

MEDIA KIT 2026

BELL
SHAKESPEARE



ABOUT US

Bell Shakespeare is Australia's only national theatre company specialising in the works of William Shakespeare. Founded in 1990 with the aim of sharing Shakespeare's plays in a way that is relevant and exciting to all Australians, the company has evolved further than its visionary founder, John Bell AO, could have hoped.

As one of Australia's most esteemed major performing arts companies, a trusted brand and leading institution within our country's cultural fabric, Bell Shakespeare tours major theatre productions, education programs and outreach initiatives to every state and territory across the nation, enjoying unrivalled reach and impact.

In 2026 Bell Shakespeare is offering the opportunity to purchase ad space in our production programs — premium printed and digital booklets that are cherished by our theatre patrons nationally.

As a not-for-profit theatre company, your ad space purchase will directly contribute towards our artistic, community and education programs in addition to providing alignment with a much-loved brand and highly engaged community of theatregoers.

THE PROGRAM

A year of ambition, guilt and idealised murder, in 2026 Bell Shakespeare will deliver two monumental tragedies: the political masterpiece *Julius Caesar* and the haunting thriller *Macbeth*, alongside a brand-new play, *Mackenzie*.

Written by Yve Blake, *Mackenzie* is a hilarious, twisted, and deeply camp reimagining of Shakespeare's *Macbeth* that asks the question: What if Macbeth was a 13-year-old child star?



Patrons at every performance receive a complimentary printed program that details everything about the production including a note from the director, the synopsis of the play, information about the cast and creative teams involved, and other useful content that enhances their experience of the play.

AUDIENCE PROFILE

A diverse, discerning, knowledgeable audience who value high quality cultural and thought-provoking experiences.

89%

tertiary educated

50%

have a household income over **\$104K** per annum

21%

of our audience are under **40**

70%

female

31%

have a household income over **\$156K** per annum

45%

of our audience are between **40** and **60**

24%

of our audience are above **60**

Bell Shakespeare's production programs offer a unique platform to connect with Australia's most engaged, educated and responsive arts community.

2025 PATRON FEEDBACK

“EVERY SINGLE BELL SHAKESPEARE PRODUCTION I HAVE SEEN HAS EXCEEDED MY EXPECTATIONS.”

“IT WAS ABSOLUTELY AMAZING. ONE NOT TO BE MISSED AND WILL NOT BE FORGOTTEN.”

“FIRST TIME I HAVE SEEN SHAKESPEARE PERFORMED IN A WHILE, AND WILL DEFINITELY NOT WAIT AS LONG BETWEEN SHOWS AGAIN.”

2026 RATES

We are offering a limited number of double page spreads / full page ads for purchase with one, two or three ad packages available across our three production programs.

| PROGRAM PACKAGES | Single Program A | Single Program B | Two Program Package A | Two Program Package B | Three Program Package |
|--|------------------|--|---|---|--|
| PRODUCTIONS | <i>Mackenzie</i> | <i>Julius Caesar</i> OR <i>Macbeth</i> | <i>Mackenzie</i> + <i>Julius Caesar</i> OR <i>Macbeth</i> | <i>Julius Caesar</i> + <i>Macbeth</i> | <i>Mackenzie</i> + <i>Julius Caesar</i> + <i>Macbeth</i> |
| AD SIZE | | | | | |
| Double Page Spread (INSIDE BACK COVER) | \$4,500 | \$5,500 | \$9,250 | \$10,000 | \$14,000 |
| Double Page Spread (INTERNAL — limit of 1 per program) | \$3,750 | \$4,500 | \$7,500 | \$8,500 | \$11,750 |
| Full-Page Ad (OUTSIDE BACK COVER) | \$3,250 | \$3,750 | \$6,500 | \$7,000 | \$9,750 |
| Full-Page Ad (INSIDE BACK COVER) | \$2,750 | \$3,250 | \$5,250 | \$6,000 | \$8,000 |
| Full-Page Ad (INTERNAL) | \$2,000 | \$2,500 | \$4,000 | \$4,500 | \$6,000 |

NOTE: all prices are ex GST.

DISTRIBUTION & DATES

JULIUS CAESAR

15,000

PROGRAMS PRINTED

Sydney Opera House
7 March – 5 April

Canberra Theatre Centre
10 – 18 April

Arts Centre Melbourne
23 April – 10 May

MACKENZIE

8,000

PROGRAMS PRINTED

The Neilson Nutshell
Pier 2/3 Walsh Bay Arts Precinct
6 June – 18 July

Arts Centre Melbourne
23 July – 9 August

MACBETH

15,000

PROGRAMS PRINTED

Sydney Opera House
18 November – 6 December

This production will also tour to
Wagga Wagga, Burnie, Hobart, Goulburn,
Sutherland, Tamworth, Port Macquarie,
Brisbane, Cairns, Alice Springs, Perth,
Margaret River, Bunbury, Bussleton,
Frankston, Wangarratta, Bendigo,
Wyndham, Geelong, Wyong, Orange
and Dubbo.

PROGRAM

DISTRIBUTION DATE

BOOKING DEADLINE

AD MATERIAL DUE

Julius Caesar

7 March 2026

30 January 2026

6 February 2026

Mackenzie

6 June 2026

20 April 2026

4 May 2026

Macbeth

7 September 2026

20 July 2026

10 August 2026

SAMPLE ADS



Full Page Ad



Double Page Spread Ad

SHAKESPEARE

ARTWORK SPECIFICATIONS

FULL PAGE

Page size (trim size)
148mm x 210mm

Bleed added
158mm x 220mm

Type safe area
132mm x 194mm

DOUBLE PAGE SPREAD

Page size (trim size)
296mm x 210mm

Bleed added
306mm x 220mm

Type safe area
280mm x 194mm

FILE FORMAT AND DELIVERY

- Keep all text at least 8mm from edge of page.
- Must be supplied with 5mm bleed.
- Must include crop marks.

NOTE

If purchasing a Two or Three Program Ad Package you are welcome to supply new pieces of artwork for each program.

MATERIAL REQUIREMENTS

- All material must be supplied in a hi-resolution press ready PDF format.
- All elements must be in CMYK.
- All images in your file should be 100% at 300dpi.
- Total ink coverage should not exceed 300%.
- Black & white line art to be supplied at 600dpi.

Material may be supplied via email or file transfer services like WeTransfer.

Reversed out type must be at least 7pt in size and small serif fonts should be avoided.

CONTACT US

To enquire about program ads,
or to make a booking, please email
georginaj@bellshakespeare.com.au
or call (02) 8220 7511.

Thank you for considering purchasing an ad in a
Bell Shakespeare program. All funds raised through
Program Ad Sales will directly contribute towards
our artistic, education and community programs
across Australia.

For more ways to support our company please
contact giving@bellshakespeare.com.au

Bell Shakespeare acknowledges the First Peoples
of the lands and waters on which we rehearse,
perform and work across Australia. We recognise
their continuous connection to Country, community
and culture and pay our respects to Elders past and
present. We honour the sharing of traditional stories;
stories that have been passed down through
the generations.

[BELLSHAKESPEARE.COM.AU/PROGRAM-ADS](https://bellshakespeare.com.au/program-ads)

SHAKESPEARE
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