

PLAYBILL®

2012 EDITORIAL PROFILE PLAYBILL – NEW YORK

Playbill is the exclusive magazine for Broadway and Off-Broadway theatregoers, providing the information necessary for the understanding and enjoyment of each show, including feature articles and columns by and about theatre personalities, entertainment, travel, fashion, dining and other editorial pieces geared to the lifestyle of the upscale, active live theatre attendee.

Regular Features

Theatre Quiz – A recognizable staple of the magazine for over a decade.

Who's Who in the Cast – Everything you need to know about the show, cast, crew and creators.

How Many Have You Seen? – A guide to everything on-the-boards this season.

At This Theatre - Historical review of the theatre's notable shows and stars.

Dining, Drinks & Entertainment Guide – A newly designed guide to the best places to dine, drink and “be seen” in NYC.

Celebrity Choice – Celebrities choose their favorite restaurants and dishes at some of NYC's hippest haunts.

A Life in the Theatre – Q&A with the most accomplished talents in theatre today.

Backward Glances – Theatre's past and its great stars are brought to life in lively anecdotes from senior contributor, Louis Botto.

A Day in the Life – A peek into the lives of Broadway's best—straight from the stars themselves. Accompanied by personal photos.

Onstage & Backstage – Popular theatre and radio personality, Seth Rudetsky, gives readers a humorous look at the happenings of Broadway captured in the “chatterbox” tone that is unmistakably Rudetsky's.

Special Editorial

Winter Skin Care	January/February
Mother's Day Gift Ideas	April
Father's Day Gift Ideas	May
Summer Skin Care	June/July
Fragrance Gift Ideas	November
Holiday Gift Ideas	December