



stage **lync.**

elevating the audience experience

MEDIA KIT

Stronger together.

We are thrilled to announce the merger of Circus Talk and TheatreArtLife.

This strategic alliance marks the beginning of StageLync, a new platform offering seamless access and connection to live performing arts for all.

Show producers, venues, artists, and crew can connect with each other and audiences through this new platform.



What is StageLync?

Combining their expertise, the two platforms are excited to launch StageLync, a groundbreaking free platform providing detailed information and easy access to performances for audiences; and StageLync Pro, a subscription-based service tailored to performing arts industry professionals offering higher visibility, networking opportunities, and tools to support their careers. StageLync aims to broaden the audience base for live performances and elevate the visibility of the live performing arts within the cultural landscape.



connecting the arts ecosystem directly to its audience

Why StageLync?



A brand new, free-to-access media site that provides access to a wide array of articles spanning various disciplines within the performing arts. StageLync fosters engaging conversations, share expertise, track industry trends, deliver breaking news from the global performing arts scene, and most importantly, showcase artists, creators, and companies to elevate their performances and strengthen their connection with audiences.



What CircusTalk and TheaterArtLife offered to industry professionals, now our valued user can enjoy in StageLync Pro. Since their launches in 2017, CircusTalk and TheaterArtLife have shown consistent and exponential growth in daily visitors, page views and member registration. As a structured B2B platform, StageLync Pro is for industry professionals, and decision-makers. StageLync Pro visitors are highly engaged, on stage and backstage professional working in the performing arts. They are opportunity-seeking individuals and institutions, who are in “discovery-mindset” when active on the site.



Anticipated monthly pageviews of this new audience-facing information and connecting platform exceed **50,000**, drawing from visitor statistics of TheaterArtLife and CircusTalk News.



PERFORMING ARTS AUDIENCE

Reach the performing arts audience, who eagerly anticipates new, captivating performances, and explore the stories of the performers, creators, and backstage crew who bring these shows to life, ready to be transported into a world of creativity and expression.

SOCIAL MEDIA METRICS



Instagram - 26K



LinkedIn - 42K



Facebook - 31K



Twitter | X - 2.3K



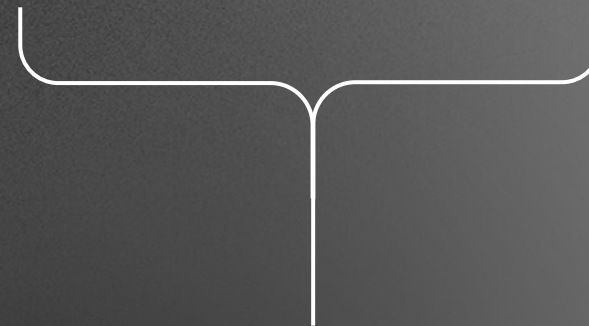
AGE



GENDER



LOCATION



Age, gender and location statistics
coming soon after website launch



StageLync Pro attracts **25,000+** performing arts professional users, generating **120,000 pageviews monthly**. Users spend an average of 2–4 minutes on the site per visit and view 3–5 pages.



ONSTAGE AND BACKSTAGE

Reach performers, directors, educators, choreographers, administrators, students, backstage professionals; plus festivals, schools, companies, agencies, presenters, and all types of industry suppliers.



SEEKING OPPORTUNITIES

70% of users visit CircusTalk to find performance and job opportunities

30% of users visit CircusTalk with casting and hiring intent

35% of users are purchasing decision makers



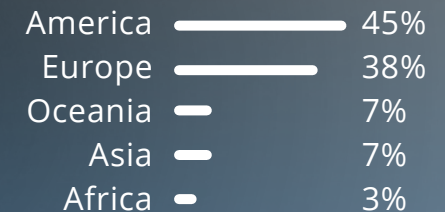
AGE



SEX



LOCATION





Advertising Opportunities

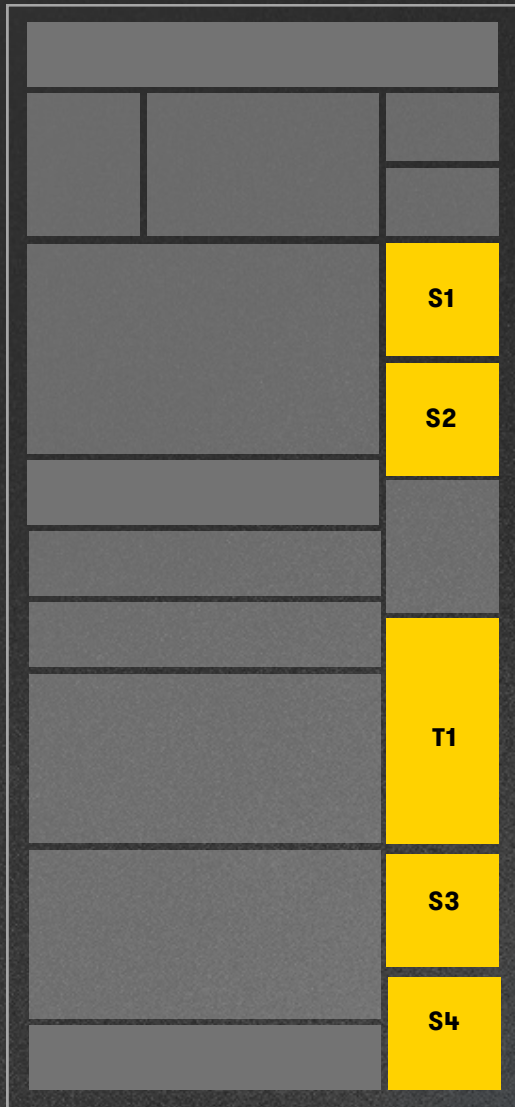
Sitewide Side Banners
Homepage Banners
Homepage Takeover Skin
Article Page Banners
Newsletter Banners
Curated Newsletters
Podcast Feature
Social Media Feature

*File format for all banner ad, unless otherwise noted:
.gif, png, jpg, swf html/html5 Max. file size: 150KB
Rates are subject to change.

Sitewide Side Banners



Visible on each page throughout StageLync and StageLync PRO, our side ads will catch each visitor's attention no matter where they're browsing.



LOCATION AND SIZE

PRICE

S1 - Sitewide Side Banner 1

\$500 USD / month

Every page - top of page

300 x 250 px (Desktop/Tablet/Mobile)

S2 - Sitewide Side Banner 2

\$450 USD / month

Every page

300 x 250 px (Desktop/Tablet/Mobile)

S3 - Sitewide Side Banner 3

\$450 USD / month

Every page

300 x 250 px (Desktop/Tablet/Mobile)

S4 - Sitewide Side Banner 4

\$450 USD / month

Every page

300 x 250 px (Desktop/Tablet/Mobile)

T1 - Sitewide Tower Banner 1

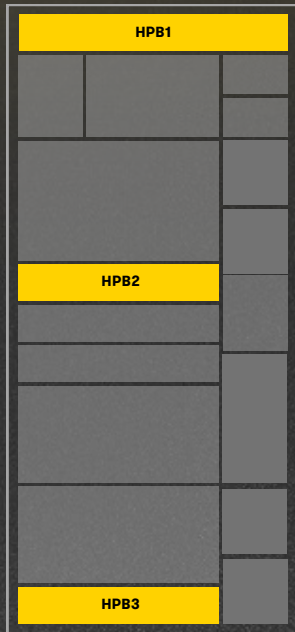
\$500 USD / month

Every page, middle of page

300 x 600 px (Desktop/Tablet/Mobile)

Homepage Banners

Feature your product, event, or production on our landing page to maximize your visibility to our broadest audience.



LOCATION

HPB1 - Homepage Top Banner

Desktop 1054 x 250 px / Tablet 728 x 180 px / Mobile 320 x 100 px

PRICE

\$600 USD / month

HPB2 - Homepage Middle Banner

Desktop & Tablet 970 x 180 px / Mobile 320 x 50 px

\$450 USD / month

HPB3 - Homepage Bottom Banner

Desktop & Tablet 970 x 180 px / Mobile 320 x 50 px

\$300 USD / month

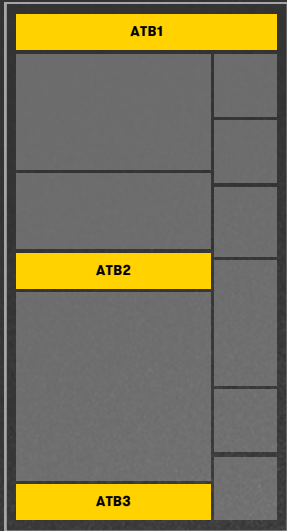
Homepage Takeover Skin

Our Skin Takeovers wraps around the main content on the home page. We essentially take your creative content and use it to replace the entire background of the page, giving you total page dominance. We recommend this ad tool used for high-profile promotions or by brands seeking to make a strong impression on the audience.



PRICE

\$1,750 USD / month



Article Page Banners



Our articles are our prime content, so an Article Banner ad will thoughtfully catch our readers from far and wide, while they are engaged with the content.

LOCATION

ATB1 - Article Page Top Banner
 Article Page - top of page
Desktop 1054 x 250 px / Tablet 728 x 180 px / Mobile 320 x 100 px

PRICE

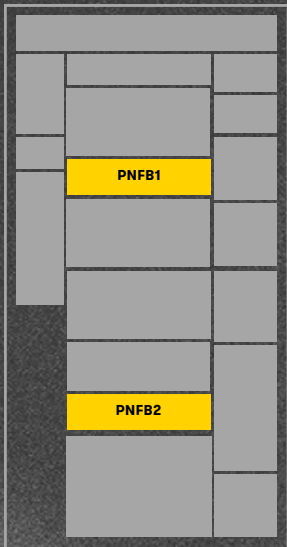
\$600 USD / month

ATB2 - Article Page Middle Banner
 Article Page
Desktop & Tablet 970 x 180 px / Mobile 320 x 50 px

\$450 USD / month

ATB3 - Article Page Bottom Banner Article Page
Desktop & Tablet 970 x 180 px / Mobile 320 x 50 px

\$300 USD / month



PRO Newsfeed Banners



The StageLync PRO newsfeed serves as the central hub for professionals upon login. It's a dynamic home page for the professional community where users can access the latest job postings, industry news, events, and professional profiles. This page stands as a go-to resource, frequently visited by members of the professional community.

LOCATION

PNFB1 - PRO Newsfeed Banner 1
Desktop & Tablet 728 x 90 px / Mobile 320 x 50 px

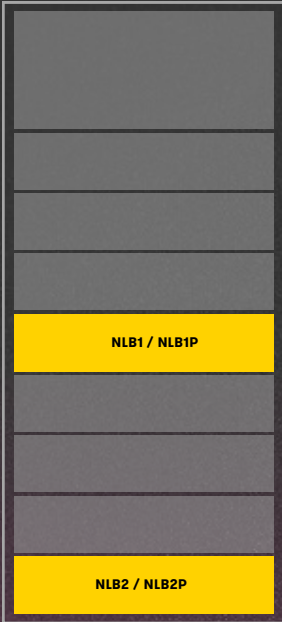
PRICE

\$450 USD / month

PNFB2 - PRO Newsfeed Banner2
Desktop & Tablet 728 x 90 px / Mobile 320 x 50 px

\$400 USD / month

Newsletter Banners



PUBLIC

Our Public Newsletter features content for performing arts fans and aficionados all over the world, a perfect place to promote to the audience market.

LOCATION

NLB1 - Newsletter Banner 1
Public Newsletter - top of page
1054 x 250 px

PRICE

\$350 USD

NLB2 - Newsletter Banner 2
Public Newsletter - bottom of page
1054 x 250 px

\$300 USD

PRO

Our PRO Newsletter is a great spot to reach our community of industry professionals. Leveraging our engaged professional user base, our PRO Newsletter consistently achieves an above-average open and click-through rate.

LOCATION

NLB1P - Newsletter Banner 1 PRO
PRO Newsletter - top of page
1054 x 250 px

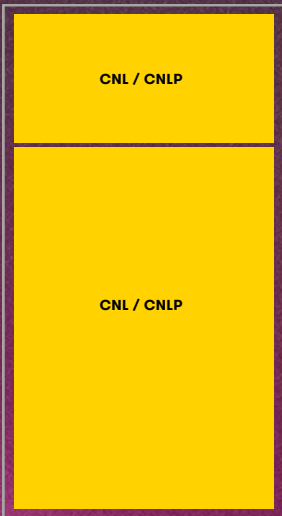
PRICE

\$350 USD

NLB2P - Newsletter Banner 2 PRO
PRO Newsletter - bottom of page
1054 x 250 px

\$300 USD

Curated Newsletter



PUBLIC

A bonus way to boost your event, bring your event straight to our Public visitor's inbox through our popular newsletter.

LOCATION

CNLP - Curated Newsletter Public

PRICE

\$1000 USD

PRO

Share your story with ALL of our PRO visitors! Take the reins on one of our weekly newsletters and make it all about YOU.

LOCATION

CNL - Curated Newsletter Pro

PRICE

\$1000 USD



Podcast

Tell your story or share your product during our popular podcast. This ad will feature in 4 podcasts over the course of 1 month. The StageLync podcast is enjoyed by performing arts pros and enthusiasts and it has a listenership of 50,000 downloads.

OPTIONS

Podcast Ad
60 seconds; 4 broadcasts

PRICE

\$500 USD

Podcast Ad
30 seconds; 4 broadcasts

\$300 USD

File format: .mp3 or .wav

Need StageLync to record for you?

Send your script to us and we will record it for you. Add \$35*** USD



Social Media

Our Instagram takeovers offer exclusive behind-the-scenes insights into events or activities typically hidden from public view, providing an element of exclusivity and insider access. This not only boosts engagement with your existing audience but also has the potential to attract new followers to your channel and brand.

OPTIONS

Instagram Takeover

PRICE

\$450 USD/day

Special Ad Packages and Customized Campaigns

StageLync's Special Advertising Packages provide a fully customized approach, allowing your campaign to precisely target your audience and maximize marketing impact. Tailored to align with your strategic goals and budget, these packages optimize ad placements for the best possible ROI. They enhance visibility and engagement, boosting brand awareness and potentially increasing sales. Personalized campaigns deepen consumer connections, delivering content that meets specific needs and interests, thus fostering stronger brand loyalty over time.

Contact Anna Ashley - Ad Sales and Partnership Manager
at annaashley@stagelync.com



stage
lync.

Special Offers

LIMITED TIME ONLY!

We're thrilled to offer special pre-launch ad packages to our valued customers for a limited time only. Reach out to us now to take advantage of this exclusive opportunity!

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