



## READING ARTS MARKETING



### *Correct Billing & Venue Published address*

#### **THE HEXAGON**

Queens Walk  
Reading, RG1 7QF

#### **READING TOWN HALL**

Blgrave Street  
Reading, RG1 1QH

### *Marketing Contacts*

[Ben.Fisher@reading.gov.uk](mailto:Ben.Fisher@reading.gov.uk)

[Julia.Cook@reading.gov.uk](mailto:Julia.Cook@reading.gov.uk)

### *Overprint – Logos available to download [DOWNLOAD HERE](#) (dropbox)*

The Hexagon (and/or logo)  
Show date, time  
Box Office 0118 960 6060  
whatsonreading.com

Reading Town Hall (and/or logo)  
Show date, time  
Box Office 0118 960 6060  
whatsonreading.com

### *Suggested standard Print requirements*

Flyers x 500  
A2 x 4 – A3 x 4  
4-sheets if available x 2  
Pop Up Banners if available x 1 or 2

Flyers x 300  
A3 x 2  
No pop-up banners

### *Address to mail print*

FAO Marketing & Print  
The Hexagon Theatre (Stagedoor)  
Queens Walk  
Reading, RG1 7QF

FAO Marketing & Print  
Reading Town Hall  
Blgrave Street  
Reading, RG1 1QH

### **Digital Assets Required:**

Event page, main image 1640 x 1080px or 820 x 520px – jpg. Landscape.  
Extra/Production shots etc. size as above, can be added to page.

1920 x 1080px landscape jpg for Digital screens  
1080 x 1920px portrait jpg for Town Hall Digital Screen

**Video:** mp4 format trailers etc.

YouTube link if available – to embedded video on event page. (Will/can upload video/trailers to our YT channel).

Any other standard Facebook/Meta/Insta/Reels images/video sizes for socials.

Email to [Ben.Fisher@reading.gov.uk](mailto:Ben.Fisher@reading.gov.uk)

Email to [Julia.Cook@reading.gov.uk](mailto:Julia.Cook@reading.gov.uk)

**Main website:** [WWW.WHATSONREADING.COM](http://WWW.WHATSONREADING.COM)

**Event Listings** [www.whatsonreading.com/hexagon/whats-on](http://www.whatsonreading.com/hexagon/whats-on)

**Listings** [www.whatsonreading.com/venues/town-hall/whats-on](http://www.whatsonreading.com/venues/town-hall/whats-on)

**WhatsonReading.com (for all venues as well as wider event listings for the town)**

FB - <https://www.facebook.com/RDGWhatsOn> Insta - <https://www.instagram.com/whatsonrdg> BSky - @rdgwhatson

**Reading Arts & Venues (Hexagon, Reading Town Hall and South Street)**

FB <https://www.facebook.com/readingartsandvenues>

Youtube (mainly for show trailers) - <https://www.youtube.com/@readingartsandvenues>

### **Venue Specific Socials**

Insta - [www.instagram.com/thehexagonrdg](http://www.instagram.com/thehexagonrdg) Threads - [www.threads.com/@thehexagonrdg](http://www.threads.com/@thehexagonrdg)

X - [www.x.com/Thehexagon](http://www.x.com/Thehexagon) Facebook - [www.facebook.com/ReadingTownHall](http://www.facebook.com/ReadingTownHall)

## STANDARD MARKETING ACTIVITY

### ***Announce and On Sale.*** (The Hexagon & Reading Town Hall)

Announcing – If On Sale date is a few days after announcing.  
Otherwise, Announce + On Sale at the same time + e-shots + socials.

Web entry published on announcement. [www.whatsonreading.com](http://www.whatsonreading.com)

Socials – organic (+ Meta Spend if specified).

Reading Arts will offer a 24 hour presale for our venue members as standard

Unless specified - E-shot\* the evening before Members go on sale – including Members and relevant bookers.

\*'On Sale Now' e-shot\* the morning of On Sale + socials.

\*If we have multiple events announcing/going on sale at the same time, we may include all shows going on sale on one e-shot – otherwise e-shots will be solus.

### ***Post Announcement***

Inclusion in the following couple editions of our Weekly What's On e-shots 'Just Announced' section.

(then inclusion from approx. three weeks before the show in the 'On Now & Next' section).

Inclusion in our various regular Music/Tributes-Party/Comedy/Kids/Classical etc. listings e-shots, going forward.

These sent about once a month depending on any new announcements.

Further Solus e-shots – Meta – paid for activity etc. to discuss with promoter – see below.

Organic social posts going forward or as requested.

## ADDITIONAL MARKETING OPTIONS – PAID FOR ACTIVITY.

*All paid marketing activity must be discussed and agreed in advance and the costs to be shared or recharged as per the event contract. Costs are for guidance only and are subject to change*

### **Meta Campaign/s.**

Please advise of any budgets and we will organise at a time to suit.

### **Solus e-shots.** (not including announcement e-shots)

£5 per 1000 emails sent.

Typical e-shot will hit at least 10k patrons, depending on show type.

Can be arranged at any time to suit.

### **Outdoor Digital Screens.**

Broad Street Mall. They have two large screens, one inside, one outside facing the town centre.

We'd normally use the outside one.

They'll get us as many spots as possible for budget - £800 to £1000 per month.

Normally about 1 ad (10sec) every 2 to 3 mins, but this is usually bumped up (space available bonus) – specs on request.

A33 Screen (main Reading central link to the M4)

About £1500 per month – not used very much by us, but can get quote to confirm price.

(+ Broad Street Mall are usually happy to run a ticket comp via their socials – free)

Richfield Ave Screen (Main road linking West to North Reading)

£99 per week. Two week minimum.

Specs on request.

### **Outdoor Vinyl Banner space.** (Hexagon only)

Space is free – just printing costs.

3m long x 0.6m high.

Space for up to two banners.

Pedestrian area leading to The Hexagon Box Office entrance – from the Broad Street Mall.

/...

**Reading Buses – Internal Bus Screens.**

£150 per month\*

They'll get us as many spots on as many routes as possible, depending on space their end.

\*Space is not always available.

Specs available on request (three different sizes needed).

**Closed Groups Offers.**

NHS Staff (Royal Berks Hospital) + Reading Borough Council Staff.

images/show details/promocode sent – promoted to their staff via internal newsletters / social groups.

+ we have various Groups/Groups Bookers/Schools on our customer database.

**LOCAL PRESS.**

We primarily use Wokingham/Reading Today

£190 for a ¼ page to appear in both publications.

130mm x 160mm Port. Jpg.

Other sizes available on request

Reading Today Online ad - £100 for 10k impressions.

300 x 250px landscape jpg, 72dpi under 1mb. – linking to event page.

They can also run a ticket comp online if required. Free.

Reading Chronicle.

c£80 for ¼ page.

114mm x 160mm port. Jpg.

Other sizes available on request.

Muddy Stiletto Berkshire – online.

High-End – lifestyle – female led.

c£700 per month, online activity, review/blogs, mpu, socials etc.

Henley Life Mag (delivered to households) / Henley Standard Paper.

c£200 ¼ page. 99mm x 135mm port. Jpg.

Suitable for Classical/Opera/Theatre type events.

Primary Times Berkshire Mag.

c£350 per issue – seasonal issues – term times – 4 times per year + Christmas.

Suitable for kids/family events.

**PRESS CONTACTS**

Cheeselogs	<a href="http://www.cheeselogs.co.uk">www.cheeselogs.co.uk</a>	<a href="mailto:phil@creighton.me.uk">phil@creighton.me.uk</a>
Muddy Stiletto Berks	<a href="http://www.berkshire.muddystiletto.co.uk">www.berkshire.muddystiletto.co.uk</a>	<a href="mailto:olivia.russell@muddystiletto.co.uk">olivia.russell@muddystiletto.co.uk</a> <a href="mailto:ellie.ball@muddystiletto.co.uk">ellie.ball@muddystiletto.co.uk</a>
Reading / Wokingham Today	<a href="http://www.rdg.today">www.rdg.today</a>	<a href="mailto:claire@rdg.today">claire@rdg.today</a> ; <a href="mailto:news@rdg.today">news@rdg.today</a>
Reading Chronicle	<a href="http://www.readingchronicle.co.uk">www.readingchronicle.co.uk</a>	<a href="mailto:isabella.perrin@newsquest.co.uk">isabella.perrin@newsquest.co.uk</a>
Henley Life / Henley Standard	<a href="http://www.henleystandard.co.uk">www.henleystandard.co.uk</a>	<a href="mailto:judith@henleystandard.co.uk">judith@henleystandard.co.uk</a>
Primary Times & Families Magazine for kids, family	<a href="http://www.primarytimes.co.uk">www.primarytimes.co.uk</a>	<a href="mailto:suzannem@moonscapemedia.net">suzannem@moonscapemedia.net</a> <a href="mailto:lesley@familiestvw.co.uk">lesley@familiestvw.co.uk</a>
BBC Radio Berkshire		<a href="mailto:phil.kennedy@bbc.co.uk">phil.kennedy@bbc.co.uk</a> ; <a href="mailto:katherine.bett01@bbc.co.uk">katherine.bett01@bbc.co.uk</a> ; <a href="mailto:matt.vaughan@bbc.co.uk">matt.vaughan@bbc.co.uk</a> ; <a href="mailto:sam.boyle@bbc.co.uk">sam.boyle@bbc.co.uk</a> ; <a href="mailto:sam.dixon-french@bbc.co.uk">sam.dixon-french@bbc.co.uk</a> ; <a href="mailto:freya.mccoy@bbc.co.uk">freya.mccoy@bbc.co.uk</a> ; <a href="mailto:andrew.peach@bbc.co.uk">andrew.peach@bbc.co.uk</a>

For more information contact

[Ben.Fisher@reading.gov.uk](mailto:Ben.Fisher@reading.gov.uk) (The Hexagon) or [Julia.Cook@reading.gov.uk](mailto:Julia.Cook@reading.gov.uk) (Concert Hall)