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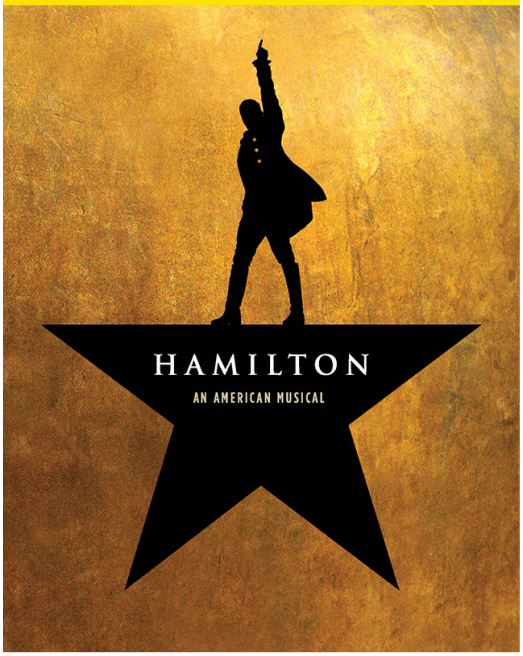
RICHARD RODGERS THEATRE



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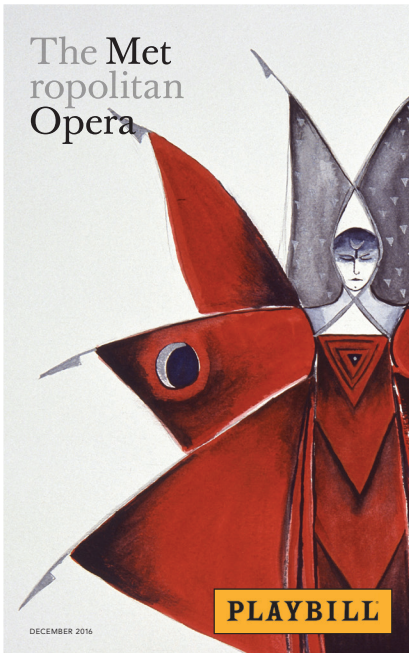
2019 Media Kit

rev.05.02.19



2019 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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2019 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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2019 National Market List

Markets	Avg. Monthly Circulation*
New York, NY	**1,885,808**
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	**585,377**
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	**293,130**
Western (San Francisco, Los Angeles, San Diego)	**241,000**
Southeast (Nashville, New Orleans)	**32,330**
Florida (Miami, Ft. Lauderdale, West Palm Beach)	**177,000**
South Central (Dallas, Houston, San Antonio)	**141,100**
New England (Boston)	**217,550**
TOTAL	**3,573,295**

**In season distribution*

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2019 National Broadway Market List

Markets	Avg. Monthly Circulation*
New York, NY	**1,368,808**
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	**533,377**
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	**99,030**
Western (Los Angeles, San Diego)	**176,000**
Southeast (Nashville, New Orleans)	**32,330**
Florida (Miami, Ft. Lauderdale, West Palm Beach)	**135,000**
South Central (Dallas, Houston, San Antonio)	**141,100**
New England (Boston)	**187,150**
TOTAL	**2,672,795**

**In season distribution*

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2019 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**
TOTAL	**900,500**

**In season distribution*

Note: National Classic Arts include Dallas Opera, delivered as a bonus, when in season.
Dallas Opera available to buy in select months. In-season distribution: 17,000.

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New York City Distribution

NEW YORK CITY THEATRES

BROADWAY THEATRES

Ambassador
American Airlines
Atkinson
Barrymore
Beaumont
Belasco
Booth
Broadhurst
Broadway
Circle in the Square
Cort
Friedman
Gershwin
Golden
Hayes
Hirschfeld
Hudson
Imperial
Jacobs
Kerr
Longacre
Lunt-Fontanne
Lyceum
Lyric
Majestic
Marquis
Minskoff
Music Box
Nederlander
New Amsterdam
O'Neill
Rodgers
Schoenfeld
Shubert
Simon
Sondheim
St. James
Studio 54
Wilson
Winter Garden

OFF-BROADWAY THEATRES (Subject to change)

American Theatre of Actors
Atlantic
City Center
(Stage 1, Stage 2)
DR2
Duke on 42nd Street
Laura Pels
New World Stages
(1, 3, 5, Greenroom)
MCC Theatre Space
(Frankel, Mills)
Minetta Lane
Mitzi Newhouse
MTC (1,2)
The Players Theatre
The Public Theater
(Anspacher, Delacorte, LuEsther, Martinson, Newman)
The Sheen Center
MCC Theatre Space
Second Stage
Signature Theatre Co.
(Linney, Griffin, Diamond)
Stage 42
Theatre at Saint Clement's
Theatre for a New Audience
Theatre Row
(Acorn, Clurman, Lion)
Westside (Downstairs)

NEW YORK CITY CLASSIC ARTS

LINCOLN CENTER

Metropolitan Opera House
Alice Tully Hall
David Geffen Hall
David H. Koch Theater
Lincoln Center Calendar

CARNEGIE HALL

Stern Auditorium
Weill Recital Hall
Zankel Hall

TIME WARNER BUILDING

Rose Theater
Allen Room

NEW YORK CITY CENTER

New Amsterdam Theatre

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National Distribution

NEW YORK CITY Market

See page 7, New York City Distribution

NEW ENGLAND Market

BOSTON: Citizens Bank Opera House including all performances of The Boston Ballet, The Charles Playhouse I & II, The Emerson Colonial Theatre, The Wang Theatre, and The Shubert Theatre

MID-ATLANTIC Market

PHILADELPHIA: Philadelphia Broadway Series at The Walnut Street Theatre and The Forrest Theatre, The Philadelphia Orchestra at the Kimmel Center, Pennsylvania Ballet

BALTIMORE: Baltimore Broadway Series at the Hippodrome Performing Arts Center.

WASHINGTON D.C: The Kennedy Center including the National Symphony Orchestra and the Washington Opera, The National Theatre

FLORIDA Market

MIAMI: Adrienne Arsht Center for the Performing Arts

FORT LAUDERDALE: Broward Center for the Performing Arts, Broadway Series

WEST PALM BEACH: Kravis Center For The Performing Arts, Broadway Series

SOUTHEAST Market

NASHVILLE: Nashville Children's Theatre

NEW ORLEANS: The Saenger Theatre

MIDWEST Market

CHICAGO: CIBC Theatre, Oriental Theatre, Cadillac Palace Theatre, Goodman Theatre, Broadway Playhouse, Briar Street Theatre, Drury Lane Theatre, Marriott Theatre, Metropolis, Victory Gardens, Paramount Theatre, Second City, Theater at the Center, Greenhouse-American Blues, Waltzing Mechanics, Remy Bumppo, MPAACT, Sideshow, Teatro Vista

CINCINNATI: Cincinnati Broadway Series at The Aronoff Center, Children's Theatre of Cincinnati at The Taft Theatre

COLUMBUS: Columbus Broadway Series at The Ohio Theater and The Palace Theater

INDIANAPOLIS: Indianapolis Broadway Series at Murat Theatre and Clowes Memorial Hall

KANSAS CITY: Kansas City Broadway Series at Municipal Auditorium Music Hall

MINNEAPOLIS: The Minnesota Orchestra, Minneapolis Broadway Series at The State Theatre and The Orpheum Theatre

ST. LOUIS: St. Louis Symphony at Powell Hall, St. Louis Broadway Series at The Fox Theatre

SOUTH CENTRAL Market

DALLAS: Dallas Opera, Dallas Summer Musicals at Music Hall at Fair Park

HOUSTON: Houston Broadway Series at The Hobby Center for the Performing Arts, Theatre Under The Stars, The Alley Theatre

SAN ANTONIO: San Antonio Broadway Series at The Majestic Theatre.

WESTERN MARKET

LOS ANGELES: Hollywood Pantages Theatre, Geffen Playhouse

SAN DIEGO: Broadway San Diego Series at Civic Theatre

SAN FRANCISCO: San Francisco Symphony

BERKELEY: Cal Performances

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The Demographics of the Broadway Audience 2017–18

Residence	
New York DMA	37.5%
Tourists	62.5%
New York City Residents	**19.9%**
Manhattan	11.2%
Other Boroughs	8.7%
New York City Suburbs	**17.6%**
Long Island	6.3%
Westchester/Rockland	3.3%
Northern New Jersey	8.1%
Domestic U.S.	
Other New York State	2.3%
Other New Jersey	3.7%
Pennsylvania	3.4%
Connecticut	2.8%
California	5.0%
Massachusetts	2.2%
International	**14.8%**

Frequency of Attendance	
Average Per Year	5
1 Show	38.4%
2-4 Shows	37.3%
5-9 Shows	14.1%
10-14 Shows	4.7%
15-24 Shows	2.8%
25+ Shows	2.7%
Avg. Reported Ticket Price	**$146.00**

Gender	
Female	66%
Male	34%

Age	
Average	40.6
Under 18 years	15.3%
18-34 years	28.9%
25-49 years	34.1%
50-64 years	23.8%
65+ years	13.9%

Annual Household Income	
Average	$222,120
Under $50,000	16.5%
$50,000-$99,000	22.3%
$100,000-149,999	17.8%
$150,000+	43.4%

Education	
Post Graduate Degree	47.1%
Completed College+	81.2%

Source: The Demographics of the Broadway Audience 2017-2018.
Survey conducted by The Broadway League

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COSMETICS / FRAGRANCE
Chanel Beauté
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
LVMH - Givenchy
Parlux - Norell
Parlux - Kenneth Cole
Parlux - Vince Camuto

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Amazon Studios
AMC
Bleecker Street Films
Direct TV
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FX Network
HBO Network
Lionsgate
Live Nation
National Geographic Channel
NBC Universal
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Paramount Home Entertainment
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PBS
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StubHub
Synergy/ABC Entertainment
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TotalBank
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Wells Fargo Advisors

GALLERIES / MUSEUMS
The American Museum of Finance
The American Museum of Natural History
The Metropolitan Museum of Art
MoMA
The Morris-Jumel Museum
New York Historical Society

PUBLISHING
Boosey & Hawkes
Hachette Book Group
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Macmillan Publishing
Oxford University Press
Penguin
Putnam Publishing
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Yale University Press

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Emirates Airlines
The Greater Miami CVB
Marriott
Memphis Convention Bureau
Mohegan Sun
Nevis Tourism
USVI

OTHER
AMDA
Atlantic Tomorrow's Office
Boar's Head
The Brooklyn Academy of Music
Carnegie Hall
The Church of Jesus Christ of Latter Day Saints
The Cleveland Clinic
Harmon Kardon
The Hospital for Special Surgery
The Joyce Theater
Lincoln Center Presentations
Live on NY
The Manhattan School of Music
The Metropolitan Opera
Nespresso
NY Presbyterian Hospital
The New York Yankees
The Phillips Club
Omaze
One Day University
The Richard Tucker Foundation
Steinway & Sons
Sub-Zero
TCM On Location Tour
The Julliard School
UJA
Visiting Nurse Service of NY

*2016 to current issue

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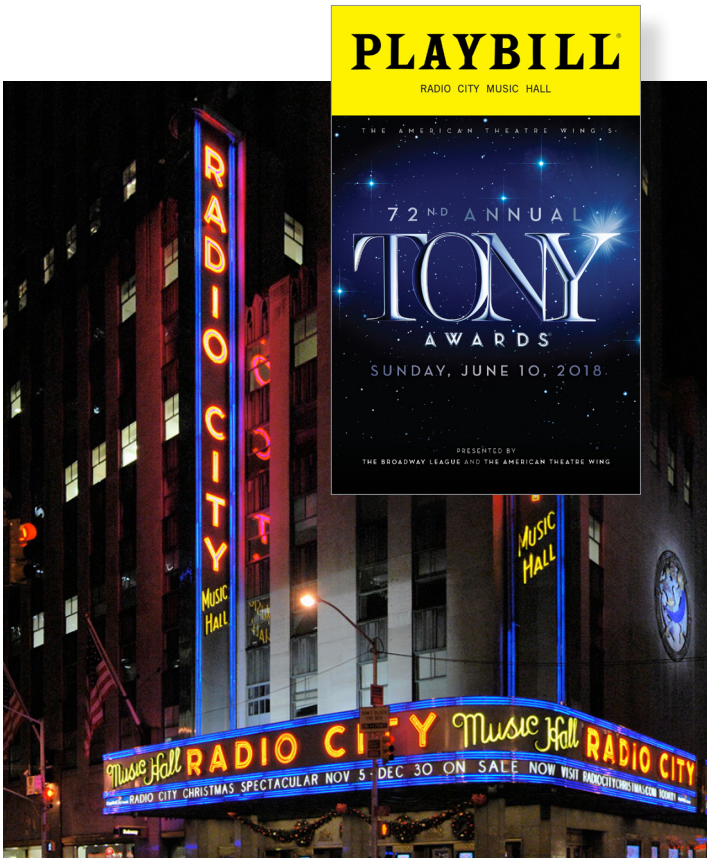
2019 TONY® Awards Playbill

On Sunday, June 9 2019, theatre lovers across the globe will gather to celebrate the 2018-2019 Broadway season at the 73rd 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 134 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
2019 Net Advertising Rates

Full Page:	$5,882
Half Page:	$3,275
Quarter Page:	$2,552

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Playbill Pride 2019

30 Days of Pride

PRIDE returns June 1, 2019, celebrating LGBTQ Pride and the theatre's diverse community of thinkers, doers and believers.

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.

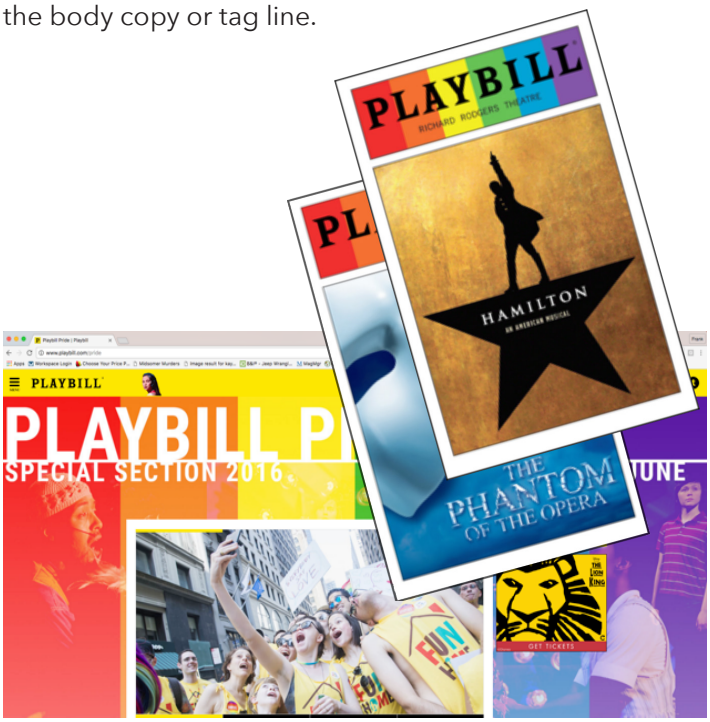
Whether brand specific or a corporate "good citizenship" message, opportunities for Pride Month include print and digital advertising, native content and sponsorship.

The PRIDE 2019 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 1.4 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 nearly 475,000+ opt-in subscribers

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 2019 Rates

PLAYBILL Magazine P4CB: $77,429
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 2019 Tony Awards® PLAYBILL issue (Circ. 10,000)

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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 60,000 schools across the country. The total distribution is currently at 1.5 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.

"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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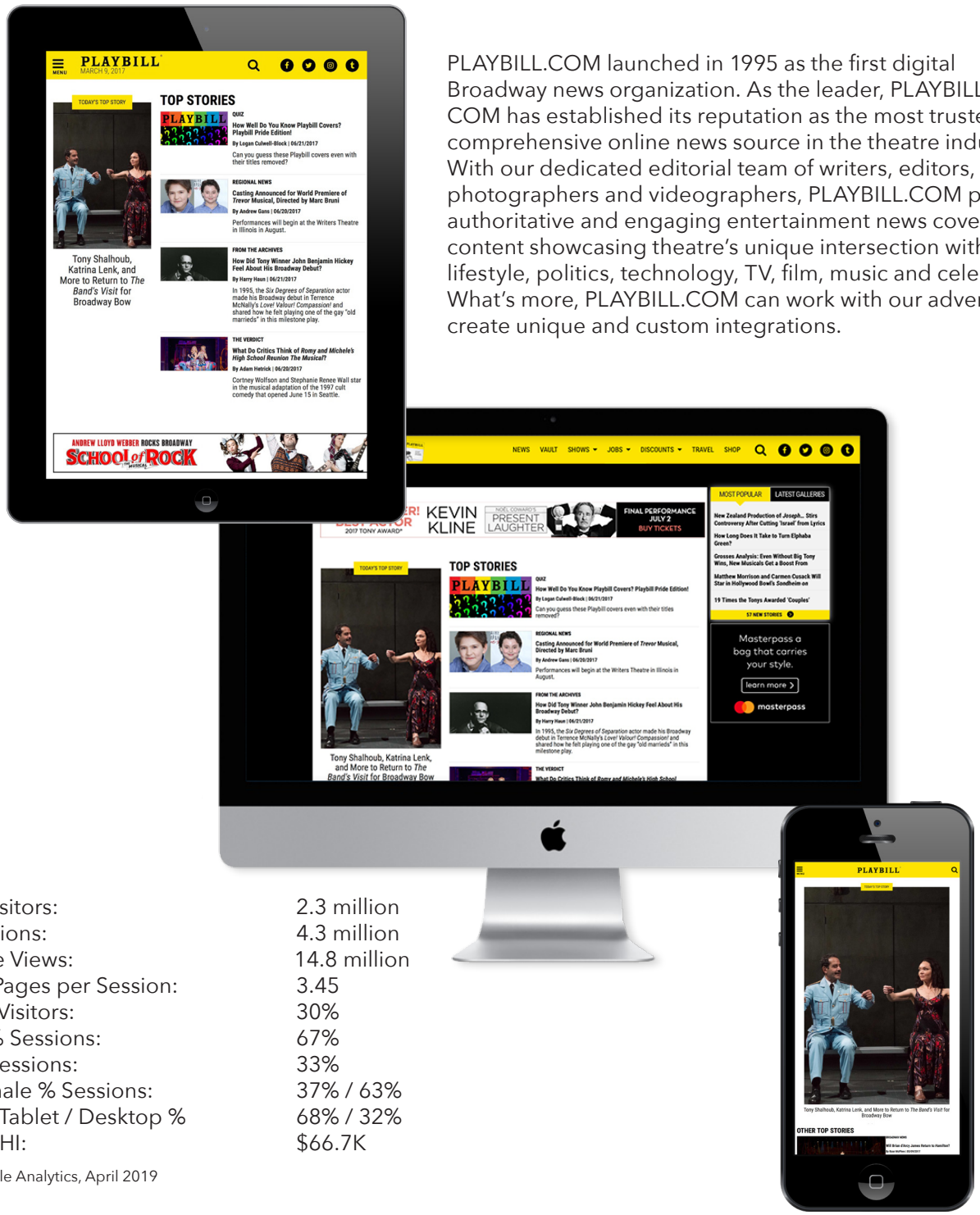

PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial team of writers, editors, photographers and videographers, PLAYBILL.COM provides authoritative and engaging entertainment news coverage with content showcasing theatre's unique intersection with fashion, lifestyle, politics, technology, TV, film, music and celebrity. What's more, PLAYBILL.COM can work with our advertisers to create unique and custom integrations.

Unique Visitors:	2.3 million
Total Sessions:	4.3 million
Total Page Views:	14.8 million
Average Pages per Session:	3.45
% Return Visitors:	30%
A 18-44 % Sessions:	67%
A 45+% Sessions:	33%
Male/Female % Sessions:	37% / 63%
Mobile & Tablet / Desktop %	68% / 32%
Median HHI:	$66.7K

Source: Google Analytics, April 2019

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PLAYBILL Social Media Statistics

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

With over 1,000,000 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 Theatre for *School of Rock*'s curtain call through Snapchat Spectacle.

402k Followers

336k Followers

511k Followers

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10+k Followers

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2019 Space & Material Closing Dates

ISSUE	SPACE CLOSING	MATERIAL DEADLINE
January	Friday, November 30	Friday, December 7
February	Friday, December 28	Friday, January 4
March	Friday, February 1	Thursday, February 7
April	Friday, March 1	Thursday, March 7
May	Monday, April 1	Monday, April 8
June	Wednesday, May 1	Tuesday, May 7
July	Friday, May 31	Friday, June 7
August	Monday, July 1	Monday, July 8
September	Thursday, August 1	Wednesday, August 7
October	Friday, August 23	Friday, August 30
November	Tuesday, October 1	Tuesday, October 8
December	Fridsay, November 1	Friday, November 8

- Non-cancelable insertion orders for Premium Positions are due the first of the month, 3 months preceding the month of issue. Example: Premium position space close for May issue is February 1.

- All digital files should be sent via email to the appropriate production manager listed below. 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.

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.

Alex Near (anear@playbill.com)
646-751-4120
- National Ads
- Classic Arts Boston
- Broadway New York
- Broadway Boston
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas

Jenna Perrino (jperrino@playbill.com)
718-606-3256
- Classic Arts California
- Broadway New York Showbill (Lyric)
- Broadway Florida
- Broadway California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Nashville

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2019 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″		
Half Page "ABC Topper" Available Broadway only		4.875″ x 3.75″	

- **BLEED ON FULL SIZE PAGES ONLY**: Add .125″, extended past final trim marks, indicated above
- Copy Safety: .375″ from trim on all edges
- All crop/bleed marks and color bars should be offset from the live/bleed area of the file.

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
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New York, NY 10019
Attn: Production Dept. (indicate contact person per below)

Production Contacts:

Maude Popkin (mpopkin@playbill.com)
646-751-4110
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- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
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- Broadway Boston
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- Broadway Indianapolis
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Jenna Perrino (jperrino@playbill.com)
718-606-3256
- Classic Arts California
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- Broadway Florida
- Broadway California
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- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Nashville

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2019 Large Format Mechanical Requirements

PLAYBILL LARGE FORMAT Mechanical Requirements (Dallas Opera/Minnesota Orchestra ONLY)

	FINAL TRIM	LIVE AREA & AD SIZE NONBLEED	AD SIZE WITH BLEED
Full Page	8.375″ x 10.875″	7.625″ x 10.125″	8.625″ x 11.125″
Full Page Spread	16.75″ x 10.875″ (Gutter safety: .25″)	16.00″ x 10.125″	17.00″ x 11.125″
Two-Thirds Vertical	(Minnesota Orch.)	5.00″ x 10.125″	
One Half Vertical	(Minnesota Orch.)	5.00″ x 7.5″	
One Half Horizontal	(Minnesota Orch.)	7.625″ x 5.00″	
One Third Vertical	(Minnesota Orch.)	2.5″ x 10.125″	
One Third Square	(Minnesota Orch.)	5.00″ x 5.00″	
One Sixth Vertical	(Minnesota Orch.)	2.5″ x 5.00″	
One Sixth Horizontal	(Minnesota Orch.)	5.00″ x 2.5″	
One Half Horizontal	(Dallas Opera)	7.625″ x 5.00″	
One Half Vertical	(Dallas Opera)	3.75″ x 10.125″	
One Quarter Vertical	(Dallas Opera)	3.75″ x 5.0″	
One Quarter Horizontal	(Dallas Opera)	7.625″ x 2.375″	
One Half Spread Horizontal	(Dallas Opera)	16.00″ x 5.00″	
One Quarter Spread Horizontal	(Dallas Opera)	16.00″ x 2.375″	

- **BLEED ON FULL SIZE PAGES ONLY**: Add .125″, extended past final trim marks, indicated above
- Copy Safety: .375″ from trim on all edges
- All crop/bleed marks and color bars should be offset from the live/bleed area of the file.

DIGITAL FILES

DELIVER VIA: Email or FTP https://ftpq.playbill.com Username: AdDrop Password: playbillAdDrop

- **Please email production manager, Maude Popkin (mpopkin@playbill.com) 646.751.4110 when files are posted/uploaded.**

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.

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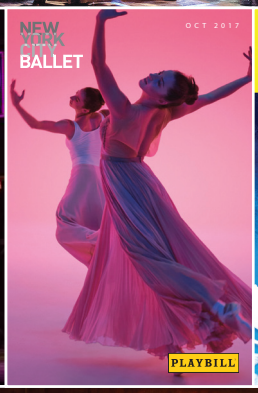

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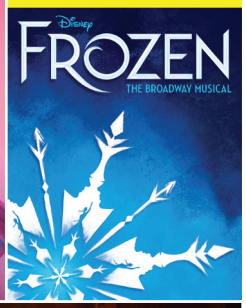
ST. JAMES THEATRE



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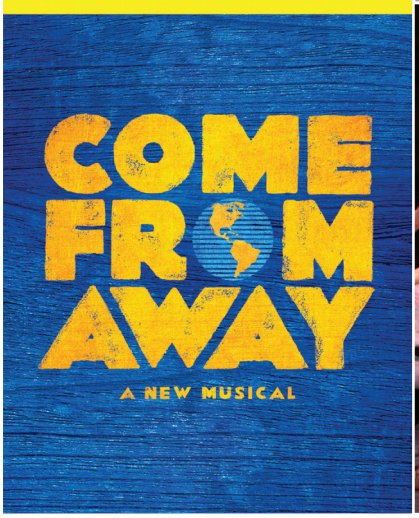
GERALD SCHOENFELD THEATRE



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