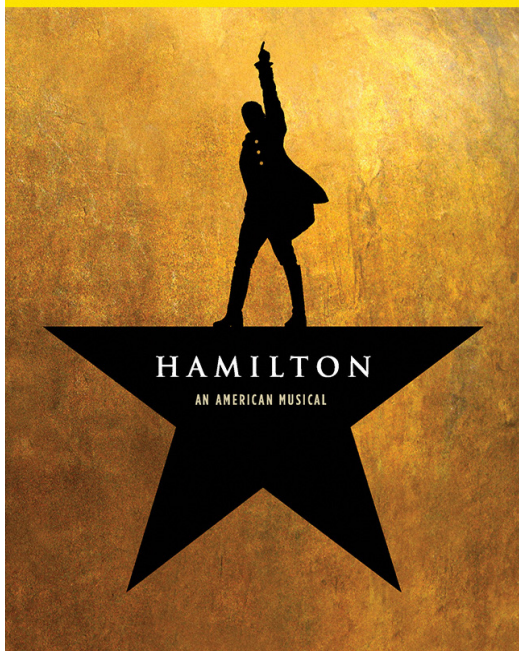




PLAYBILL®

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PLAYBILL®

2021 Media Kit



The Met
ropolitan
Opera



2021 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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2021 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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2021 National Market List



Markets	Avg. Monthly Circulation*
New York, NY	1,885,808
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	583,292
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	293,130
Western (San Francisco, Los Angeles, San Diego)	342,800
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	3,673,010

**In season distribution*

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2021 National Broadway Market List



Markets

Avg. Monthly Circulation*

New York, NY	1,368,808
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	531,292
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	99,030
Western (Los Angeles, San Francisco, San Diego)	277,800
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	2,772,510

**In season distribution*

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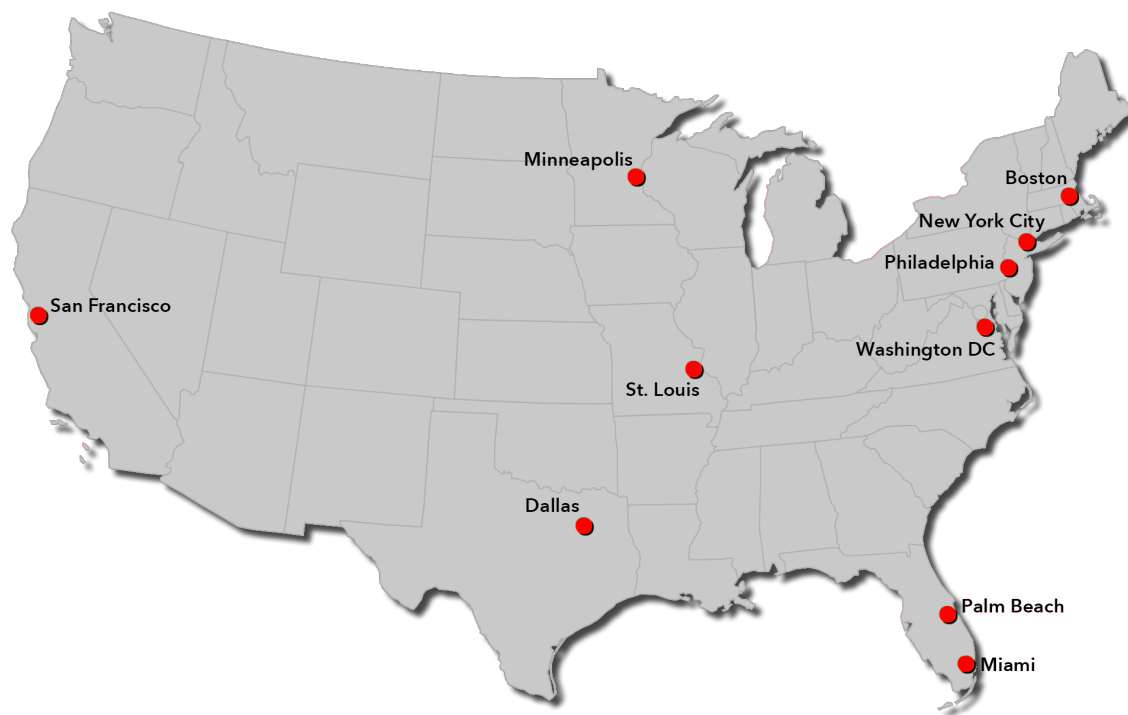
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2021 National Classic Arts Market List



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

OFF-BROADWAY THEATRES (Subject to change)

Abrons Art Center	Players
A.R.T./NY	Public/Anspacher
Atlantic Theatre Company	Public/LuEsther
Daryl Roth	Public/Newman
Duke on 42nd	Public/Martinson
Laura Pels	Second Stage
MTC 1	Signature/Diamond
MCC/Frankel	Signature/Griffin
Marjorie S. Dean Little	Signature/Linney
MCC/Newman, Mills	Soho Playhouse
Minetta Lane	St. Clement's
Mitzi Newhouse	Stage 42
New World Stages 1,2,4,5	TFANA
New World Green Room	Theatre 511
Newhouse	Westside/Upstairs
NYCC Stage II	

NEW YORK CITY CLASSIC ARTS

LINCOLN CENTER

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

CARNEGIE HALL

Stern Auditorium
Weill Recital Hall
Zankel Hall

TIME WARNER BUILDING

Rose Theater
Allen Room

NEW YORK CITY CENTER



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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

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, Dolby Theatre

SAN DIEGO: Broadway San Diego Series at Civic Theatre

SAN FRANCISCO: Curran Theatre, San Francisco Symphony

BERKELEY: Cal Performances

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The Demographics of the Broadway Audience 2018-19

Residence

New York DMA	35.0%
Tourists	65.0%

New York City Residents 19.9%

Manhattan	11.0%
Other Boroughs	8.5%

New York City Suburbs 15.5%

Long Island	5.7%
Westchester/Rockland	3.0%
Northern New Jersey	6.8%

Domestic U.S.

Other New York State	2.2%
Other New Jersey	3.3%
Pennsylvania	3.7%
Connecticut	2.5%
California	5.6%
Massachusetts	2.2%

International 18.9%

Frequency of Attendance

Average Per Year	4
1 Show	38.6%
2-4 Shows	38.6%
5-9 Shows	13.4%
10-14 Shows	4.7%
15-24 Shows	2.2%
25+ Shows	2.5%

Avg. Reported Ticket Price \$145.60

Gender*

Female	68.3%
Male	31.2%

Age

Average	42.3
Under 18 years	12.9%
18-34 years	28.9%
25-49 years	37.5%
50-64 years	23.6%
65+ years	15.6%

Annual Household Income

Average	\$261,200
Under \$50,000	15.2%
\$50,000-\$99,000	22.2%
\$100,000-149,999	18.7%
\$150,000+	44.1%

Education

Post Graduate Degree	46.9%
Completed College+	81.4%

Source: The Demographics of the Broadway Audience 2018-2019.
Survey conducted by The Broadway League
* 5% did not identify gender.



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Estée Lauder - MAC
Estée Lauder
Hermes - Jours de Hermes
LVMH - Givenchy
Parlux - Kenneth Cole
Parlux - Vince Camuto

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GALLERIES / MUSEUMS

American Folk Art Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
MoMA
Morgan Library
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Boar's Head
The Brooklyn Academy of Music
Carnegie Hall
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M&M World
The Manhattan School of Music
The Metropolitan Opera
Nespresso
The New York Yankees
The Phillips Club
Omaze
One Day University
The Richard Tucker Foundation
Steinway & Sons
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The Julliard School
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*2018 to current issue

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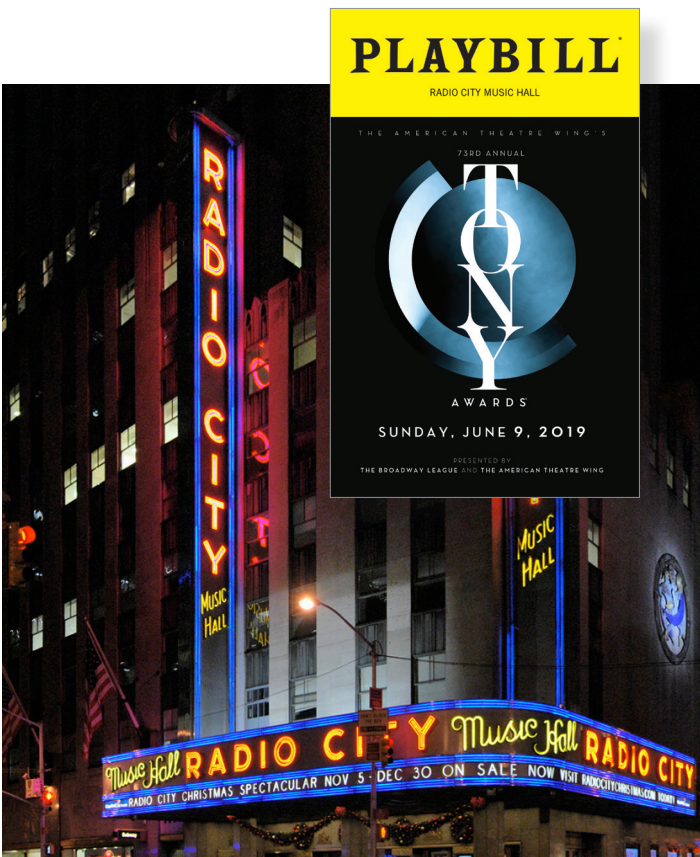
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2022 TONY® Awards Playbill



In June 2022, theatre lovers across the globe will gather to celebrate the 2021-22 Broadway season at the 75th 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 137 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
2022 Net Advertising Rates to be announced.

Space Commitment Due: 5/2/2022
Materials Due: 5/9/2022



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Playbill Pride 2022

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 2022 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

PRIDE returns June 1, 2022, 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 2022 Rates

To be announced.

Bonus/Added Value

Each ad page and/or \$50,000 net digital spend advertiser will receive a bonus P4CB in the June 2022 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

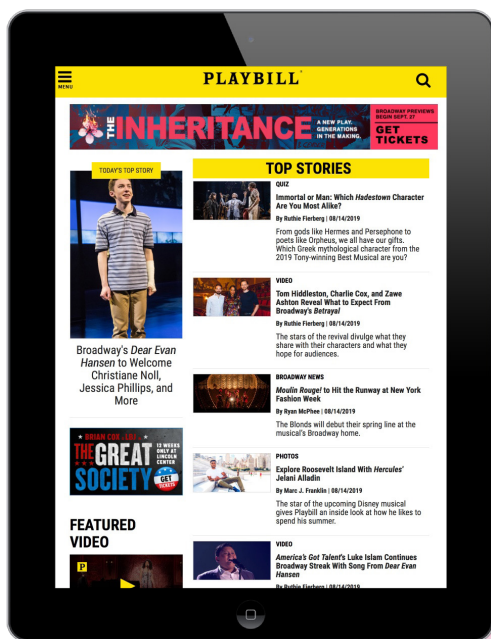
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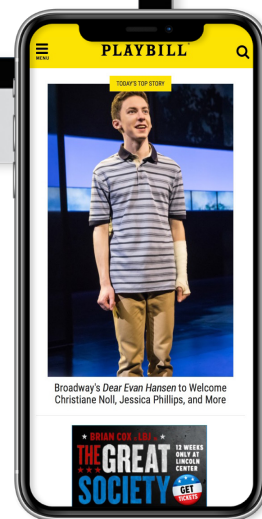
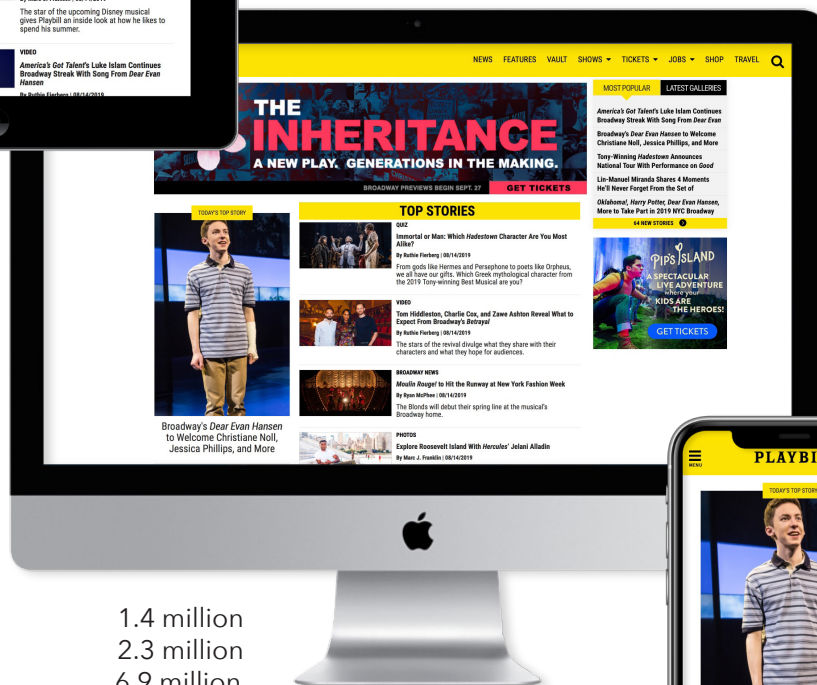
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	1.4 million
Total Sessions:	2.3 million
Total Page Views:	6.9 million
Average Pages per Session:	3.03
% Return Visitors:	116%
A 18-44 % Sessions:	57%
A 45+% Sessions:	43%
Male/Female % Sessions:	47% / 53%
Mobile & Tablet / Desktop %	69% / 31%
Median HHI:	\$85.3K

Source: Google Analytics, June, 2021

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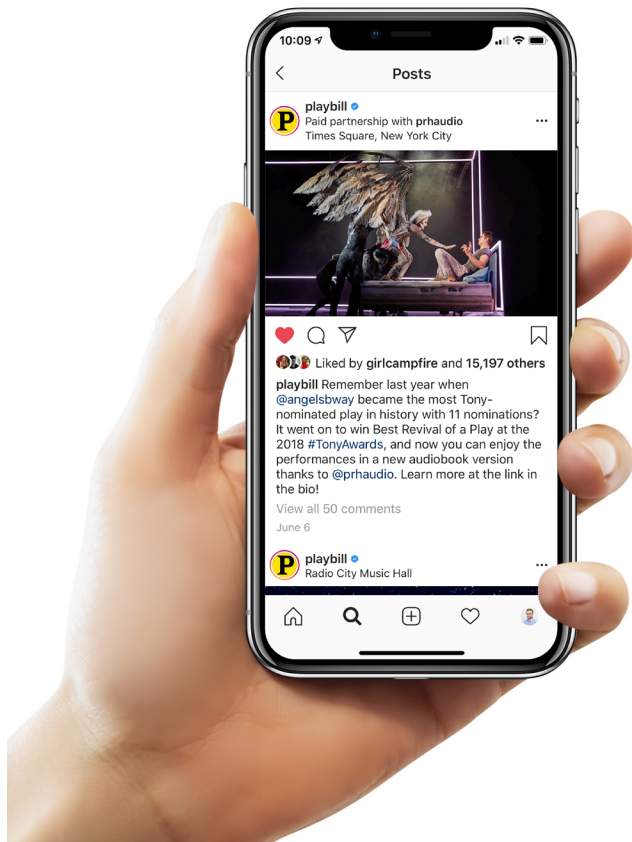
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PLAYBILL Social Media Statistics

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

With nearly 1.5 million 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 Bryan Cranston 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.



710k Followers



436k Followers



393k Followers



146k Followers



87k Followers



21k Followers

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2021 Space & Material Closing Dates

ISSUE

September/October

November

December

SPACE CLOSING

Friday, July 30

Thursday, September 30

Thursday, October 28

MATERIAL DEADLINE

Friday, August 6

Thursday, October 6

Thursday, November 4

- 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

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

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718-606-3256

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2021 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 3.8125" (nonbleed)	

- **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.

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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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Attn: Production Dept. (indicate contact person per below)

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2021 Large Format Mechanical Requirements

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

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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.

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- 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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THE MUSIC BOX

**DEAR
EVAN
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