



Hugh Janus
PUBLISHING

Websites that work as hard as *you do.*

Website and marketing packages for actors,
authors, studios and publishers — four tiers,
fixed scope, built to launch.

Essential

Growth

Enterprise

Corporate

WELCOME

A clear path from first site to full platform.

Every creative business reaches a point where its website has to do more — present credits, grow an audience, sell direct, or run part of the operation. Our four packages meet you at each of those points.

Each tier is a progressively broader package with fixed, published boundaries, so you always know what you are buying. Tiers 1 and 2 are built on proven, reusable components and trusted integrations. Tier 3 adds one bespoke portal or database module. Tier 4 begins with formal discovery and an agreed enterprise statement of work.

Websites are designed and engineered with our technology delivery partner, One World Technologies.

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Essential Portfolio

Actors, crew and independent authors who need a credible professional presence.

£2,000 + VAT

Partner network
£1,800 + VAT

2

Growth & E-Commerce

Established creatives and solopreneurs growing an audience and selling direct.

£5,000 + VAT

Partner network
£4,500 + VAT

3

Premium Enterprise

Production companies, studios and agencies needing a bespoke site and portal.

£10,000 + VAT

Partner network
£9,000 + VAT

4

Premium Corporate

Large studios, corporate publishers and multi-brand enterprise clients.

£60,000 + VAT

Partner network
£54,000 + VAT

PARTNER-NETWORK PRICING

Same package. Lower price.

Verified members of our partner network receive 10% off the standard price. The features, limits, revision rounds, testing and quality standards are identical — only the price changes. All prices in this brochure are exclusive of VAT, which is charged at the prevailing rate.

WHAT "PACKAGE" MEANS

Website plus launch marketing.

Each package covers the website and its one-time marketing infrastructure and launch set-up. Ongoing content production, campaign management, advertising spend, media relations and guaranteed rankings are separate services.

Built to a brief, not open-ended. "Custom" means designed or configured for your approved brief — not unlimited functionality, unlimited revisions, or integrations requested after sale. Where a brief goes beyond a tier's limits, we provide a change estimate before any extra work begins.

1

TIER 1

Essential Portfolio

For actors, crew members and independent authors who need a credible professional presence.

STANDARD

£2,000 + VAT

Partner network £1,800 + VAT

A clean, mobile-friendly website that works as your digital CV or author portfolio — biography, credits or books, selected media and contact routes, all without needing a developer on call.

WHAT'S INCLUDED

Site structure

Up to 5 public pages — typically Home, About, Credits or Books, Media Gallery and Contact.

Digital CV or profile

Biography, credits, skills, representation, downloadable CV or media kit, and profile links.

Social links

IMDb, Stage 32, LinkedIn, YouTube, Instagram or author pages.

Content management

Edit your own text, credits, gallery items and contact details.

Launch

Connection to one existing domain, SSL, production deployment and an administrator walkthrough.

Design

One polished visual direction on our starter framework, tailored to your logo, colours, typography and imagery.

Portfolio & media gallery

Up to 20 initial images, video links, book covers, production stills or credit records.

Contact

One enquiry form with anti-spam protection, delivered to your nominated mailbox.

Search & analytics basics

Titles, meta descriptions, sitemap, social-sharing data, Google Analytics 4 and Search Console.

DELIVERY LIMITS

ITEM	INCLUDED
Design directions	1
Consolidated revision rounds	2
Public pages or templates	Up to 5
Gallery or credit items	Up to 20
Forms	1 standard contact form
Languages	1
Training	1 session, up to 45 minutes
Post-launch defect period	10 business days

NOT INCLUDED IN TIER 1

- Online sales, payments, Bookvault or Payhip integration
- Newsletter, marketing automation or a structured blog
- Custom databases, logins, portals, booking or membership
- Copywriting, brand identity, photography, showreel editing or bulk content entry
- Ongoing SEO, social media, advertising or maintenance after the defect period

2

TIER 2

Growth & E-Commerce

For established creatives and solopreneurs who need audience growth, regular publishing and direct sales.

STANDARD

£5,000 + VAT

Partner network £4,500 + VAT

A content-led marketing website that pairs your portfolio with newsletter capture, publishing tools and a proven direct-to-consumer sales route — so you own your audience and can sell online.

EVERYTHING IN TIER 1, PLUS

Expanded structure

Up to 10 pages or templates, including blog, shop or books, product detail and legal pages.

Newsletter integration

Mailchimp, Brevo, ConvertKit or HubSpot Starter — signup forms, consent and a welcome automation.

Direct-to-consumer sales

Payhip, Bookvault, Shopify Buy Button, WooCommerce or similar — up to 10 initial products or titles.

SEO launch set-up

Keyword mapping for 10 pages, metadata, sitemap, canonicals, schema and basic redirects.

Lead capture

One lead magnet or campaign landing page, with a thank-you page.

Semi-bespoke design

A custom homepage direction with a coordinated internal-page system.

Automated blogging

Categories, tags, scheduled publishing, featured images, related content and RSS.

Commerce set-up

Product display, checkout hand-off, test transaction, order notifications and success messaging.

Analytics & conversions

GA4, Search Console and up to 3 key events — enquiries, signups, purchases.

DELIVERY LIMITS

ITEM	INCLUDED
Design directions	1 homepage direction + page system
Revision rounds	2 design + 1 pre-launch content
Public pages or templates	Up to 10
Products or titles	Up to 10
Posts migrated or entered	Up to 10
Email platform	1 platform, 1 list, 1 automation
Forms	Up to 3
Tracked conversion events	Up to 3
Training	1 session, up to 60 minutes
Post-launch defect period	15 business days

NOT INCLUDED IN TIER 2

- Custom checkout, marketplace, subscriptions, royalties or complex pricing
- Custom APIs or webhooks beyond one simple supported connector
- Client portals, advanced booking, multi-role access or custom databases
- Ongoing campaigns, blog writing, product uploads, SEO retainers, ads or PR
- Large-site migration, multilingual sites or accessibility certification

3

TIER 3

Premium Enterprise

For production companies, studios and agencies that need a bespoke public website and a focused operational portal.

STANDARD

£10,000 + VAT

Partner network £9,000 + VAT

A bespoke marketing website with stronger architecture and one clearly defined database-backed workflow — a client portal, booking area, production slate or secure pitch library.

EVERYTHING IN TIER 2, PLUS

Discovery & specification

A structured workshop, then a sitemap, functional scope and acceptance checklist.

Advanced CMS

Structured content for productions, projects, talent, services, resources and case studies.

Secure portal or booking

Up to 3 roles, login, password reset and one primary workflow.

Admin tools

Search, filtering, status updates and CSV export for core records.

Deployment

Separate staging and production environments, source control, release and backup configuration.

Bespoke user experience

Custom layouts and components for your brand, up to 15 pages or templates.

Custom database module

Up to 6 core record types and the relationships your workflow needs.

Integrations

Up to 2 — e.g. calendar booking, payments, CRM, secure video or email automation.

Technical launch strategy

Measurement plan, SEO checklist, redirects, launch runbook and a 30-day marketing action plan.

DELIVERY LIMITS

ITEM	INCLUDED
Discovery	1 workshop (2 hrs) + functional scope
Design	1 visual system + key-page prototypes
Revision rounds	2 design + 2 UAT correction
Public pages or templates	Up to 15
Database record types	Up to 6
User roles	Up to 3 incl. administrator
Primary custom workflows	1
Integrations	Up to 2 documented
Legacy records migrated	Up to 100 clean records
Training	Up to 2 × 60-minute sessions
Post-launch defect period	20 business days

NOT INCLUDED IN TIER 3

- Multiple complex portals, ERP, full custom CRM or marketplace
- Real-time or legacy API work, accounting reconciliation
- Single sign-on, penetration testing or high-availability architecture
- Unlimited video storage or streaming infrastructure
- PR delivery, media buying or guaranteed search performance

One module, clearly bounded. The price includes one primary custom module. Needing both a client portal and a separate booking system? We quote the additional module separately.

4

TIER 4

Premium Corporate

For large studios, corporate publishers, investor-backed productions and enterprise clients with multiple brands, audiences or systems.

FROM
£60,000 + VAT
Partner network £54,000 + VAT

A discovery-led digital platform programme — bespoke architecture, a dedicated team, multi-brand publishing, secure workflows and a controlled international launch — built to solve a defined business problem.

Dedicated delivery team

Named lead with analysis, UX/UI, front-end, back-end, QA and DevOps capability.

Bespoke design system

Documented, reusable components for consistent use across your brands.

Secure portals & workflows

Up to 2 related workflows with roles, dashboards and audit-friendly history.

International readiness

Up to 3 locales with locale-aware URLs and metadata.

Cloud & release engineering

Dev, UAT and production environments, pipelines, backups, monitoring and rollback.

Discovery & architecture

Stakeholder workshops, requirements, content model, integrations, security and release plan.

Multi-brand / multi-site

Up to 3 related sites or brands on one shared CMS and codebase.

Enterprise integrations

Up to 5 documented third-party systems or APIs.

PR-ready launch

Newsroom, press assets, campaign landing pages, tag management and launch command plan.

Quality & accessibility

Formal test plan, browser matrix, UAT support and WCAG 2.2 AA implementation.

BASE PROGRAMME ALLOWANCES

ITEM	BASE ALLOWANCE
Discovery	Up to 4 workshops + architecture pack
Sites, brands or regions	Up to 3 on one platform
Core page templates	Up to 25
Portals or major workflows	Up to 2 related
User roles	Up to 6
Integrations	Up to 5 documented systems
Locales or markets	Up to 3 (translations supplied)
Records migrated	Up to 1,000
Design & UAT	Up to 3 rounds per major phase
Training	Up to 4 sessions
Hypercare	30 calendar days after launch

Discovery first. Tier 4 never moves straight from a sales description into build. After discovery, we agree a detailed statement of work covering architecture, milestones, dependencies and acceptance criteria.

NOT INCLUDED UNLESS AGREED

- Native iOS or Android apps, desktop or offline-first software
- Unlimited brands, sites, locales, integrations, traffic or storage
- Third-party licences, cloud, CDN, streaming or monitoring fees
- Certification work, penetration testing or legal opinions
- 24-hour support, ongoing DevOps, PR or paid media after hypercare

AT A GLANCE

Compare the packages

CAPABILITY	TIER 1 ESSENTIAL	TIER 2 GROWTH	TIER 3 ENTERPRISE	TIER 4 CORPORATE
Standard price (ex VAT)	£2,000	£5,000	£10,000	£60,000
Partner-network price (ex VAT)	£1,800	£4,500	£9,000	£54,000
Primary use	Portfolio	Growth and sales	Website + bounded portal	Enterprise platform
Public pages / templates	Up to 5	Up to 10	Up to 15	Up to 25
Design approach	Framework, customised	Semi-bespoke system	Bespoke brand system	Enterprise design system
CMS	Core content	Blog, products, content	Advanced structured	Multi-site governed
Gallery / portfolio	Up to 20 items	Expanded	Structured project records	Enterprise media
Newsletter	—	1 platform + automation	Where required	Integrated campaign infrastructure
Commerce	—	Proven hosted route	Where required	By scope
Technical SEO	Baseline	Launch set-up	Migration + launch plan	International, multi-site
Custom database	—	—	Up to 6 record types	Defined in discovery
Portal workflow	—	—	1 primary workflow	Up to 2 related
User roles	Admin only	Admin only	Up to 3	Up to 6
Third-party integrations	Standard accounts	1 simple connector	Up to 2	Up to 5
Sites / brands	1	1	1	Up to 3
Languages / locales	1	1	1 unless quoted	Up to 3
Launch support	Deployment	Marketing set-up	Technical launch plan	Phased launch + hypercare
Defect support	10 business days	15 business days	20 business days	30 days hypercare

MARKETING INCLUDED WITH EACH TIER

TIER	ONE-TIME MARKETING ENABLEMENT	NOT AN ONGOING SERVICE
Tier 1	Metadata, sitemap, analytics and social-sharing set-up	SEO campaigns, social posting or content creation
Tier 2	Newsletter capture, blog tools, conversion events and SEO launch set-up	Email campaigns, product management or monthly SEO
Tier 3	Measurement plan, redirect plan, launch runbook and 30-day action plan	PR, paid media or ongoing growth programmes
Tier 4	Multi-site analytics, newsroom, campaign pages and launch command plan	Media relations, ad spend, content operations or guaranteed outcomes

HOW WE WORK

From brief to launch in eight steps.

- 01 Package confirmation**
 We confirm your tier, price route and partner eligibility before dates are set.
- 02 Brief and assets**
 One approved brief, plus your copy, images, credentials and legal wording.
- 03 Scope validation**
 We check your requirements fit the tier and flag any dependencies before kickoff.
- 04 Design approval**
 You review the design direction; we gather one consolidated response per round.
- 05 Build on staging**
 Your site is developed on a private staging environment for review.
- 06 Testing and acceptance**
 Full internal testing, then your acceptance against the agreed checklist.
- 07 Final payment and launch**
 We go live once final payment is received and credentials are in place.
- 08 Defect support**
 We fix in-scope defects during your tier's support period; enhancements move to a care plan.

STANDARD IN EVERY TIER

- **Responsive build** for desktop, tablet and mobile
- **Content management** for everything you'll maintain
- **Private staging** for review before launch
- **Quality assurance** — functional, form, responsive and link testing
- **Baseline security** — HTTPS, anti-spam and least-privilege admin
- **Performance** — image optimisation, caching, sensible loading
- **Cookie & privacy controls** using your approved wording
- **Handover** — credentials, walkthrough and code after final payment

WHAT WE DEFINE AS "ACCEPTED"

- Approved pages, templates and functions are present on staging
- Forms and included integrations pass the agreed test cases
- The site works at the agreed desktop, tablet and mobile sizes
- No open critical defect prevents launch; minor cosmetic items are fixed in the defect period

About revisions. Each revision round is one consolidated set of comments. New pages, new workflows or a change of approved direction are handled as a change, not another round.

WORKING TOGETHER

Clear responsibilities, no surprises.

WHAT WE DO

- Manage your relationship, package selection and commercial terms
- Validate your technical scope against the chosen tier before development
- Design, develop, configure and test every included function
- Use secure development practices suited to your platform
- Provide private staging, launch support, handover and defect cover
- Tell you promptly if a supplier limit or requested change affects price, timing or feasibility

WHAT WE NEED FROM YOU

- Timely content, approvals, account, domain and payment-provider access
- Active paid plans for any email, commerce, booking, video or hosting service
- Accurate product, tax, shipping, refund, privacy and regulatory information
- Permission to use all supplied manuscripts, photography, film, music and trademarks
- One nominated decision-maker for design, content and acceptance

THIRD-PARTY COSTS

Domains, premium plugins, SaaS subscriptions, payment and email-platform fees, stock media, paid fonts, extra hosting and external security testing are purchased by you or recharged separately.

CONTENT

Prices assume complete, usable content is supplied. Copywriting, translation, photography, video, data cleansing and bulk data entry are available as separate services.

OUR TERMS AT A GLANCE

- **Same scope, either price.** Partner pricing changes price only.
- **Dates start** once the deposit, brief and initial assets are received.
- **Changes** to pages, integrations, workflows or approved designs are agreed in writing first.
- **Third-party services** — we can't control supplier outages or API changes.
- **After support ends**, updates and enhancements move to a care plan.

Unless a signed statement of work says otherwise, no tier includes legal or tax advice, accessibility certification, penetration testing, guaranteed rankings or sales, unlimited revisions or data migration, 24-hour support, or third-party fees.



Hugh Janus Publishing

Ready to talk about your website?
Let's find the right tier for you.

SPEAK TO CRAIG STUBBS