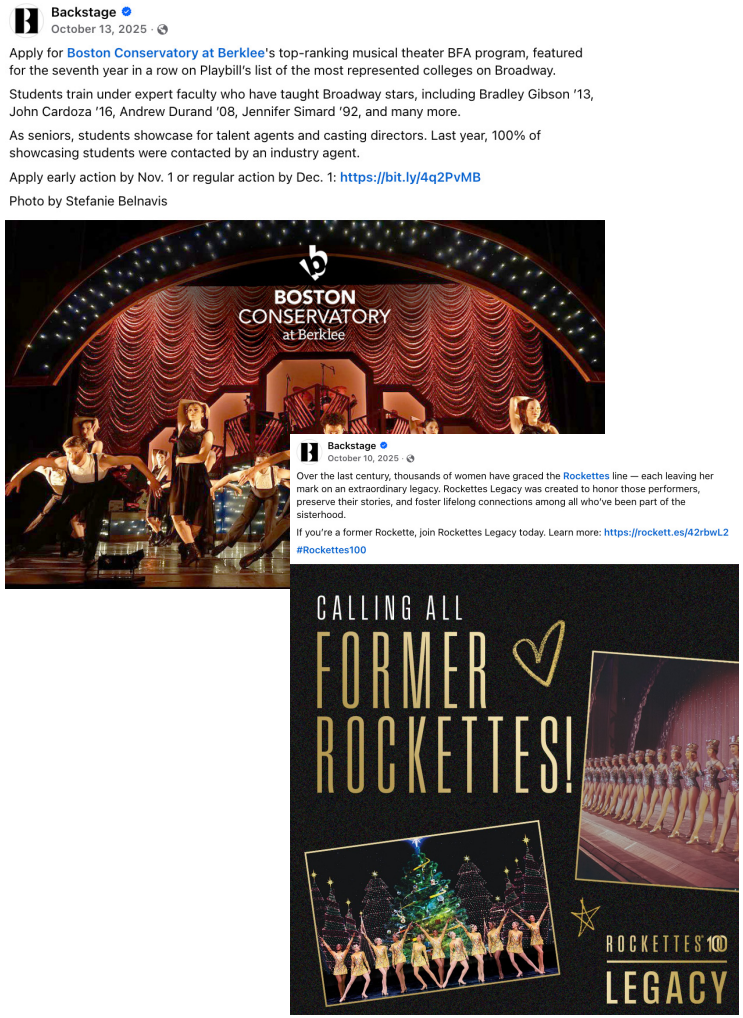
Inventory: 1 per day maximum
Estimated: ~1.2K reach
Organic avg.: 22.7K reach

Instagram story

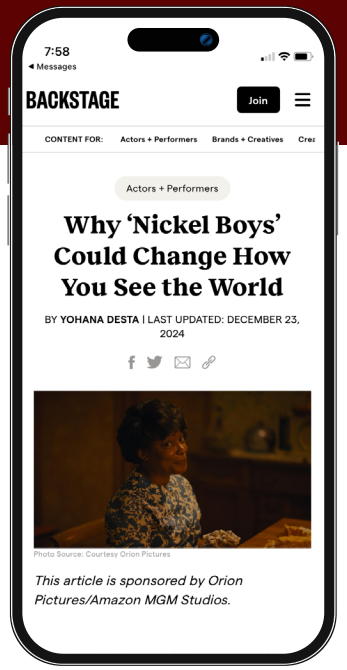
Inventory: 1 per day maximum
Estimated: ~400 engagements
Organic avg.: 1.2K engagements

X post

Inventory: 3 per week maximum
Estimated: ~1K impressions
Organic avg.: 3.7K impressions



Sponsored Content



Industry Perspectives Article

Our industry experts authentically connect with our core audience, providing actionable tips on how to elevate their career. We welcome legitimate experts in the field who are in a position to educate our readers in a meaningful way.

Package includes

- Six-month article lifetime with option to renew for another six months.
- Short description of organization to be featured at the bottom of the article along with link.
- Option for promotional add-on, promoting the article in one (1) Backstage editorial email.

- Word count between 600–800 words.
- Content must be specific to the industry and must have an accessible tone.
- Backstage editorial team will approve the topic and have editing rights.
- All content must be original to Backstage.

Podcast Sponsorship

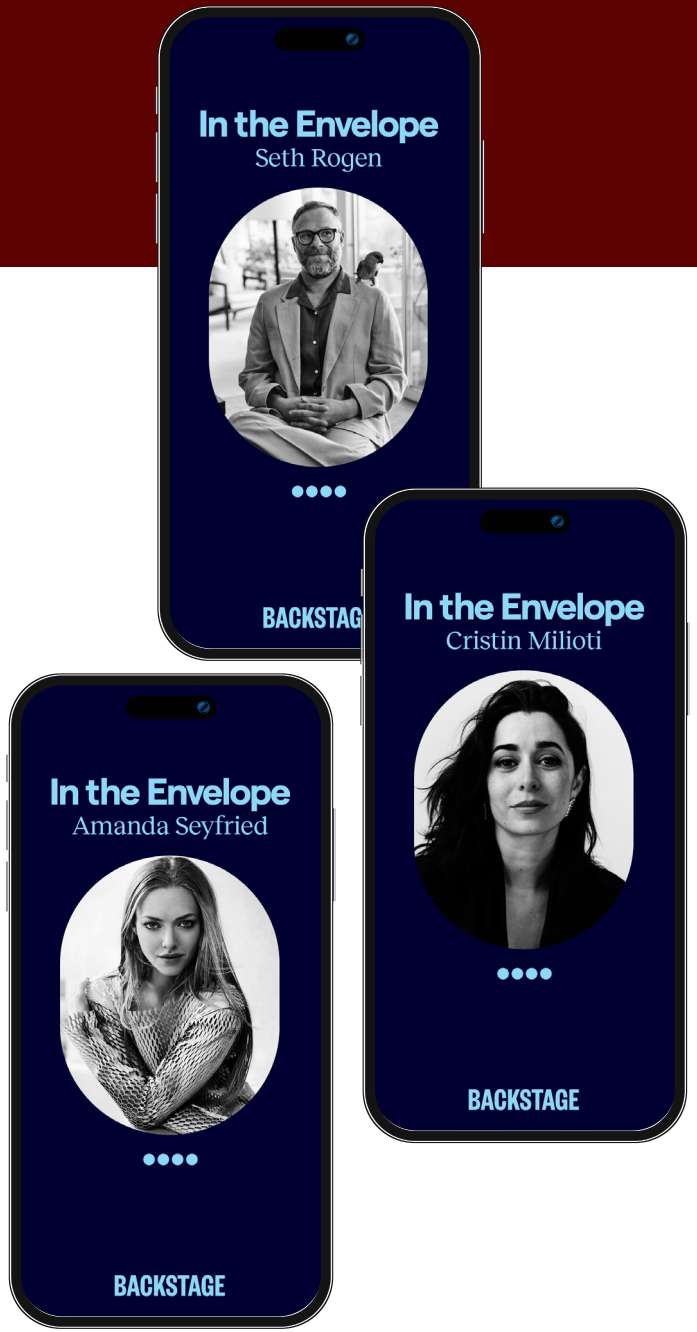
Exclusive sponsorship of **In the Envelope: The Actor's Podcast**, Backstage's biweekly series featuring in-depth interviews with top talent in film, television, theater and voiceover.

- 24.5k total followers
- Each episode has an average of 5k listens
- Over 250k earned media impressions

Package Options:

One (pre-roll) or Two (pre-roll and midpoint) 30-second spot packages

- Episode published on Backstage.com with short article and sponsor mention
- Promotional add-on package available

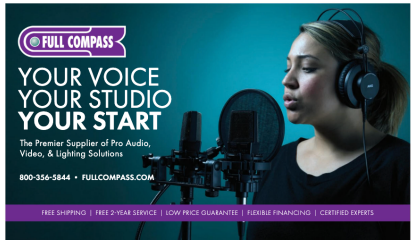


Print Opportunities

Backstage's signature print issues spotlight emerging and established talent, crafted to capture attention, provide education and deliver lasting impact.

Options include

- Full page spread
- Full page
- Half page vertical or horizontal
- Quarter page
- Inside front or back
- Back cover



Advertising Specs

BACKSTAGE

PRINT ADVERTISING SPECS

TRIM SIZE: 9×10.75
LIVE AREA: 0.25 (1/4") from trim
BLEED: Additional 0.25 (1/4") added to all sides (full page only)
All ads must be 300 dpi.
Submission as a PDFx-1a is preferred.
Color format must be CMYK; no spot colors or RGB.
Email all advertising materials to your sales representative.

FULL-PAGE ADS	SPREAD	FULL
Bleed	18.5×11.25 in	9.5×11.25 in
Trim	18×10.75 in	9×10.75 in

PARTIAL-PAGE ADS (No bleed or safety needed)

1/2V	1/2 H	1/4 SQ
4×10.375 in	8.5×5 in	4×5 in

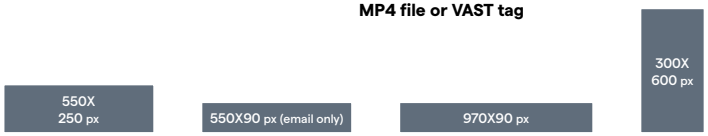
DIGITAL AD SPECS

ROS (desktop):
- Submit all three banners: one 970×90, one 300×250, and one 300×600

Email (desktop/mobile):
- Submit two banner units: one 550×90 and one 550×250

Email all advertising materials to your sales representative.

PLACEMENT	PLATFORM	SIZE (PX)	SIZE (KB)	FILE TYPE
ROS Desktop				
Leaderboard	Desktop	970×90	100KB	GIF/JPG/PNG
Medium rectangle	Desktop	300×250	100KB	GIF/JPG/PNG
Half-page ad	Desktop	300×600	100KB	GIF/JPG/PNG
Daily Email Newsletters				
Email leaderboard	Desktop/mobile	550×90	100KB	GIF/JPG/PNG
Email rectangle	Desktop/mobile	550×250	100KB	GIF/JPG/PNG
Video Pre-Roll/Mid-Roll				
:15 or :30	Desktop/mobile	Video length :15–:30 max, **MP4 file or VAST tag**		



Contacts

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