



MEDIA KIT 2026

Independent theatre reviews, news and digital coverage across Greater Manchester and beyond.

About All About Theatre

Founded in 2023, All About Theatre is an independent Manchester-based theatre website created by Sarah Monaghan. It publishes detailed, accessible reviews and theatre news, alongside video coverage across Instagram, TikTok and YouTube. Coverage spans musicals, plays, dance, opera, pantomime, family productions and independent theatre.

Sarah has been attending theatre for decades, and her reviews combine a lifelong enthusiasm for live performance with thoughtful observations on productions, performances and the audience experience.

Previous press invitations

All About Theatre has been invited to review productions at The Lowry, Hope Mill Theatre, HOME Manchester, Royal Exchange Theatre, Z-arts, Waterside Arts, Octagon Theatre Bolton, Leeds Playhouse, Storyhouse Chester, Liverpool Everyman, Liverpool Playhouse, Liverpool Empire, Blackpool Grand Theatre and Sheffield Theatres (Crucible, Lyceum and Playhouse).

Press launches and production showcases

The Lowry: Life of Pi, 42 Balloons, Come From Away, Bank of Dave, The Lion, the Witch and the Wardrobe, and High School Musical.

Leeds Playhouse: The Lion, the Witch and the Wardrobe.

Independent editorial coverage

Alongside invited performances and media events, Sarah independently attends and reviews theatre, including productions at Manchester Palace Theatre and Opera House.

Audience & digital reach

A dedicated theatre-focused audience across the website and social channels. Figures below are platform-reported and refer to different measurement periods.

Website | Wix analytics

10,249 Unique visitors	11,543 Sessions	13,448 Page views
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1 January - 30 September 2026. Average time on site: 2 minutes 38 seconds.

Google Search visibility

721K Search impressions	10.5K Organic search clicks	8.6 Average position
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Google Search Console, 12-month view ending October 2026. Impressions are appearances in Google Search results, not website visits.

TikTok | Theatre content

6,029 Followers	923.2K Post views	39.3K Likes
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Follower count: October 2026. Views and likes: 15 October 2025 - 14 October 2026. Includes theatre-related videos such as reviews and curtain calls. Also recorded 2.6K shares.

Instagram | Theatre content

4,557 Followers	22,868 Content views	7,281 Viewers
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Follower count: October 2026. Views and viewers: Instagram Insights, 90-day reporting period ending October 2026. Includes theatre reviews, Reels, posts and Stories.

YouTube

All About Theatre: 1,624 subscribers - curtain-call footage and supplied production trailers.

Sarah Monaghan: 4,089 subscribers - theatre trips, vlogs and Shorts, with All About Theatre credited as a collaborator.

Subscriber counts: October 2026. Counts across platforms may overlap; they are not presented as a combined unique audience.

Coverage & industry recognition

All About Theatre publishes independent reviews, production news and digital coverage, with selected review quotes and ratings subsequently used in official theatre marketing.

Featured in official production marketing

All About Theatre review quotes and star ratings have appeared in official promotional graphics, trailers and print advertising. Productions featuring reviews in their trailers include Little Shop of Horrors and Young Frankenstein (Hope Mill Theatre), The Elmer Adventure (Tall Stories), and Of Mice and Men, Shirley Valentine and Animal Farm (Octagon Theatre, Bolton). A review was also featured on a Young Frankenstein poster displayed outside Liverpool Playhouse.



To Kill a Mockingbird



The Red Shoes



North by Northwest

Examples of production marketing featuring All About Theatre review ratings or quotations.

Editorial & video coverage

Written reviews: detailed, independently written assessments of productions and performances.

Social media: Instagram Reels and Stories, TikTok theatre visits and short-form reviews.

YouTube: theatre vlogs, Shorts, supplied production trailers and permitted curtain-call footage.

Advance coverage: theatre news, production announcements and press-launch features.

Explore published coverage

Reviews and news: allabouttheatreuk.com

Press showcases: [showcases-press-launches](#)

All About Theatre YouTube: youtube.com/@AllAboutTheatre

Press enquiries

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Prepared October 2026. Figures are platform-reported historical snapshots. All reviews reflect independent editorial opinion.