



2016 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 132 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 magazine staple for decades that is a 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.
- How Many Have You Seen?: The go-to listings for current productions.
- Features: Playbill interviews with the industry's most respected talents, stars in the making and people working behind the scenes.

Consumer Editorial

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