



Upper Circle was founded in 2017 by Emma Betty while she was living in London, studying to become a nurse. Currently working in Paediatric Intensive Care in Birmingham, Emma has grown the website and social media profiles to what you see today, as well as working with a team of over 25 people in London, Birmingham, Sheffield, Cardiff and around the UK. The figures listed on this page are correct as of July 2020 and the prices on the second page have been changed in light of the coronavirus pandemic.

Website Audience:

Pre-Covid-19, Around 20 reviews of shows in London and across the UK posted monthly.

~1500 Sessions/month.
~500 organic searches/month.
~1200 users/month

Demographics

Gender

46% Female
54% Male

Age

28% 18-24
34% 25-34
16% 35-44
12% 45-54
10% 55+

Instagram Audience:

1k followers
350-450 people reached per post on average.

Demographics

Gender

74% Female
26% Male

Location

36% London Based
85% UK Based

Age

35% 24 and under
36% 25-34
14% 35-44
8% 45-54
4% 55+

Twitter Audience:

3.6k Followers
130k Tweet Impressions/month

Demographics

Gender

54% Female
46% Male

Location

79% in England
49% in Greater London

Facebook Audience:

317 likes.

1632 Group Members in our sister group, 'Bargain Theatre from Upper Circle'.

Members of this group will not be advertised to within the group, however if you are able to provide an exclusive 'Upper Circle' discount code then this will be posted in the Bargain Theatre from Upper Circle group as standard.



COVID-19 Prices
Valid July 2020 - September 2020

500 Word Feature (Includes 5 additional promotions of this feature on Social Media)	£30
3 Tweets and 3 Facebook Page Posts	£8
To Pin the above Tweet for 1 week	£5
Instagram Grid Post & Story Post	£10
Daily Instagram Story Posts for 1 week	£15

These prices are significantly reduced in light of the devastating impact of Covid-19 on the Theatre industry. The income from advertising will be used in the first instance to pay contributors who are or have been out of work due to the Coronavirus Pandemic. This could be for conducting interviews, writing features, or working on our Social Media presence.

The 500 word feature will include an interview and will therefore be subject to availability of interviewers.

If you have a specific budget for a show or would like to propose something other than what is listed above, please don't hesitate to get in touch.