



**THIS IS
CABARET**

MEDIA KIT & RATE CARD

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*This Is Cabaret is the only publication in London exclusively dedicated to covering **burlesque, cabaret and circus**. Our readers know a good thing when they see it.*

*The vast majority of them are **educated, culturally aware London-based 21- to 45-year-olds** who enjoy cabaret, burlesque, comedy, music, theatre and cinema.*

*Their idea of a good night out is intellectually stimulating live entertainment with cocktails and three-course meals thrown in, and they read our website to find out **where to get it**.*

*These people regularly spend anywhere between £8 and £90 on event tickets, like to dress up and **love to try something new**.*

They're not afraid of controversial humour, political satire or a little exposed flesh.

Got something to tell them?

Advertising on TIC is an easy and affordable way to market your product, service or talent to an increasing group of consumers who spend money on culture and keep up with what's going on in the arts.



RATE CARD

BANNER TYPE

WEEKLY COST

Top Banner (500x70 pixels)	£300- £150
Skyscraper (125x500 pixels)	£150- £75
Button (125x125 pixels) Minimum 2 weeks	£50- £25
Site takeover (all banners + background)	£500- £250
Sponsored post	£250- £125

BOOK YOUR AD NOW

*Send all advertising inquiries to **advertising@thisiscabaret.com**.*

TIC will reply within 24 hours.

BANNER SIZES



TOP BANNER
(500 x 70 pixels)

**IMAGE LINKING TO
YOUR SPONSORED POST**
(700 x 320 pixels)

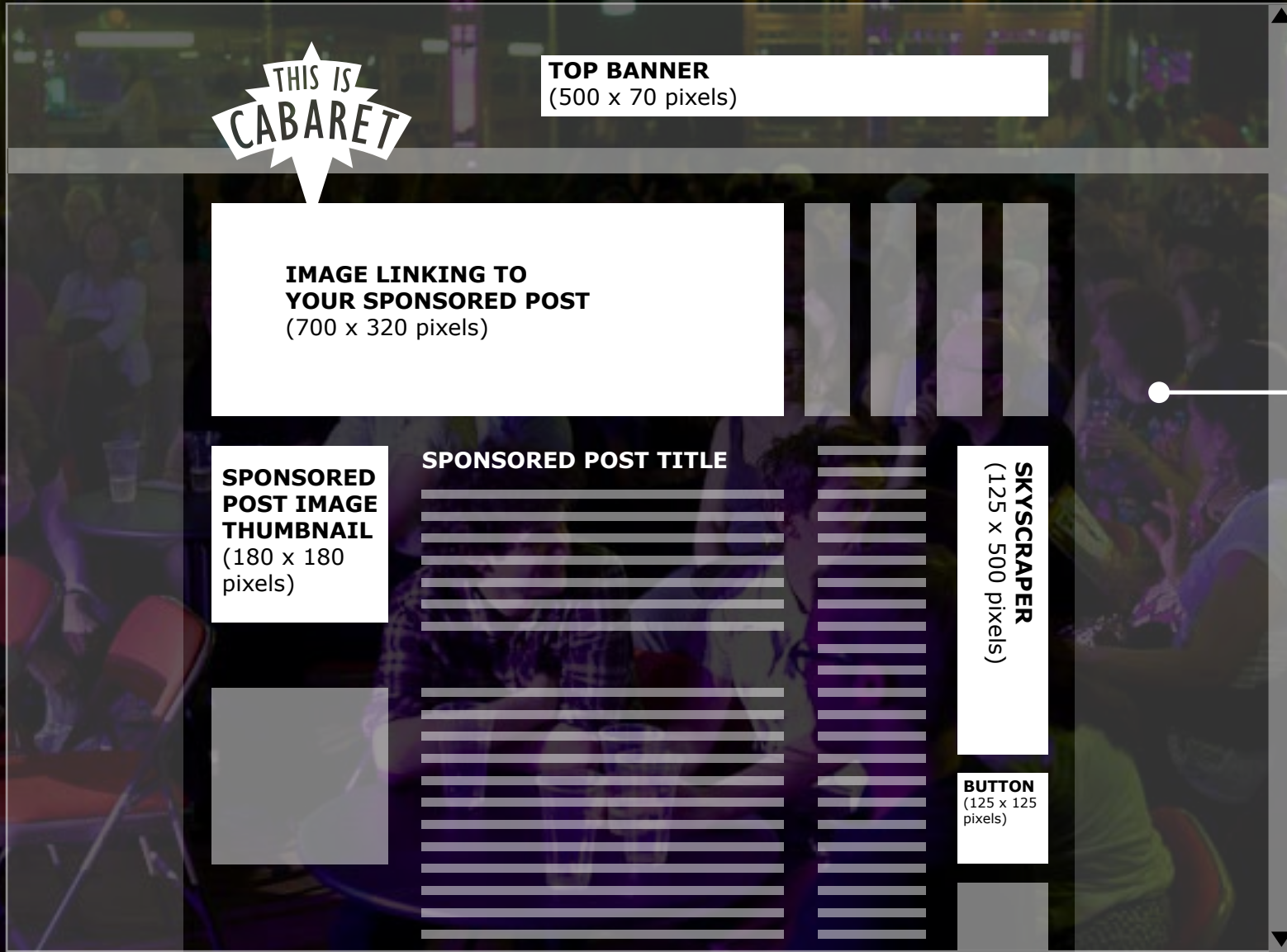
**SPONSORED
POST IMAGE
THUMBNAIL**
(180 x 180
pixels)

SPONSORED POST TITLE

SKYSCRAPER
(125 x 500 pixels)

BUTTON
(125 x 125
pixels)

**BACKGROUND
IMAGE
FOR SITE
TAKEOVER**



TECHNICAL SPECIFICATIONS

- *TIC accepts banners in the following formats: JPEG, PNG, GIF and Animated GIF.*
- *Sponsored posts must consist of a maximum of 400 words and one image or video. All sponsored posts are marked as such.*

TERMS & CONDITIONS

- *By submitting advertising material to This Is Cabaret ("TIC"), advertisers and deal partners confirm that they hold the rights to use all text, images and music contained in them without infringing any third parties' copyright or other relevant laws. Advertisers and deal partners agree that any penalties arising from copyright or licensing infringements are solely their responsibility, with no onus to TIC.*
- *TIC reserves the right not to publish material that it considers inappropriate for its scope or readership on any grounds.*
- *The prices, promotional offers and other services offered by TIC may be altered or discontinued at any time without notice. Should said discontinuation or alteration prevent TIC from fulfilling any or all of its responsibilities in a previous arrangement, an equivalent service may be offered in lieu of compensation.*
- *TIC reserves the right to re-publish and re-use material submitted by third parties for other purposes including, but not limited to, TIC content and TIC's own promotional material (whether published by TIC or via other third parties, digitally, in print or in other media), without notice.*
- *TIC reserves the right to interrupt or suspend publication of any material found to break these terms and conditions, without refunds.*
- *Any arrangements not covered by these terms and conditions must be negotiated directly with TIC, in writing (e-mail, fax or written correspondence), in order to be valid.*