



2018 MEDIA KIT

**backstage**★

# AUDIENCE AND REACH

**OUR AUDIENCE:** Actors, Filmmakers, Directors, Tastemakers, Casting Directors



FEMALE/MALE

**60/40**



HOUSEHOLD INCOME

**\$75,000+**



AVERAGE AGE

**18-35**



NY & CA RESIDENTS

**44%**

## REACH



WEBSITE

**2.8M**

monthly unique visitors

SOCIAL MEDIA

**21M**

monthly impressions

FACEBOOK  
FANS

**1,000,000+**

TWITTER  
FOLLOWERS

**141,000+**

WEEKLY PRINT  
READERSHIP

**110,000**

EMAIL  
SUBSCRIBERS

**400,000+**

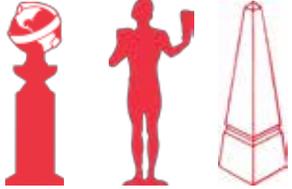
YOUTUBE  
SUBSCRIBERS

**43,000**

INSTAGRAM  
FOLLOWERS

**68,000+**

# KEY EVENTS

<p><b>JANUARY</b></p>  <p>PILOT SEASON</p> <p>2018-2019 THEATER SEASON</p>	<p><b>FEBRUARY</b></p>  <p>PILOT SEASON</p> <p>2018-2019 THEATER SEASON</p>	<p><b>MARCH</b></p>  <p>PILOT SEASON</p> <p>2018-2019 THEATER SEASON</p>	<p><b>APRIL</b></p> <p>PILOT SEASON</p> <p>2018-2019 THEATER SEASON</p>
<p><b>MAY</b></p>	<p><b>JUNE</b></p>  <p>CONVERSATIONS WITH SAG</p>	<p><b>JULY</b></p> <p>CONVERSATIONS WITH SAG</p>	<p><b>AUGUST</b></p> <p>CONVERSATIONS WITH SAG</p>
<p><b>SEPTEMBER</b></p>  <p>2018-2019 THEATER SEASON</p> <p>FOR YOUR CONSIDERATION SCREENINGS</p>	<p><b>OCTOBER</b></p> <p>2018-2019 THEATER SEASON</p> <p>FOR YOUR CONSIDERATION SCREENINGS</p>	<p><b>NOVEMBER</b></p> <p>FOR YOUR CONSIDERATION SCREENINGS</p>	<p><b>DECEMBER</b></p> <p>FOR YOUR CONSIDERATION SCREENINGS</p>

# EDITORIAL PROFILE

Backstage has been the actor's weekly trade publication for almost 60 years, providing working and aspiring performers with advice, inspiration, and casting notices. In addition to a cover story, each issue also includes interviews with established as well as rising stars, looks behind the scenes of TV and stage, and insider content from industry professionals ranging from casting directors to producers to screenwriters.

Recent cover subjects have included the legendary **Denzel Washington** and **Viola Davis**, Oscar nominees **Jessica Chastain**, **Maggie Gyllenhaal**, and **Laura Dern**, Tony winners **Ben Platt**, **Christian Borle** and **Cynthia Nixon**, plus fan favorites **Dan Stevens** and **Aziz Ansari**. Participants in our Backstage 5 questionnaire include everyone from **Kate Walsh** and **Nathalie Emmanuel** to **Samira Wiley** and **Lena Waithe**, while our Meet the Maker column profiled **Guillermo del Toro** for "The Shape of Water," **Martin McDonagh** for "Three Billboards Outside Ebbing, Missouri," **Sean Baker** for "The Florida Project," and **Greta Gerwig** for "Lady Bird". Our Facebook Live series has live-streamed Q&As with **Andy Serkis**, **Denis O'Hare**, **Michael Kelly**, **Neve Campbell** and **Sanaa Lathan**, while Backstage's podcast, *In the Envelope*, has broadcast conversations with luminaries such as **James Franco**, **Julia Louis Dreyfus** and **Bryan Cranston**.



# EDITORIAL CALENDAR 2018

## JANUARY

- 1/4 **Oscar Watch**  
Ad deadline: 12/28/2017
- 1/11 **SAG Voters Guide**  
Ad deadline: 1/4
- 1/18 **Artios Awards Issue**  
Ad deadline: 1/11
- 1/25 **Pilot Season**  
Ad deadline: 1/18

## FEBRUARY

- 2/1 **Headshots**  
Ad deadline: 1/25
- 2/8 **Social Media Issue**  
Ad deadline: 2/1
- 2/15 **Scholarships + Grants**  
Ad deadline: 2/8
- 2/22 **Oscars Voters Guide**  
Ad deadline: 2/15

## MARCH

- 3/1 **Summer Training**  
Ad deadline: 2/22
- 3/8 **College Guide: MFAs**  
Ad deadline: 3/1
- 3/15 **The Tech Issue**  
Ad deadline: 3/8
- 3/22 **Financial Week**  
Ad deadline: 3/15
- 3/29 **Voiceover Training**  
Ad deadline: 3/22

## APRIL

- 4/5 **Acting Techniques: An Overview**  
Ad deadline: 3/29
- 4/12 **The Agents Issue**  
Ad deadline: 4/5
- 4/19 **U.K. Spotlight**  
Ad deadline: 4/12
- 4/26 **Commercial Week**  
Ad deadline: 4/19

## MAY

- 5/3 **Theme Parks Spotlight**  
Ad deadline: 4/26
- 5/10 **The Kids Issue**  
Ad deadline: 5/3
- 5/17 **Classical + Stage Training**  
Ad deadline: 5/10
- 5/24 **Tony Awards Voters Guide**  
Ad deadline: 5/17
- 5/31 **College Guide: Musical Theater/Dance**  
Ad deadline: 5/24

## JUNE

- 6/7 **Emmy Watch**  
Ad deadline: 5/31
- 6/14 **For Your Consideration: Emmys**  
Ad deadline: 6/7
- 6/21 **Indie Film Spotlight**  
Ad deadline: 6/14
- 6/28 **Open**  
Ad deadline: 6/21

## JULY

- 7/5 **TV Audition Training**  
Ad deadline: 6/28
- 7/12 **The Model Issue**  
Ad deadline: 7/5
- 7/19 **The Showrunner's Issue**  
Ad deadline: 7/12
- 7/26 **The Digital Issue**  
Ad deadline: 7/19

## AUGUST

- 8/2 **The Film School Issue**  
Ad deadline: 7/26
- 8/9 **Emmys: Who's In The Running**  
Ad deadline: 8/2
- 8/16 **Emmy Voters Guide**  
Ad deadline: 8/9
- 8/23 **Emmy Predictions**  
Ad deadline: 8/16
- 8/30 **The Cruise Lines Issue**  
Ad deadline: 8/23

## SEPTEMBER

- 9/6 **Vocal Training**  
Ad deadline: 8/30
- 9/13 **College Guide: Acting Schools**  
Ad deadline: 9/6
- 9/20 **Fall TV Preview**  
Ad deadline: 9/13
- 9/27 **Broadway Issue**  
Ad deadline: 9/20

## OCTOBER

- 10/4 **The Dance Issue**  
Ad deadline: 9/27
- 10/11 **Open**  
Ad deadline: 10/4
- 10/18 **Comedy Spotlight**  
Ad deadline: 10/11
- 10/25 **The Casting Director's Issue**  
Ad deadline: 10/18

## NOVEMBER

- 11/1 **Open**  
Ad deadline: 10/25
- 11/8 **The Health Issue**  
Ad deadline: 11/1
- 11/15 **The Director's Issue**  
Ad deadline: 11/8
- 11/22 **Who's In The Running: Supporting Film + TV Comedy**  
Ad deadline: 11/15
- 11/29 **Behind the Scenes**  
Ad deadline: 11/22

## DECEMBER

- 12/6 **Late Arrivals: Ensembles/Lead TV + Film**  
Ad deadline: 11/29
- 12/20 **Golden Globes Issue**  
Ad deadline: 12/13
- 12/27 **Film Independent Spirit Awards Issue**  
Ad deadline: 12/20

Issue topics and deadlines subject to change

# DIGITAL ADVERTISING

## HIGH IMPACT BACKSTAGE.COM

Takeovers

Interactive skins

Convergent overlays

Unit exclusivity

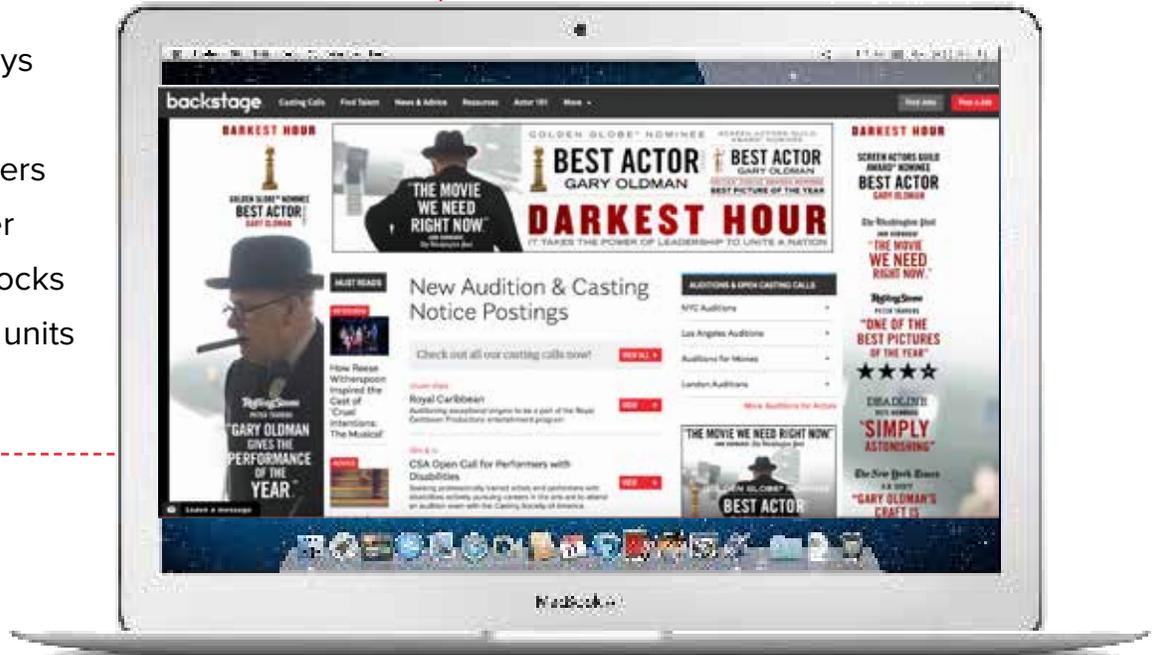
Homepage takeovers

Including wallpaper

Homepage roadblocks

Synced run-of-site units

Page roadblocks



## HIGH IMPACT SOCIAL AND EMAIL

Social media takeovers

Facebook cover photo

Twitter background

Dedicated email blasts

Native ads

eNewsletter placement

## STANDARD UNITS

Run of site banners

eNewsletter placements

# PRINT ADVERTISING

## HIGH IMPACT IN BOOK

### COVER WRAPS:

Four page fully bound

*Includes use in all social media promotion for the week*

Cover gatefolds

Center spread gatefolds

Inside covers

Inside front cover & page 1 spread

Sponsored content spread

## HIGH IMPACT OUTSIDE OF BOOK

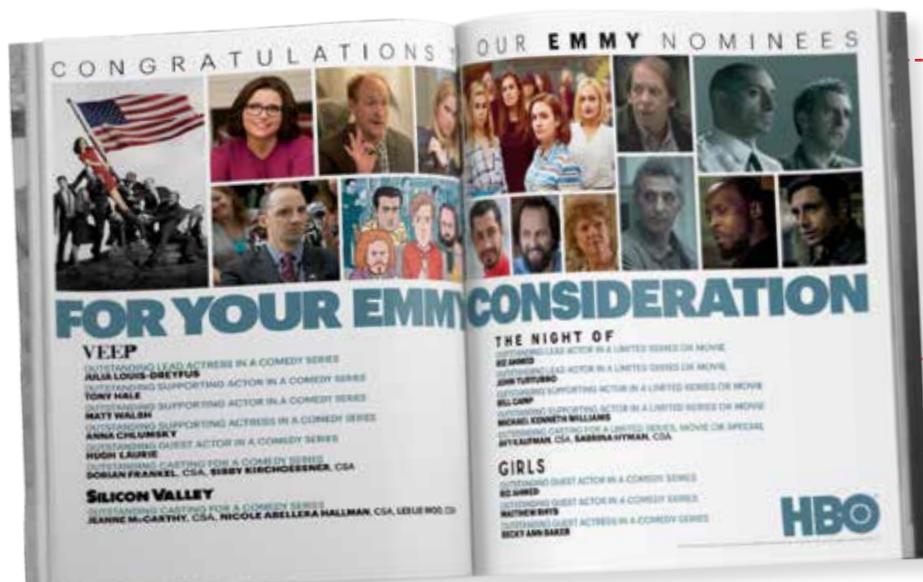
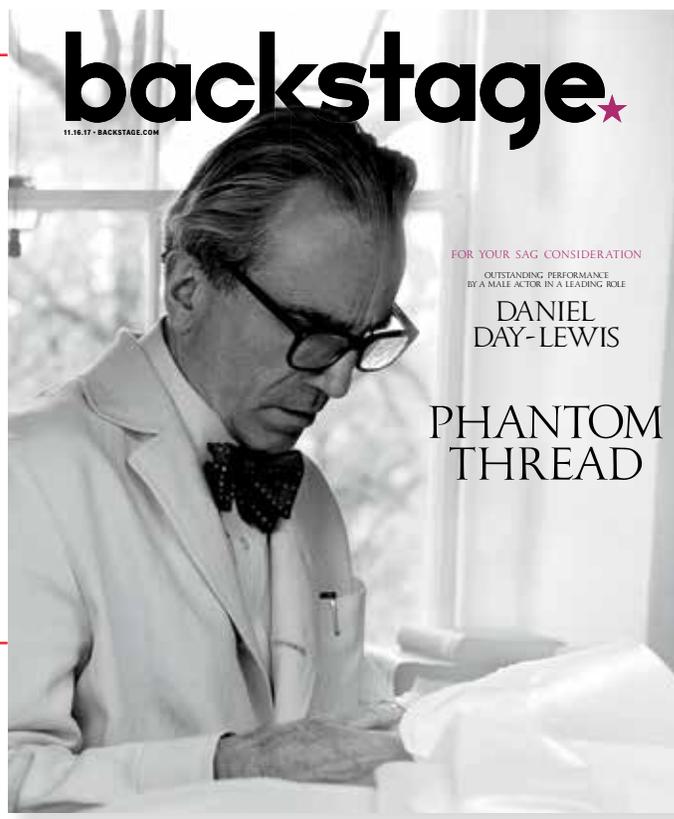
Polybag inserts

DVD inserts

Hanger inserts

Custom mailers

Belly wrap



## STANDARD UNITS

Center spread

Far forward full page

Full page run of book

# ADVERTISING SPECS

## AD ARTWORK SUBMISSION SCHEDULE

**MAGAZINE PRINT AD:** Artwork is required to be here the Thursday before your ads placement in the following Thursday's edition. Creative should be submitted to [ads@backstage.com](mailto:ads@backstage.com) and please cc your Account Manager.

**ONLINE BANNER ADS:** Artwork is required to be here 5 days prior to your scheduled online campaign. Creative should be submitted to [ads.backstage@gmail.com](mailto:ads.backstage@gmail.com) and please cc your Account Manager.

## PRINT ADVERTISING SPECS

**TRIM SIZE:** 9 x 10.75

**LIVE AREA:** .25 in (1/4") from trim

**BLEED:** Additional .25 (1/4") added to all sides (full page only)

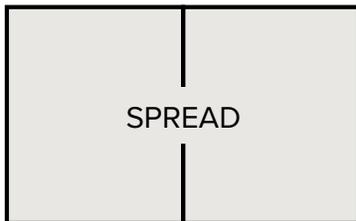
All ads need to be 300 dpi.

Submitted as a PDFx-1a is preferred.

Color format must be CMYK with NO spot colors or RGB.

Email all advertising materials to your sales representative.

	SPREAD	FULL
Bleed	18.5 x 11.25 in	9.5 x 11.25 in
Trim	18 x 10.75 in	9 x 10.75 in



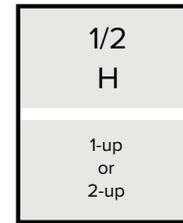
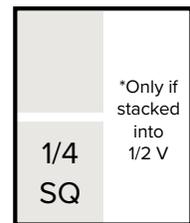
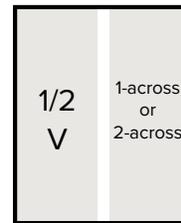
### NO BLEED/SAFETY

1/2 V  
4 x 10.375 in

1/4 SQ\*  
4 x 5 in

1/2 H  
8.5 x 5 in

JUNIOR  
6 x 7 in

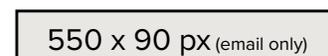
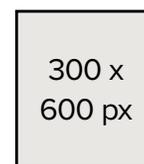
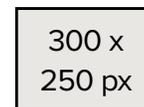
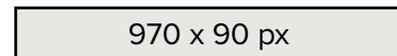


## BACKSTAGE.COM DIGITAL ART SPECS

For digital ads, please submit:

- » 3 banners: one 970 x 90; one 300 x 250; and one 300 x 600
- » Maximum file size is 40 KB per ad
- » A landing page URL
- » Email unit (550 x 90 or 300 x 250):  
We can accept static JPEG/GIF files only
- » Ads can be submitted to [ads.backstage@gmail.com](mailto:ads.backstage@gmail.com)

We do accept Flash however we require a backup jpeg image also be submitted for the Flash ads. Flash files have an extension of ".swf."  
We also accept gif and jpeg files. Gifs and Flash files can be animated.



# BACKSTAGE CONTACTS



## FOR EDITORIAL COVERAGE

### PLEASE CONTACT:

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Rawaan Alkhatib, Editor-in-Chief, [rawaan@backstage.com](mailto:rawaan@backstage.com)

## FOR ADVERTISING INFORMATION

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