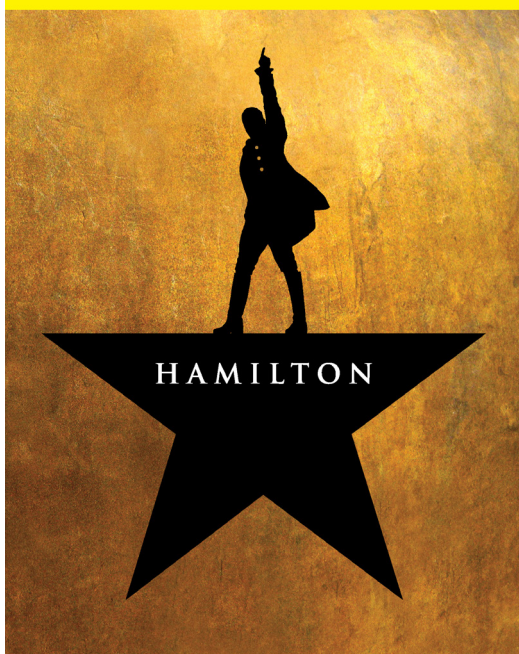




# PLAYBILL®

RICHARD RODGERS THEATRE



# PLAYBILL®

## 2022 Media Kit



06.07.22

The Met  
ropolitan  
Opera



PLAYBILL

DECEMBER 2016



# 2022 Editorial Profile

---

## PLAYBILL Theatre

As the most-trusted magazine in the theatre industry 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 nightlife. 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 for navigating the culinary and bar scenes in and around the theatre district and city at large, this section 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: Conversations with the industry's most respected talents, stars in the making and individuals working behind the scenes.



# PLAYBILL®

212.557.5757

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

[advertising@playbill.com](mailto:advertising@playbill.com)

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 2022 Editorial Profile

---



## PLAYBILL Classic Arts

PLAYBILL's Classic Arts editions present editorial content that enhances and deepens appreciation of dance and music arts experiences—from solo piano recitals to the most lavish opera productions and thrilling high-concept festivals.

By spotlighting artists and performances in compelling features, Playbill Classic Arts provides valuable context for audiences in the concert hall and is also a beautiful keepsake from a memorable evening on the town.



# PLAYBILL®

212.557.5757

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

[advertising@playbill.com](mailto:advertising@playbill.com)

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# 2022 National Market List

---



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,885,808
MIDWEST (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	578,377
MID-ATLANTIC (Philadelphia, Baltimore, Washington D.C.)	154,130
WESTERN (San Francisco, Los Angeles, San Diego)	390,273
SOUTHEAST (Nashville, New Orleans)	32,330
FLORIDA (Miami, Ft. Lauderdale, West Palm Beach)	167,000
SOUTH CENTRAL (Dallas, Houston, San Antonio)	123,600
NEW ENGLAND (Boston)	47,825
<b>TOTAL</b>	<b>3,379,343</b>

*\*In season distribution*

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 2022 National Broadway Market List

---



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,368,808
MIDWEST (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	534,477
MID-ATLANTIC (Philadelphia, Baltimore, Washington D.C.)	109,030
WESTERN (Los Angeles, San Francisco, San Diego)	390,273
SOUTHEAST (Nashville, New Orleans)	32,330
FLORIDA (Miami, Ft. Lauderdale, West Palm Beach)	133,000
SOUTH CENTRAL (Dallas, Houston, San Antonio)	123,600
NEW ENGLAND (Boston)	47,825
<b>TOTAL</b>	<b>2,739,343</b>

*\*In season distribution*

# PLAYBILL®

212.557.5757

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

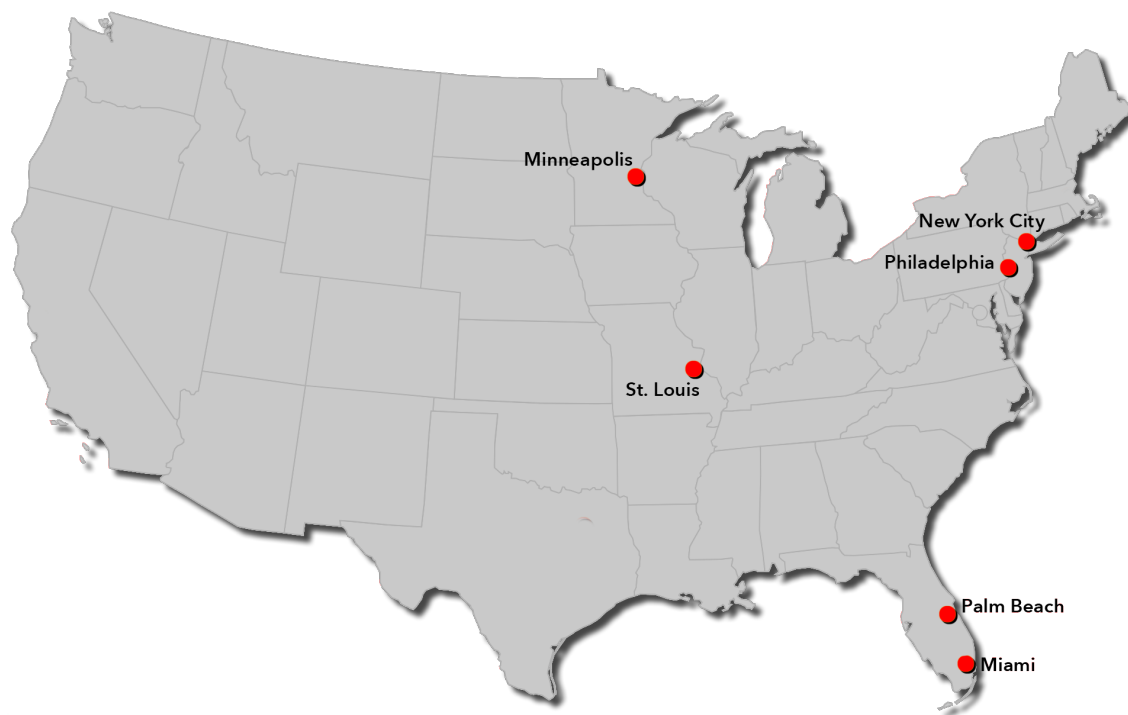
advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 2022 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)	13,900
PHILADELPHIA, PA (The Philadelphia Orchestra)	45,100
SOUTH FLORIDA (Kravis Center, The Arsht Center)	34,000
<b>TOTAL</b>	<b>640,000</b>

*\*In season distribution*

# PLAYBILL®

212.557.5757

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

[advertising@playbill.com](mailto:advertising@playbill.com)

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 2022 New York City Distribution

---

## NEW YORK CITY THEATRES

### BROADWAY THEATRES

Ambassador	Longacre
American Airlines	Lunt-Fontanne
Atkinson	Lyceum
Barrymore	Lyric
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)

Westside Up	Laura Pels
New World Stages 3	Public/Anspacher
New World Stages 4	Newhouse
Playhouse 46 at St. Lukes	Second Stage
Signature/Linney	Delacorte
MTC 1	Minetta Lane
Atlantic/Linda Gross	Theater at St. Clement's
Theater 555	Stage 42

## 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



# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 2022 National Distribution

---

## NEW YORK CITY Market

See page 7, New York City Distribution

---

## NEW ENGLAND Market

BOSTON: Citizens Bank Opera House (theatrical performances only), The Emerson Colonial Theatre (theatrical performances only)

---

## MID-ATLANTIC Market

PHILADELPHIA: The Philadelphia Orchestra (Kimmel), Walnut Street Theatre, Kimmel Cultural Campus including Broadway Series, and Kimmel Presents (Academy of Music, Merriam Theater and Forrest Theatre)

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

WASHINGTON D.C: Broadway at The National Theatre

---

## FLORIDA Market

MIAMI: Adrienne Arsht Center for the Performing Arts (theatrical performances only)

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

WEST PALM BEACH: Kravis Center For The Performing Arts

---

## SOUTHEAST Market

NASHVILLE: Nashville Children's Theatre

NEW ORLEANS: The Saenger Theatre

---

## MIDWEST Market

CHICAGO: CIBC Theatre, Cadillac Palace Theatre, Goodman Theatre: Albert Theatre, Owen Theatre, Broadway Playhouse, Drury Lane Theatre, Marriott Theatre, Paramount Theatre, James M. Nederlander Theatre

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 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, Golden Gate Theatre, Orpheum Theatre

---

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# 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.



# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# Current Advertisers

---

## AUTOMOTIVE

BMW  
Cadillac  
Lexus  
Lincoln  
Mercedes-Benz  
Nissan  
Subaru  
Toyota

## ENTERTAINMENT

20th TV  
Amazon Studios  
AMC  
Apple TV+  
Bleecker Street Films  
CBS Films  
Concord Theatricals  
Direct TV  
Disney+  
Disney Entertainment  
Fox 5 NY  
FX  
HBO  
Hulu  
Kino Lorber  
Lifetime  
Lionsgate  
Live Nation  
Marquee TV  
Nat Geo Channel  
NBC Universal  
Netflix  
Paramount Home Entertainment  
Paramount Pictures  
PBS  
Peacock  
Showtime  
Sony Music  
Sony Pictures Television  
Spectrum  
StubHub  
Synergy/ABC Entertainment  
The Theatre Channel  
Trafalgar  
TruTV  
United Artists  
Universal Pictures  
Warner Bros. Studios

## TRAVEL

Collette Travel  
Crystal Cruises  
Excellence Resorts  
Marriot  
Memphis Convention Center  
Mohegan Sun  
Newfoundland Toursim

## FASHION/LUXURY

Andrew Marc  
Baccarat  
Bucherer/Tourneau  
Cartier  
Citizen Watch  
David Yurman  
DKNY  
Gucci  
Harry Winston  
Hermes  
Jaeger-LeCoultre  
Michael Kors  
Osk  
Piaget  
Rolex  
Swarovski  
Tiffany  
Van Cleef & Arpels  
Wempe  
Zenni

## FINANCIAL/INSURANCE

Bank of America  
Capital One  
Chase Sapphire Preferred  
Northern Trust  
City National Bank  
Ernst & Young  
First Republic  
Geico  
HSBC  
JP Morgan Chase  
Mastercard  
Prudential  
Travelers Insurance

## GALLERIES/MUSEUMS

American Folk Art Museum  
MoMA  
New York Historical Society  
The Metropolitan Museum of Art  
The Morgan Library & Museum  
Whitney Museum of American Art

## RETAIL

Bloomingdales  
Brookfield Place  
Hudson Yards  
M&M's World  
Manhattan West  
Nordstrom  
The Hershey Store  
The Shops at Columbus Circle  
The Shops at Grand Central

## COSMETICS/FRAGRANCE

Chanel Beauté  
Estée Lauder - Estée Lauder  
Estée Lauder - MAC  
Hermes - Jours de Hermes  
La Prairie  
LVMH - Ginvenchy  
Parlux - Jenneth Cole  
Parlux - Vince Camuto

## OTHER

AMDA  
Bond Real Estate  
Cahill Gordon & Reindel  
Columbia University  
Compass Real Estate  
Google  
Harmon Karden  
Lincoln Center Presents  
NYU Tisch School for the Arts  
Omaze  
Sotheby's Real Estate  
Steinway & Sons  
Sub Zero  
The New York Yankees  
The Richard Tucker Foundation

## HEALTH/WELLNESS

Gilead  
Hospital for Special Surgery  
John Muir Health  
Rothman Orthopaedic Institute  
The Hospital for Special Surgery  
Visiting Nurse Service NY  
Weill Cornell

## PUBLISHING

Simon & Schuster  
Hachette Book Group  
Harper Collins  
Oxford University Press  
Putnam Publishing  
Random House  
Scholastic

## FOOD/BEVERAGE

Anheisser Busch - Stella Artois  
Boars Head  
Jose Cuervo  
Ketel One  
Nespresso  
Postmates

## MUSIC/AUDIO

Audible  
Disney Records  
Luminary Audible  
S-Curve Records  
Universal Music

\*2018 to current issue. Note: Playbill did not publish March, 2020-August, 2021.

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

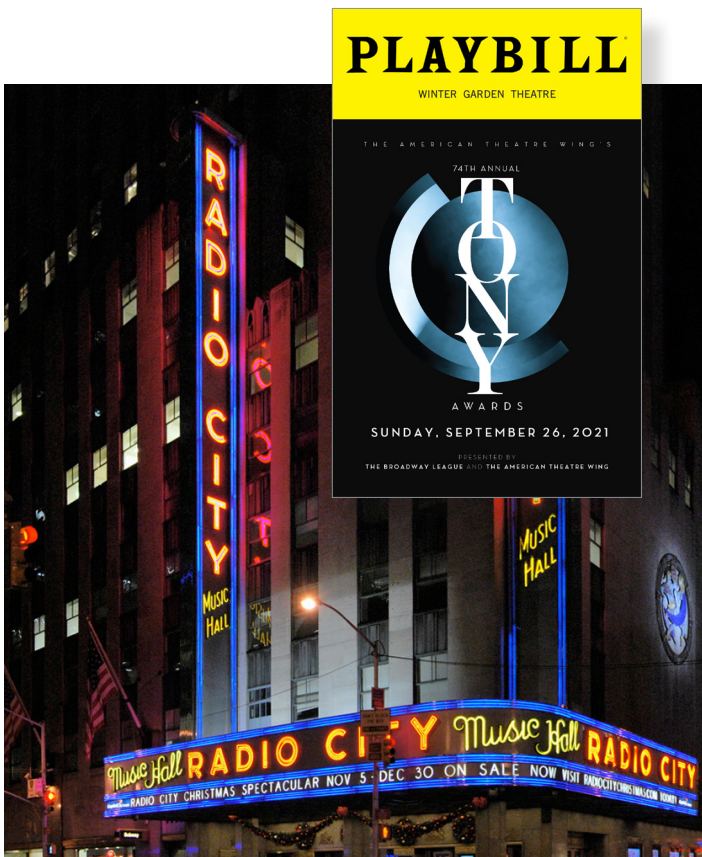
PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# 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



# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 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.

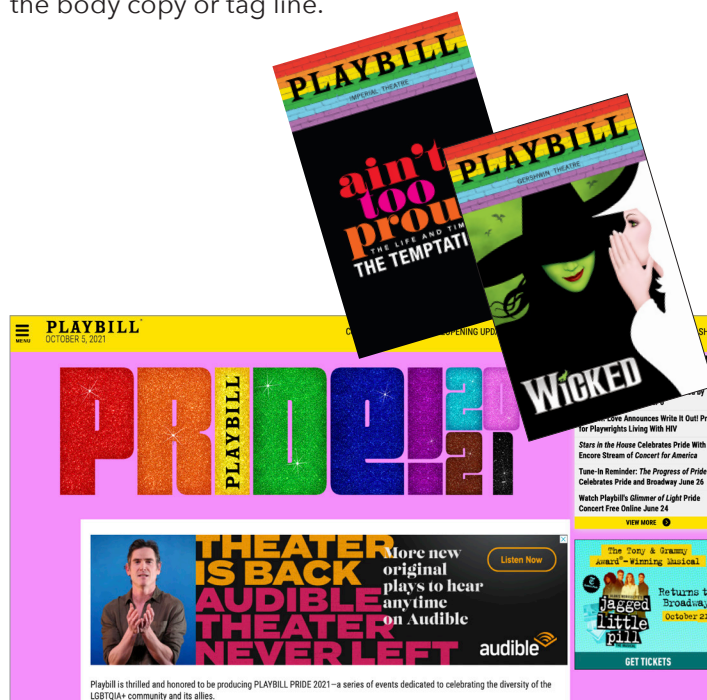
The PRIDE 2022 section of PLAYBILL Digital properties will aggregate original, unique and exclusive editorial, photographic, and video content. In addition to standard ad units and rising stars rich media, the PLAYBILL editors will create or repurpose content regarding your brand or company’s support, 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)



212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# PLAYBILLder

PLAYBILLder is our exclusive, web-based custom publishing division of the PLAYBILL brand. PLAYBILLder provides schools, smaller local theatres, and even theatre-loving individuals the opportunity to publish their own edition of the magazine.

Advertisers have the opportunity to target teens, tweens, parents, and educators, both from our more than 70,000 registered users representing more than 2,000 schools and theatre groups nationwide and the countless audience members they welcome in to their auditoriums.



**BUILD YOUR OWN PLAYBILL™**  
CLICK HERE TO GET STARTED

Search Playbills Search Shows .year.. Search

Join us on: f t

### 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 (Barnes, VT), March 30 - April 01
- In The Heights**  
Strive Prep Excel, 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 Shs, March 03 - March 05
- Disney's High School Musical - One Act Edition**  
Abbott Middle School, March 03 - March 04
- Seussical Jr.**  
Riversdale 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

# PLAYBILL®

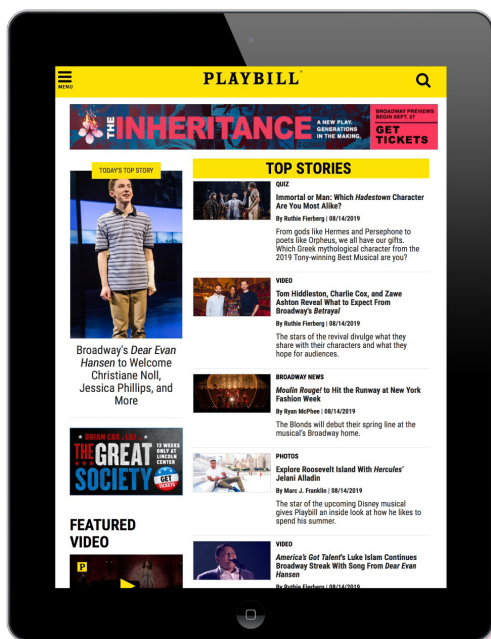
212.557.5757

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

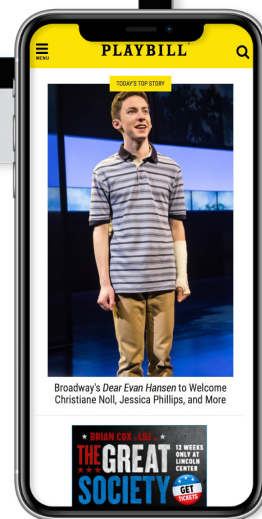
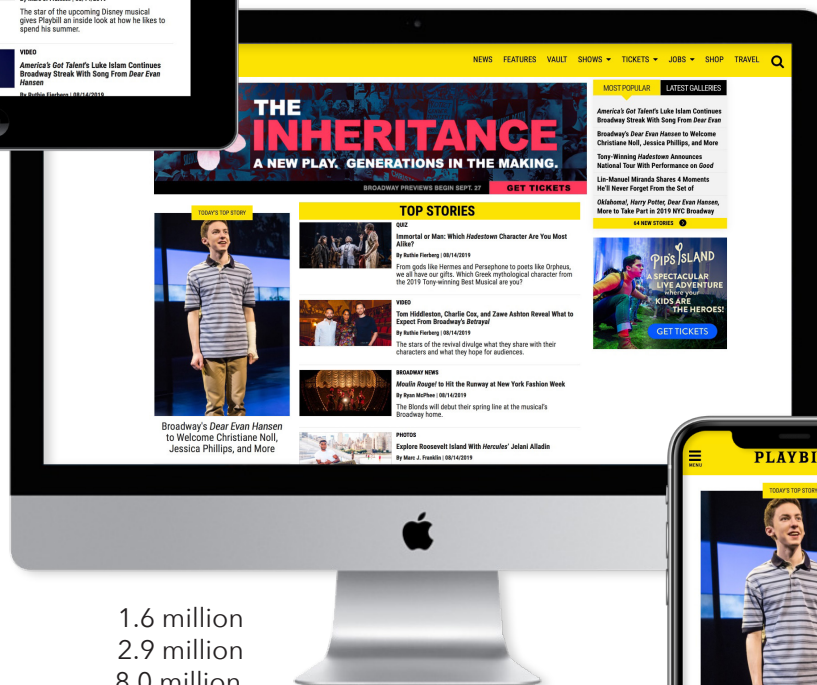
advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC





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:	1.6 million
Total Sessions:	2.9 million
Total Page Views:	8.0 million
Average Pages per Session:	2.75
% Return Visitors:	21%
A 18-44 % Sessions:	58%
A 45+% Sessions:	42%
Male/Female % Sessions:	50% / 50%
Mobile & Tablet / Desktop %	69% / 31%
Median HHI:	\$83.8K

Source: Google Analytics, May, 2022

# PLAYBILL®

212.557.5757

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

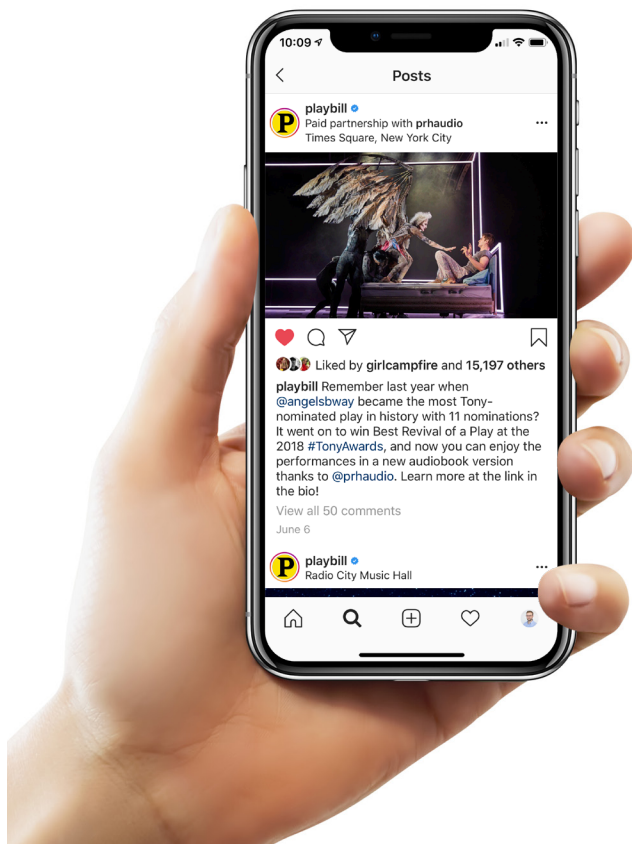
advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# PLAYBILL Social Media Statistics

PLAYBILL Social Media gives theatre fans and industry members unparalleled access to “all thing Broadway.” With nearly 1.5 million followers across all platforms, PLAYBILL leverages Facebook, Twitter, Instagram, TikTok, and more to provide exclusive behind-the-scenes moments.

PLAYBILL social media has broadcast live from the red carpet at Broadway opening nights, has captured the enthusiastic reactions of winners like Lin-Manuel Miranda immediately after receiving the Tony Award®, and has taken our followers behind the scenes during the creation of Broadway shows.



755k Followers



458k Followers



409k Followers



164k Followers



85k Followers



56k Followers



20k Followers

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# 2022 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIALS DEADLINE</u>
January	Monday, November 29, 2021	Friday, December 3, 2021
February	Thursday, December 30, 2021	Tuesday, January 4, 2022
March	Tuesday, February 1, 2022	Friday, February 4, 2022
April	Tuesday, March 1, 2022	Friday, March 4, 2022
May	Friday April 1, 2022	Tuesday, April 5, 2022
June	Friday, April 29, 2022	Thursday, May 5, 2022
July	Wednesday, June 1, 2022	Monday, June 6, 2022
August	Thursday, June 30, 2022	Wednesday, July 6, 2022
September	Monday, August 1, 2022	Thursday, August 4, 2022
October	Thursday, August 25, 2022	Wednesday, August 30, 2022
November	Friday, September 30, 2022	Tuesday, October 4, 2022
December	Tuesday, November 1, 2022	Friday, November 4, 2022

- 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:

ALEX NEAR (anear@playbill.com)  
646-751-4120

- National Ads
- Broadway New York
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas
- Broadway Florida
- Broadway New Orleans

JENNA PERRINO (jperrino@playbill.com)  
718-606-3256

- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Broadway New York Showbill (Lyric) / Subscription
- Broadway Boston
- Broadway California & Curran Wrap
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



# 2022 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.

## DIGITAL FILES

DELIVER VIA: Email or OneDrive Link. Receive link from Sales/Production. Follow link instructions to upload files.

- Please email appropriate production manager listed below with file name when 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.

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

## PRODUCTION CONTACTS:

ALEX NEAR (anear@playbill.com)  
646-751-4120

- National Ads
- Broadway New York
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas
- Broadway Florida
- Broadway New Orleans

JENNA PERRINO (jperrino@playbill.com)  
718-606-3256

- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Broadway New York Showbill (Lyric) / Subscription
- Broadway Boston
- Broadway California & Curran Wrap
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

# 2022 Large Format Mechanical Requirements

## PLAYBILL LARGE FORMAT Mechanical Requirements

	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"	

- **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 OneDrive Link. Receive link from Sales/Production. Follow link instructions to upload files.

- Please email production manager, JENNA PERRINO (jperrino@playbill.com) 646-606-3256 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.

Material Shipping Address: PLAYBILL  
729 Seventh Avenue, 4th floor  
New York, NY 10019  
Attn: Maude Popkin, Production Dept.

# PLAYBILL®

212.557.5757

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

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC



