



Museum of Comedy

Marketing Information

For Visiting Companies



Contact Details

The Museum is a busy independent venue, with a small but dedicated team, and we really want to sell your show. We've got a variety of ways you can help us to help you – but do get in touch with us with any questions.

For Marketing & Social Media please contact
Enquiries about ticketing should be directed to

marketing@museumofcomedy.com
boxoffice@museumofcomedy.com

What We Will Need From You

- Social media handles – Facebook, Twitter and Instagram if you have them
- Assets – any video, press coverage and anything else that you think sells your show
- Print – see below for guidelines

What We Do For You

- Listings on the venue website at www.museumofcomedy.com
- Newsletter inclusions to Museum mailing list of 8k+
- Inclusion on front of house screens
- Inclusion on monthly venue posters and A-boards*
- Automated listings on partner websites including Ents24 and The List
- Social media posts with personalised links and graphics for your show

*subject to show being confirmed and information provided prior to print deadlines



Other Things You Can Do To Sell Your Show

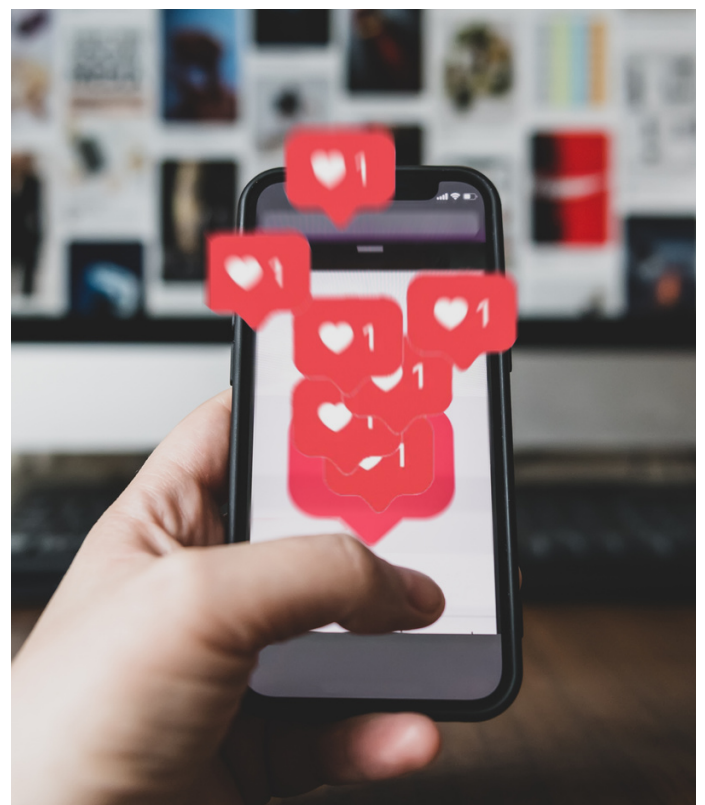
- Facebook Event – create an event and request co-hosting access for the Museum
- Facebook Advertising – we create our own sponsored ad on Meta platforms regularly, but at your request we can create your own personalised ad on the Museum's pages and recharge on your settlement
- Make sure you're listed on appropriate listings sites for your show
- Ents24 sell really well for us – they have a 'boost' function for you to easily buy small amounts of advertising
- Chortle is also a great resource for comedy listings in London - you can submit your event through their website for free, and contact them to boost the listing to their front pages
- Submit a You tube link to us with a clip or trailer that we can add to our booking page

Our Social Media Channels

-  twitter.com/museumofcomedy
-  facebook.com/museumofcomedy
-  instagram.com/museum_of_comedy
-  museumofcomedy.bsky.social

We will try to reshare new content as much as possible, it gives us a new reason to talk about your show to our audience, as well as building general awareness and engagement - do send it to us via email to post about. Also tag and collab with us on socials for a maximised reach.

Please be aware that our social media notifications are not monitored 24/7





Print Advertising

Please use the Museum of Comedy logo on all promotional material. Do not distort, crop or change the colour or appearance of the logo in any way.

We have a variety of formats of logo and a lock up panel available to download from our website:

<https://www.museumofcomedy.com/venue/marketing-information/>

Our house font for printed material is Gill Sans.

Overprint Detail

Box Office 020 7534 1744
www.museumofcomedy.com
 The Undercroft, St George's Church,
 Bloomsbury Way, London, WC1A 2SR

General Design

We use display frames for posters at the Museum – please make sure any critical elements including text and logos are at least 15mm from the edge of the design.

Print Quantities

5 x A3 Posters
 2 x A1 Laminated Posters

We have moved away from having leaflets in the venue due to the volume of wastage, we have lots of poster positions as well as shows appearing on our in-house screens. We rotate these so please supply as early as possible.

For long runs or to discuss specific print requirements, please contact us.

And please do send proofs to prior to print, just so we can make sure everything's in the right place!

marketing@museumofcomedy.com



Deliveries

Please deliver all print to:

Museum of Comedy
The Undercroft
St George's Church
Bloomsbury Way
London
WC1A 2SR.

Please arrange all print deliveries between the hours of 10am and 5pm.



Assets

Images

You should have already sent over an image for website use, but if you need to change it, please supply as a portrait JPEG image: 500px (w) x 665px (h).

All photos and videos for promotional use should be provided in these sizes and we recommend a JPEG with a 72dpi for best quality:

- Square: 1080 x 1080 pixels (priority)
- Landscape: 1920 x 1080 pixels
- Portrait: 1080 x 1920 pixels

We have firm guidelines on the quality of materials for our channels, and reserve the right to not use content that isn't of sufficient quality. That said, we're here to help, do feel free to ask.

For press requests if we get them please provide a high-res image JPEG larger than 1MB, and include a photo credit in the filename.

Video

Videos should be supplied as downloadable files for socials as well as links to YouTube for the website booking page. Where possible captions are encouraged for accessibility and also because they generally perform better.

Anything Else

If you're appearing on the television, have just been reviewed, or have written something interesting – do send it on! We'd love to get it out on our channels.