



## 2015 EDITORIAL PROFILE

### PLAYBILL – NEW YORK

As the exclusive and most-trusted magazine in the theatre community, Playbill's coverage and access to the theatre's most exciting events and personalities is unparalleled. For more than 130 years, Playbill has served as the magazine of record for the theatre industry and has been regarded as the preeminent destination for all things theatre. Inside a Playbill, theatregoers find a wealth of stories dedicated to myriad productions on stages around the world, as well as pieces guiding theatregoers to a holistic and complimentary theatergoing experience including expert perspectives on fashion, travel, dining, and drinks.

Playbill magazine features these beloved staples:

- "Program" Section: An essential guide to the show you are about to see, including: Who's Who bios of the actors, creative team, producers, etc.; a list of the musical numbers or play scenes and acts; and other theatre particulars.
- Theatre Quiz: A front-of-book staple for decades that serves as a principal conversation generator before curtain and during intermission.
- On the Town: Playbill's invaluable tool to navigating the culinary and bar scenes in and around the theatre district and the city at large. Includes "Celebrity Choice," featuring stage stars' picks for their favorite; "At This Table" featuring a drink or dish special from a notable area hot spot; "In the Spotlight," a Q&A with a chef or restaurateur providing unique insight into the vast culinary choices the city has to offer.
- A Life in the Theatre: A "last page" essential for ten years that highlights the extraordinarily accomplishments of theatre's most established professionals.
- How Many Have You Seen?: The go-to listings for productions currently playing in town.
- Exceptional Features: Playbill magazine has interviewed thousands of the industry's most respected talents as well as stars in the making and people working behind the scenes.

#### Consumer Editorial

Mother's Day Gift Ideas	April
Father's Day Gift Ideas	May
Fragrance Gift Ideas	November
Holiday Gift Ideas	December