Founded in February of 2016, Montreal Theatre Hub has rapidly expanded to become the leading independent online publisher of news on the Montreal English language theatre scene.

Currently the largest and most prominent website of its kind with an average of 27,000+ monthly views (March 2018 – 2019), the Hub has been widely acknowledged as the trusted, go-to resource for the most up-to-date info on local theatre for industry creators and consumers alike given its comprehensive coverage of events, established social media presence, responsiveness, user friendly interface, and quality of editorial content.

Montreal Theatre Hub presently stands as the only known existing digital media outlet strictly dedicated to its surrounding anglophone theatre community.
WHAT WE DO

Suggestively named, the Hub serves as a centralized source of information on Montreal theatre. We specialize in providing focused reporting on the local stage arts scene by disseminating original news articles, interviews, reviews, photos, videos, audition notices, job postings, calls for submissions, workshop offerings, industry directories/listings, and the city’s most comprehensive theatre events calendar – among other resources.

Our scope of coverage comprises drama/plays, musical theatre, dance, opera, performance art, circus, clown, improv, comedy, puppetry, and a variety of other acts presented by professional, training, and amateur production companies. While our spotlight is primarily aimed towards local artists and homegrown works, our newscast is of international reach and interest.

WHY WE DO IT

The Hub’s mission is excite, educate, entertain, and enlighten the arts lovers of today and tomorrow. At best, we will have inspired new audiences to awaken to the magic of the theatre.
HOW WE SERVE

Montreal Theatre Hub's contributions to our community at large are far-reaching as we live and strive to:

- Foster public awareness and interest in the local theatre scene
- Provide formal recognition and widespread visibility to artists' and companies' creative endeavours
- Promote employment opportunities within the industry
- Advance ticket sales
- Strengthen ties between the community
- Connect creators with consumers
- Increase public accessibility to the stage arts
- Improve the quality of theatre through arts criticism
- Advocate for education and training in the performing arts
- Establish an inclusive culture of supporting emerging and independent works – particularly of visible minority groups
- Attract tourism by presenting a welcoming portal for visitors to easily get to know our offerings and remotely plan trips
- Contribute towards the region's cultural, social, and economic development
- Consolidate Montreal's repute as a global artistic epicentre

CORE COMPANY VALUES

**Integrity:** we aim to provide honest, open, ethical, and fair reporting

**Diversity:** we commit to inclusivity by equally promoting artists and companies of different backgrounds

**Sustainability:** we aim for continuous and viable growth in the long term

**Quality:** we strive for executional excellence and professionalism

**Community:** we live to serve, connect, and create social value
KEY ACCOMPLISHMENTS & PARTNERSHIPS

Since publishing its first review in 2016, the Hub has provided ongoing visibility to all of Montreal's registered PACT companies (Professional Association of Canadian Theatres), including: Centaur Theatre, The Segal Centre for Performing Arts, Black Theatre Workshop, Geordie Theatre, Playwrights’ Workshop Montreal, Repercussion Theatre, Imago Theatre, Teesri Duniya Theatre, Youtheatre, and Hudson Village Theatre. Our support has since expanded to provide coverage of the city's many independent companies and amateur/community troupes.

As of October of 2016 Montreal Theatre Hub has also been an official partner of heavyweight presenters evenko and Broadway Across Canada, covering all of the major theatrical touring productions (including Broadway's "Les Misérables", "The Book of Mormon", and "The Phantom of the Opera") at Place des Arts.

Other major partnerships include our accreditation with the Opéra de Montréal and La TOHU.

The Hub has also been a media partner of the city's most prominent performing arts festivals, including the St-Ambroise Montreal Fringe Festival, the Festival TransAmériques (FTA), and the Montréal Complètement Cirque Festival.
THE HUB IN NUMBERS*

10,000+ average monthly users reached
27,000+ average monthly page views received
2,100+ events promoted
780+ news articles posted
350+ production companies supported
310+ job opportunities shared
180+ original reviews published

Top search engine rankings including
#1 in Google Ranks for "montreal theatre"

AUDIENCE DISTRIBUTION

*Based on Google Analytics Data for March 2019
ADVERTISEMENT OPPORTUNITIES

Montreal Theatre Hub attracts a niche demographic of theatre creators and consumers alike, providing artists and industry professionals with an established platform to promote their shows, events, and services to a highly targeted audience.

<table>
<thead>
<tr>
<th>STANDARD AD UNIT</th>
<th>PLACEMENT</th>
<th>DIMENSIONS</th>
<th>FLAT RATE</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Full Website</td>
<td>728 x 90</td>
<td>$55 / week</td>
</tr>
<tr>
<td>Sidebar Large</td>
<td>Home + Content</td>
<td>300 x 600</td>
<td>$38 / week</td>
</tr>
<tr>
<td>Sidebar Medium</td>
<td>Home + Content</td>
<td>300 x 250</td>
<td>$28 / week</td>
</tr>
</tbody>
</table>

EXPECTED TRAFFIC*

Full Website: 27,000 monthly views
- Home Page: 3,700 monthly views
- Content Pages: 21,600 monthly views

*Based on Google Analytics Data from March 2019

CUSTOMIZED SOLUTIONS

In addition to the standard ad units listed above, we can provide flexible, tailored solutions to fit your particular marketing needs. Special placements include oversized banners, video takeovers, footer units, interstitials, social media packages, and other custom ads to drive engagement, interaction, and sales.

Contact us: info@montrealtheatrehub.com
AD UNITS

AD PLACEMENT OPTIONS: **Home Page**
- **Leaderboard**: Horizontal ad at the very top of the website
- **Sidebar Large**: Large-sized rectangular placed at the right hand sidebar of the home and content pages
- **Sidebar Medium**: Medium-sized rectangular ad placed at the right hand sidebar of the home and content pages

**Leaderboard 728 x 90**

**Sidebar Large 300 x 600**
FOUNDER & EDITOR-IN-CHIEF

**Camila Fitzgibbon** is a Montreal-based artist and entrepreneur merging her passion for the theatre, 10+ years of experience in sales and marketing, and a technical background in computer science to found Montreal Theatre Hub. A graduating student of the John Abbott Professional Theatre Acting program (Class of 2019), she is the proud recipient of the departmental Carla Napier Award for her contributions to the local arts community. Camila can regularly be seen on TV on Global Montreal Morning News as the new co-contributor/presenter of the show's dedicated theatre segment.

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