

# PLAYBILL®

## 2012 NATIONAL BROADWAY MARKET LIST



<u>Market</u>	<u>Avg Monthly Circ.*</u>
New York	1,606,250
Midwest Region ( <i>Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City</i> )	478,230
Western ( <i>San Francisco, Los Angeles, San Diego, Las Vegas, Tempe</i> )	325,000
New England ( <i>Boston</i> )	229,000
Mid-Atlantic Region ( <i>Philadelphia, Baltimore, Washington, DC</i> )	164,500
Southeast ( <i>Florida, New Orleans</i> )	141,000
South Central ( <i>Dallas, Houston, San Antonio</i> )	121,300
<b>TOTAL:</b>	<b>3,065,280</b>

*\*In Season Distribution*