



PLAYBILL®

RICHARD RODGERS THEATRE



HAMILTON
AN AMERICAN MUSICAL



PLAYBILL®

2017 Media Kit



The Met
ropolitan
Opera



PLAYBILL

DECEMBER 2016

2017 Editorial Profile

PLAYBILL - THEATRE

As the exclusive and most-trusted magazine in the theatre community for over 130 years, PLAYBILL's coverage and access to the most exciting events and personalities on the stage is unparalleled.

Inside a PLAYBILL, theatregoers find a wealth of stories dedicated to productions around the world, as well as pieces advising theatregoers on 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 city at large. It includes "Celebrity Choice," featuring stage stars' picks for their favorite dining experiences.
- **How Many Have You Seen?:** The go-to listing for current productions.
- **PLAYBILL Interviews** with the industry's most respected talents, stars in the making and people working behind the scenes.



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729 Seventh Avenue, 4th floor
New York, NY 10019 212.557.5757

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2017 Editorial Profile

PLAYBILL - CLASSIC ARTS

PLAYBILL's Classic Arts editions present editorial content that enhances and deepens a concertgoer's appreciation of the classical arts - from the solo piano recital to the most lavish opera production to thrilling high-concept festivals.

By spotlighting upcoming concerts, artists, and performances in compelling features, Playbill Classic Arts provides valuable context for listeners in the concert hall; it's also a beautiful keepsake from a memorable evening on the town.



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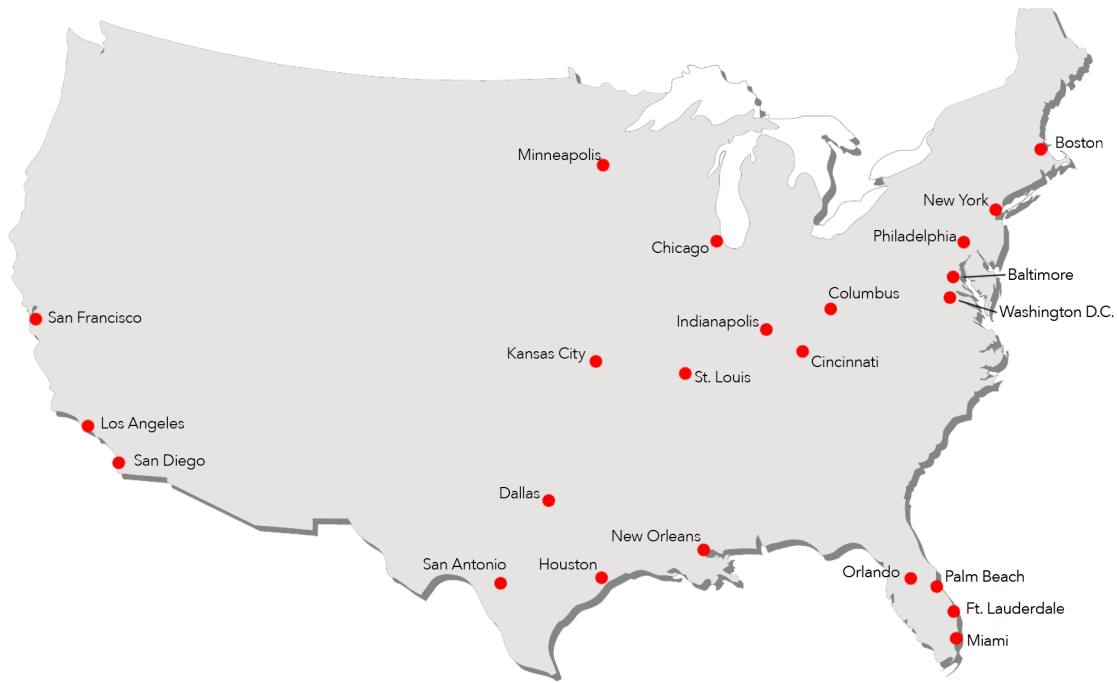
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2017 National Market List



Markets	Avg. Monthly Circulation*
New York, NY	1,830,000
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	547,877
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	293,130
Western (San Francisco, Los Angeles, San Diego)	220,000
Southeast (Florida, New Orleans)	183,000
South Central (Dallas, Houston, San Antonio)	167,300
New England (Boston)	217,550
TOTAL	3,458,857

**In season distribution*

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2017 National Broadway Market List



Markets	Avg. Monthly Circulation*
New York, NY	1,313,000
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	495,877
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	99,030
Western (Los Angeles, San Diego)	155,000
Southeast (Florida, New Orleans)	141,000
South Central (Dallas, Houston, San Antonio)	121,300
New England (Boston)	187,150
TOTAL	2,512,357

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2017 National Classic Arts Market List



Markets

Avg. Monthly Circulation*

New York, NY (Lincoln Center, Carnegie Hall, City Center, Metropolitan Opera)	517,000
St. Louis, MO (St. Louis Symphony)	30,000
Minneapolis, MN (Minnesota Orchestra)	22,000
Washington, D.C (The Kennedy Center)	139,000
Philadelphia, PA (The Philadelphia Orchestra, Pennsylvania Ballet)	55,100
San Francisco, CA (San Francisco Symphony, Cal Performances)	65,000
South Florida (Kravis Center, The Arsht Center)	42,000
Boston, MA (Boston Ballet)	30,400
Houston, TX (Houston Ballet, Alley Theatre)	46,000
TOTAL	946,500

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The Demographics of the Broadway Audience 2015-2016

Residence

New York DMA	37.4%
Tourists	62.6%

New York City Residents 19.7%

Manhattan	10.8%
Other Boroughs	8.9%

New York City Suburbs 17.7%

Long Island	6.7%
Westchester/Rockland	3.3%
Northern New Jersey	7.7%

Domestic U.S.

Other New York State	2.7%
Other New Jersey	3.3%
Pennsylvania	3.3%
Connecticut	2.5%
California	5.5%
Florida	3.1%
Texas	2.5%
Massachusetts	2.0%

International 17.5%

Frequency of Attendance

Average Per Year	5
1 Show	37.8%
2-4 Shows	38.1%
5-9 Shows	13.6%
10-14 Shows	5.0%
15-24 Shows	2.7%
25+ Shows	2.8%

Gender

Female	67%
Male	33%

Age

Average	43.8
Under 18 years	10.9%
18-34 years	26.4%
25-49 years	35.5%
50-64 years	26.7%
65+ years	16.7%

Annual Household Income

Average	\$195,390
Under \$50,000	17.3%
\$50,000-\$99,000	23.8%
\$100,000-149,999	18.1%
\$150,000+	40.8%

Education

Post Graduate Degree	40.3%
Completed College+	80.4%

Source: The Demographics of the Broadway Audience 2015-16. Survey conducted by The Broadway League



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2017 Current Advertisers

AUTOMOTIVE

BMW
Cadillac
Lexus
Lincoln
Mercedes-Benz
Porsche
Subaru
Toyota

BOOKS/PUBLISHING

Boosey & Hawkes
Hachette Book Group
Harper Collins
Macmillan Publishing
Yale University Press

COSMETICS / FRAGRANCE

Chanel Beauté
Coty - Balenciaga
Estée Lauder - Estée Lauder
Estée Lauder - Clinique
Estée Lauder - Jo Malone
Estée Lauder - La Mer
Estée Lauder - MAC
Estée Lauder - Tom Ford
Hermes - Jours de Hermes
Lancôme Génifique
LVMH - Givenchy
Parlux - Norell
Parlux - Vince Camuto
Revlon

ENTERTAINMENT

AMC
Decca
Direct TV
Disney Entertainment
HBO Network
MSNBC
NBC
Netflix
Paramount Pictures
PBS
S-Curve Records / BMG
StubHub
The CW
The Weinstein Company

FASHION/LUXURY GOODS

Abercrombie & Fitch
Bulgari
Cartier
Chanel
Citizen Watch
Gucci
Harry Winston
Hermes
Jaeger - LeCoultre
Louis Vuitton
Marc Jacobs
Movado
Oska
Pandora
Polo Ralph Lauren
Pologeorgis
Riedel USA
Rolex
Trollbeads
Vacheron Constantin
Van Cleef & Arpels
Zegna

FINANCIAL

Chubb
City National Bank
Ernst & Young
First Republic Bank
Geico
Mastercard
Travelers Insurance
USAA

GALLERIES & MUSEUMS

The American Museum of Finance
The American Museum of Natural History
The Metropolitan Museum of Art
MoMA
The Morris-Jumel Museum

*2015 to current issue

RETAIL

Bloomingdale's
Lord & Taylor
Macy's
Mr Porter
Saks Fifth Avenue
The Shops at Grand Central
Tourneau
Wempe

TRAVEL

Amtrak
Cars Co.
Celebrity Cruises
Colonial Williamsburg FNDN
Cunard Cruises
The Greater Miami CVB
Nevis Tourism
Visit Florida

OTHER

92nd Street Y
Aspen Music Festival
Atlantic Tomorrow's Office
Boar's Head
Broadway.com
The Brooklyn Academy of Music
Carnegie Hall
The Church of Jesus Christ of Latter Day Saints
Dave & Buster's
The Hospital for Special Surgery
The Joyce Theater
Lincoln Center Presentations
The Manhattan School of Music
The Metropolitan Opera
Nespresso
NY International Fringe Festival
NY Presbyterian Hospital
The New York Yankees
One Day University
The Richard Tucker Foundation
Rockefeller University
Steinway & Sons
TCM On Location Tour
The Julliard School
UJA
Visiting Nurse Service of NY

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2017 TONY® Awards Playbill



On Sunday, June 11th, 2017, theatre lovers across the globe will gather to celebrate the 2016-2017 Broadway season at the 71st Annual TONY® Awards broadcast live from New York City's legendary Radio City Music Hall.

As the exclusive and trusted magazine of the theatre community, PLAYBILL's coverage of Broadway is unparalleled. For the past 132 years, PLAYBILL has served as the magazine of record for the theatre community and has served as the preeminent destination for all things related to live performance. With both print and extensive digital capabilities, PLAYBILL engages theatregoers in-venue, online and across all social media platforms, in partnership with Broadway.



Total Circulation for the issue 10,000

2017 Net Advertising Rates

Full Page: \$5,482

Half Page: \$3,275

Quarter Page: \$2,552



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Playbill Pride 2017

30 Days of Pride

PLAYBILL, through an array of multi-media coverage, will showcase a philosophy of equality and freedom with an in-depth look at our wonderful community of artists, innovators and theatre lovers onstage, behind the scenes, and in the audience. Content will feature not only people in and around Broadway, but will also reference Pride Month in cities such as San Francisco, Los Angeles, Miami, Orlando, Chicago, Houston and more.

Whether brand specific or a corporate “good citizenship” message, opportunities for Pride Month include print and digital advertising, native content and sponsorship.

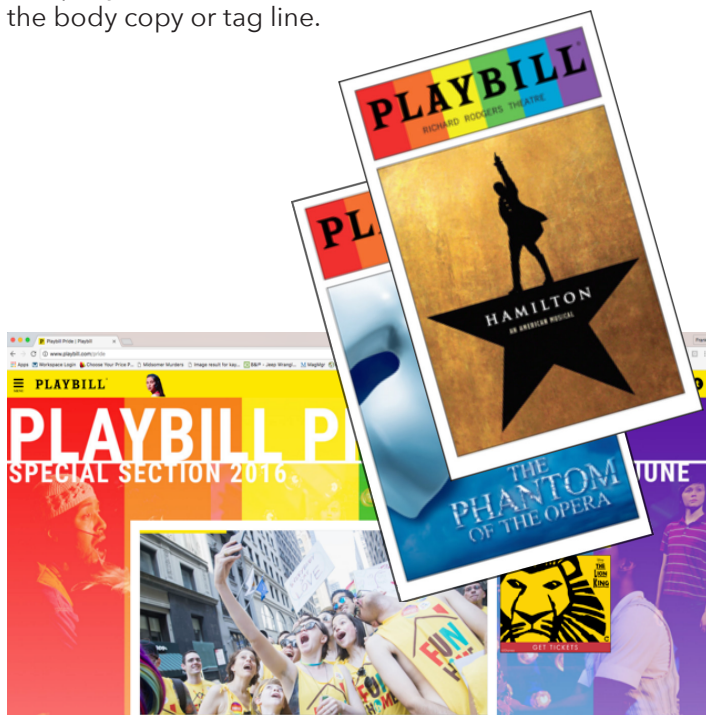
The PRIDE 2017 section of PLAYBILL Digital properties will aggregate original, unique and exclusive editorial, photographic, and video content. In addition to standard ad units and rising stars rich media, the PLAYBILL editors will create or repurpose content regarding your brand or company’s support, involvement and philosophy in support of the rights of the LGBTQ community.

Omni-channel offerings include:

- The New York Theatre edition of PLAYBILL (circulation 1.3 million)
- PLAYBILL’s Digital Network and Social Media (reaching an additional 3 million+ Broadway fans and entertainment influencers)
- A special PRIDE daily email story will go out to PLAYBILL Club’s 350,000 opt-in subscribers

PRIDE returns June 1, 2017, celebrating LGBTQ Pride and the theatre’s diverse community of thinkers, doers and believers.

Within the pages of PLAYBILL, partners can show their support of the PRIDE movement with targeted or custom messages. Advertisers may indicate their brand or company is a “PROUD PLAYBILL PRIDE PARTNER” within the body copy or tag line.



Net 2017 Rates

PLAYBILL Magazine P4CB: \$73,736

PLAYBILL Digital: Minimum Spend \$25,000

Bonus/Added Value

Each ad page and/or \$50,000 net digital spend advertiser will receive a bonus P4CB in the June 2017 Tony Awards® PLAYBILL issue (Circ. 10,000)

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2017 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIAL DEADLINE</u>
January	Tuesday, November 15	Thursday, December 1
February	Thursday, December 15	Friday, December 30
March	Friday, January 13	Wednesday, February 1
April	Wednesday, February 15	Wednesday, March 1
May	Friday, March 31	Friday, April 7
June	Monday, May 1	Friday, May 5
July	Thursday, June 1	Wednesday, June 7
August	Friday, June 30	Friday, July 7
September	Tuesday, August 1	Monday, August 7
October	Friday, September 1	Thursday, September 7
November	Friday, September 29	Friday, October 6
December	Wednesday, November 1	Tuesday, November 7

- Non-cancelable insertion orders for **Premium Positions** are due the first of the month, 3 months preceding the month of issue.

Send materials to assigned production manager listed below:

Maude Popkin (mpopkin@playbill.com)

- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Classic Arts Washington D.C.

Judy Samelson (jsamelson@playbill.com)

- Classic Arts California
- Broadway California
- Broadway Florida
- Broadway New Orleans
- Broadway Baltimore
- Broadway Philadelphia
- Broadway Washington D.C.

Alex Near (anear@playbill.com)

- National Ads
- Classic Arts Boston
- Broadway Boston
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas

All digital files should be sent via email to the appropriate production manager listed above. Ads running in two venues per region require one file and two proofs. If more than two venues, four proofs are required. National buys require six proofs. All proofs should be shipped to PLAYBILL, NYC, attn: Production Department.

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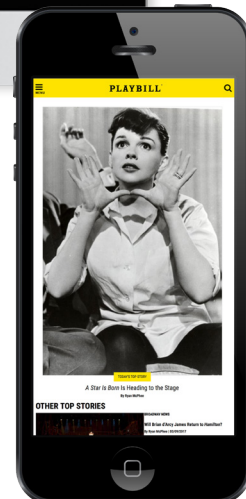
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial team of writers, editors, photogr



Unique Visitors:	1.8 million
Total Sessions:	3.3 million
Total Page Views:	9.3 million
Average Pages per Session:	2.78
% Return Visitors:	58%
A 18-34 % Sessions:	56.7%
A 18-44% Sessions:	69.9%
Male/Female % Sessions:	42% / 58%
Mobile & Tablet / Desktop %	60% / 40%

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PLAYBILL Social Media Statistics

PLAYBILL social media gives theatre fans and industry members unparalleled access to “all things Broadway.”


With nearly 900,000 followers across all platforms, PLAYBILL leverages Facebook, Twitter, Instagram, Snapchat, and more to provide exclusive behind-the-scenes moments. PLAYBILL has broadcast on Facebook Live from the red carpet at Broadway opening nights, has captured the enthusiastic reactions of winners like Leslie Odom Jr. immediately after receiving the Tony® Award, and has welcomed our followers to the stage of the Winter Garden Theater for *School of Rock*'s curtain call through Snapchat Spectacle.




317k Followers




249k Followers




240 Followers



71k Followers



10k Followers



7k Followers

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PLAYBILLder

PLAYBILLder is the exclusive, web-based custom publishing division of the PLAYBILL brand. **PLAYBILLder** provides schools, as well as other local theatre outlets, the opportunity to publish their own edition of the magazine.

Over the course of the peak performance season of September through June, advertisers have the opportunity to target teens, tweens and parents at over 33,000 schools across the country. The total distribution is currently at 1.1 million and growing!

Advertising opportunities in PLAYBILLder allow brands to deliver their advertising message to this influential young audience and their families, building brand awareness that can last a lifetime.



WHAT IS PLAYBILLder™?

PLAYBILLder (formerly Playbill VIP) lets you build your very own Broadway quality Playbill® program! Use PLAYBILLder to engage and build your audience with tools to inform friends and family of production information. Share your Playbill virtually, promote your show through social media, distribute programs in your theatre and much more!

PLAYBILLder is also a great fundraising tool! Work with local vendors and friends to create advertising opportunities in both the virtual and printed Playbill.

PLAYBILLder EXPRESS

Save valuable time with our PLAYBILLder Express! Select from thousands of pre-populated programs in our database and simply begin to customize your production's program.

Powered by MTI, Rodgers & Hammerstein, Tams-Witmark, Theatrical Rights Worldwide,

RECENT PLAYBILLS

- Disney's Beauty and the Beast**
Grant Middle School, March 17 - March 19
- Godspell 2012**
Paulsboro High, March 09 - March 11
- Annie Jr.**
WoodCreek Junior High, March 03 - March 04
- Peter Pan (Musical)**
Forsyth Central High School, February 25
- Back to the 80's**
Jefferson High School, March 03 - March 05
- Once Upon a Mattress**
Bernardo Heights Middle, June 08
- The Drowsy Chaperone**
Spaulding High School (Barre, VT), March 30 - April 01
- In The Heights**
Strive Prep Exotix, February 23 - February 25
- And a Child Shall Lead**
Montgomery Junior High School, March 04
- Hello! My Baby**
University Liggett School, March 02 - March 05
- Little Shop of Horrors**

MOST POPULAR

- Me and My Girl**
McCallum Fine Arts Academy, February 23 - March 05
- Little Shop of Horrors**
East Pennsboro Area Sns, March 03 - March 05
- Disney's High School Musical - One Act Edition**
Abbot Middle School, March 03 - March 04
- Seussical Jr.**
Riverdale Children's Theatre, February 24 - March 05
- Heathers 101: The Musical (High School Edition)**
JJ Pearce High School, September 15 - September 18
- The Addams Family**
Menlo-Atherton High, February 17 - February 26
- Legally Blonde The Musical**
Rye Neck High School, March 02 - March 04
- Hairspray Live!**
Playbill, Inc, December 07
- The Wedding Singer**
Chippewa Falls Senior High School, February 24 - February 26
- Les Misérables School Edition**

“Our parents love our new PLAYBILLS so much! So now we have volunteers who are helping design the program and even going out into the community to sell ads! We now feel like a legitimate drama department!”

Sandra Serling,
Theatre Director
The Shool of Performing Arts,
Naperville, IL

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2017 Mechanical Requirements

PLAYBILL DIGEST FORMAT Mechanical Requirements

	FINAL TRIM	LIVE AREA & AD SIZE NONBLEED	AD SIZE WITH BLEED
Full Page	5.375" x 8.5"	4.625" x 7.75"	5.625" x 8.75"
Full Page Spread	10.75" x 8.5" (Gutter safety .25")	10.25" x 7.75"	11.00" x 8.75"
Half Page Vertical	2.25" x 7.75"		
Half Page Horizontal	4.625" x 3.75"		
Quarter Page Vertical	2.25" x 3.75"		

- **BLEED ON FULL SIZE PAGES ONLY:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .25" from trim on all edges

DIGITAL FILES

DELIVER VIA: Email or FTP

- Please email appropriate production manager listed below with file name when posted/uploaded
<https://ftpq.playbill.com> Username: AdDrop Password: playbillAdDrop

- PDF: Hi-Res, press ready files. Composite CMYK or Grayscale. PDF/X-1A compliant.
- TIFF: Must be flattened and final. No layers. Hi-res binary data. No compression.
- JPEG: CMYK or Grayscale. High Quality Baseline Standard.
- PROOFS:
- All files should be supplied with an approved color proof at 175 line screen.
 - 2 proofs per region. 5 Proofs for NATIONAL ADS.
 - All files without a color proof will run to standard ink densities.

Material Shipping Address: PLAYBILL
729 Seventh Avenue, 4th floor
New York, NY 10019
Attn: Production Dept. (indicate contact person per below)

Production Contacts:

Maude Popkin (mpopkin@playbill.com) 646-751-4110

- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Classic Arts Washington D.C.

Judy Samelson (jsamelson@playbill.com) 718-606-3260

- Classic Arts California
- Broadway California
- Broadway Florida
- Broadway New Orleans
- Broadway Baltimore
- Broadway Philadelphia
- Broadway Washington D.C.

Alex Near (anear@playbill.com) 646-751-4120

- National Ads
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- Broadway Kansas
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