

Media Pack

2026



Introduction

The British Audio Awards

The British Audio Awards, also known as the Speakies, is a prestigious awards dedicated to celebrating excellence in British audiobooks, audio drama – and now podcasts, brought to you by The Bookseller and The Stage. As audio storytelling continues to captivate audiences, these awards aim to recognise the writers, narrators, producers, and creative teams who bring stories to life through sound.

From gripping crime thrillers to immersive fantasy epics, and from thought-provoking memoirs to groundbreaking audio dramas, The Speakies will highlight the finest talent and craft in the industry, elevating the status of spoken-word entertainment in the UK. It is the first dedicated awards for audio storytelling in the UK, and a tribute to the format's rise and listeners' enthusiasm for the art. Catch the awards highlights from last year [here](#).

About The Bookseller

The Bookseller has been the business magazine of the book industry since 1858. It is one of the UK's longest-standing magazines. It has reported on book trade events from the launch of George Eliot's *Mill on the Floss* in 1860 to Allen Lane's launch of the paperback to today's Amazon-led competitive struggles.

About The Stage

Established in 1880, The Stage is a must-read for those with an involvement or interest in the performing arts industry in Great Britain and beyond. The Stage is an essential resource for actors and performers, backstage workers, creative teams and those in training and education.



Speakies

“I think it’s so important that we have this event highlighting audiobooks and audio drama. It’s such an important storytelling medium. Audiobooks and audio dramas are amazing because they are so accessible.

The talent that we have seen here tonight is incredible, so it’s really important and really cool [to have an event spotlighting audio in this way].”

Ncuti Gatwa
Actor

Watch Ncuti receive his award [here](#)





Sponsorship opportunities

The Speakies

Package	Exclusivity	Package type	Perfect for
Headline	Exclusive. The British Audio Awards will be brought in association with your brand.	Package tailored exactly to your needs with large exposure during the campaign, on the night and beyond.	Large impact and brands with a desire to signal their commitment to the rise of audiobooks, audio drama and podcasts.
Premium	Limited. Only a select few available.	Opportunity to showcase your brand by working with the team on a bespoke opportunity.	Enhanced visibility and impactful moments.
Category	One per award category.	Brand exposure throughout the campaign and alignment with your chosen award.	Focused campaigns with high-value visibility.
Supporter	Multiple available.	Branding across the campaign and at the event, ensuring your brand is seen by key industry figures.	Brands seeking effective exposure and association, with a more modest budget.

Find a full breakdown of each sponsorship package overleaf...

	Sponsorship Benefits	Headline (x1)	Premium (x3)	Category (x19)	Supporter (x5)
Pre-event	'In association with' to appear on press release / news story announcing launch of The Speakies	●			
	Text to appear on marketing collateral	'In association with'	'Premium sponsor'	'Category sponsor', 'Sponsored by' (category-related)	'Supported by'
	'Sponsored by' to appear on marketing collateral		●	●	
	'Supported by' to appear on marketing collateral				●
	Your logo on the 24 hour homepage takeover launching the awards (on both publications)	●			
	Logo and 100 words on The Speakies section of the website	●	●	●	
	Logo on The Speakies website				●
	Use of The Speakies official sponsor logo in your company advertising (as provided)	●	●	●	
	Logo on email, online and in-paper promotions for the awards	●	●	●	●
	Company name mentioned on shortlist announcement press release / news story	●	●	●	
	Logo on digital invitations to The Speakies	●	●	●	
	Impression based multi-creative online display campaign, split across both publications	200k	100k	80k	
During event	Advert in the Winners' Supplement	OBC	Full Page	Full Page	Half page
	Complimentary tickets to The Speakies	8	6	4	2
	Message about sponsor read during ceremony	●			
	Installation at venue on the night	●			
	Logo on The Speakies presentation slides	●	●	●	●
	Logo on media board	●	●	●	
	Company name on the awards trophies	●		●	
After event	Advert in The Bookseller magazine and The Stage magazine	Full Page	Full Page		
	Your logo on the 24 hour homepage takeover announcing the winners (on both publications)	●			
	Company name on news story announcing the winners online	●	●	●	
	Social media post thanking all our sponsors	●	●	●	●
Cost		£POA	£12,000	£8,000	£3,500

Speakies

The Speakies are the premier recognition platform for British audiobook and audio drama excellence. By honouring the best performances, productions, and innovations, the awards celebrate the artistry of spoken-word storytelling and solidify the UK's position as a leader in the global audio entertainment industry.

For more information on The British Audio Awards or sponsorship opportunities, contact our team today

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