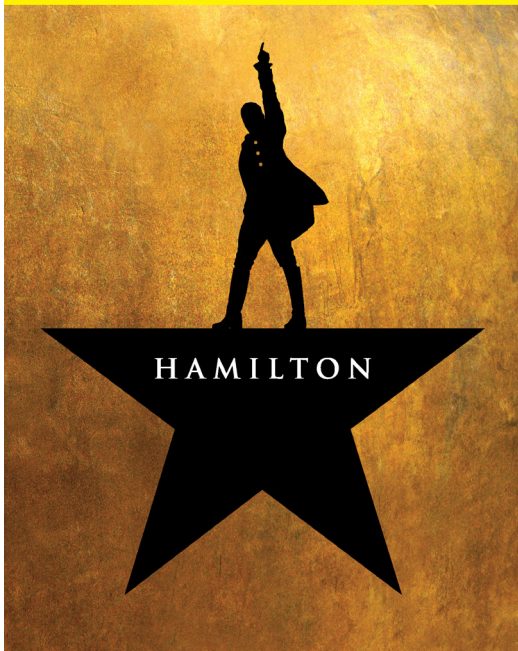




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**PLAYBILL®**

2023 Media Kit



The Met  
ropolitan  
Opera





# 2023 Editorial Profile

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## PLAYBILL Theatre

As the most-trusted magazine in the theatre industry for over 138 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 that advise 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, with 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.
- **SCREEN STEALERS:** A monthly look at TV, film, and streaming releases that align with Broadway and its talent.



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# 2023 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.



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# 2023 National Market List



| Markets  | Avg. Monthly Circulation* |
|--|---------------------------|
| NEW YORK, NY   | 1,860,808                 |
| 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>3,354,343</b>          |

*\*In season distribution*

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# 2023 National Broadway Market List

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| 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>          |

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# 2023 National Classic Arts Market List

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| Markets   | Avg. Monthly Circulation* |
|---|---------------------------|
| NEW YORK, NY (Lincoln Center, Carnegie Hall, City Center, Metropolitan Opera) | 492,000                   |
| 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>615,000</b>            |

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# 2023 New York City Distribution

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## NEW YORK CITY THEATRES

### BROADWAY THEATRES

|                      |                    |
|----------------------|--------------------|
| Al Hirschfeld        | Lunt-Fontanne      |
| Ambassador           | Lyceum             |
| American Airlines    | Lyric              |
| August Wilson        | Majestic           |
| Belasco              | Marquis            |
| Bernard B. Jacobs    | Minskoff           |
| Booth                | Music Box          |
| Broadhurst           | Nederlander        |
| Broadway             | Neil Simon         |
| Circle in the Square | New Amsterdam      |
| Ethel Barrymore      | Palace             |
| Eugene O'Neill       | Richard Rodgers    |
| Gershwin             | Samuel J. Friedman |
| Gerald Schoenfeld    | Shubert            |
| Helen Hayes          | St. James          |
| Hudson               | Stephen Sondheim   |
| Imperial             | Studio 54          |
| James Earl Jones     | Vivian Beaumont    |
| John Golden          | Walter Kerr        |
| Lena Horne           | Winter Garden      |
| Longacre             |                    |

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### OFF-BROADWAY THEATRES (Subject to change)

|                        |                            |
|------------------------|----------------------------|
| A.R.T.                 | Second Stage               |
| Cherry Lane            | Stage 42                   |
| Daryl Roth Theatre     | The Atlantic Theatre       |
| Lincoln Center Theatre | The Public Theatre         |
| Manhattan Theatre Club | Theatre at St. Clement's   |
| Minetta Lane           | Theatre For A New Audience |
| New World Stages       | Theatre Row                |
| Roundabout Theatre     | Westside Up                |

## 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 (select performances)



New Amsterdam Theatre

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# 2023 National Distribution

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## NEW YORK CITY Market

See page 7, New York City Distribution

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## NEW ENGLAND Market

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

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## 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

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## 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

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## SOUTHEAST Market

NASHVILLE: Nashville Children's Theatre

NEW ORLEANS: The Saenger Theatre

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## 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, Stages St. Louis

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## 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.

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## 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

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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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# Current Advertisers

## AUTOMOTIVE

Cadillac  
Lexus  
Lincoln  
Jeep  
Nissan  
Subaru  
Toyota  
Wagoneer

## ENTERTAINMENT

20th TV  
Amazon Studios  
Apple TV+  
Bleecker Street Films  
Disney+  
Disney Entertainment  
Focus Features  
Fox 5 NY  
Fox Entertainment  
FX  
Hallmark Channel  
HBO  
Hulu  
Kino Lorber  
Lifetime  
Marquee TV  
Nat Geo Channel  
NBC Universal  
Netflix  
Paramount Home Entertainment  
Paramount Pictures  
Paramount +  
PBS  
Peacock  
Sawyer Studios  
Showtime  
Sony Pictures Classic  
Sony Pictures Television  
Spectrum  
StubHub  
Synergy/ABC Entertainment  
TruTV  
Turner Broadcasting  
United Artists  
Universal Pictures  
Warner Bros. Studios

## FOOD/BEVERAGE

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

## FASHION/LUXURY

A Lange & Söhne  
Andrew Marc  
Baccarat  
Bucherer/Tourneau  
Cartier  
Chanel  
Christian Dior  
Citizen Watch  
David Yurman  
DKNY  
Gucci  
Hermes  
Jaeger-LeCoultre  
Osk  
Piaget  
Rolex  
Swarovski  
Tiffany  
Vacheron Constantin  
Van Cleef & Arpels  
Wempe  
Zenni

## FINANCIAL/INSURANCE

Bank of America  
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  
The Jewish Museum  
The Metropolitan Museum of Art  
The Morgan Library & Museum  
New York Historical Society  
Whitney Museum of American Art

## RETAIL

Bloomingdales  
Brookfield Place  
Hudson Yards  
M&M's World  
Macy's  
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 - Givenchy  
Nobel Panacea  
Parlux - Kenneth Cole  
Parlux - Vince Camuto

## OTHER

AMDA  
92NY  
Bond Real Estate  
Cahill Gordon & Reindel  
Columbia University  
Compass Real Estate  
Google  
Lincoln Center Presents  
Inspir  
NYU Tisch School for the Arts  
Sotheby's Real Estate  
Sub Zero  
Summit @ One Vanderbilt  
The New York Yankees  
The Richard Tucker Foundation  
Times Square Alliance

## HEALTH/WELLNESS

CBD Kratom  
Gilead  
Hospital for Special Surgery  
John Muir Health  
Rothman Orthopaedic Institute  
VIIV  
Weill Cornell

## PUBLISHING

Disney Books  
Hachette Book Group  
Harper Collins  
Holiday House  
Scholastic  
Simon & Schuster

## TRAVEL

Crystal Cruises  
Excellence Resorts  
Emirates Airlines  
United Airlines

## MUSIC/AUDIO

Apple Music  
Audible  
Disney Records  
Luminary Audible  
S-Curve Records  
Sony Music  
Universal Music

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

04.05.23

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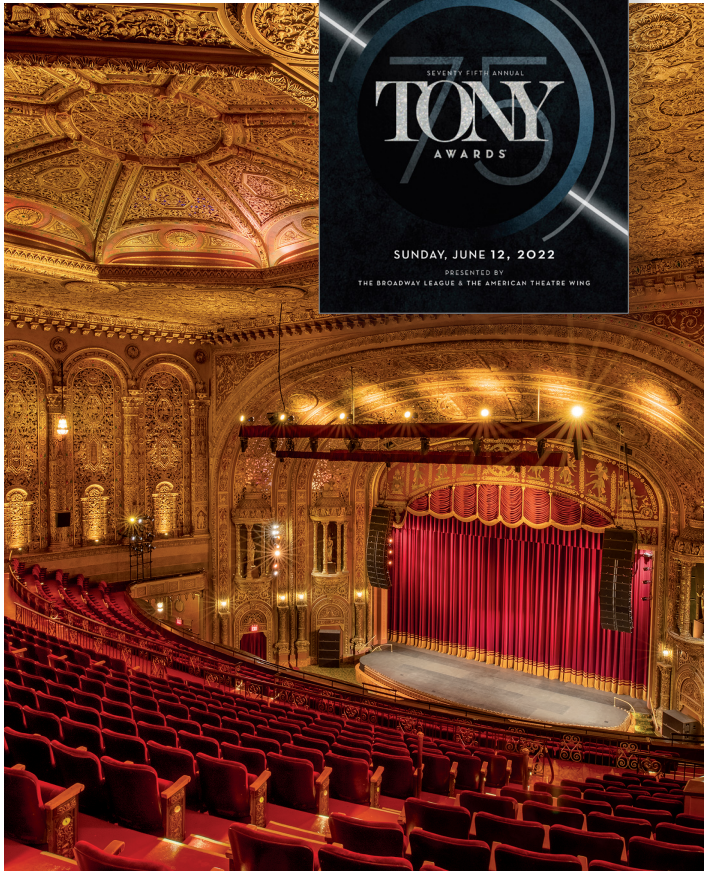


# 2023 TONY® Awards Playbill



In June 2023, theatre lovers across the globe will gather to celebrate the 2022-23 Broadway season at the 76th Annual TONY Awards® broadcast live from New York City's legendary United Palace in Washington Heights.

As the exclusive and trusted magazine of the theatre community, PLAYBILL's coverage of Broadway is unparalleled. For the past 138 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  
2023 Net Advertising Rates to be announced.

Space Commitment Due: 5/1/2023  
Materials Due: 5/8/2023



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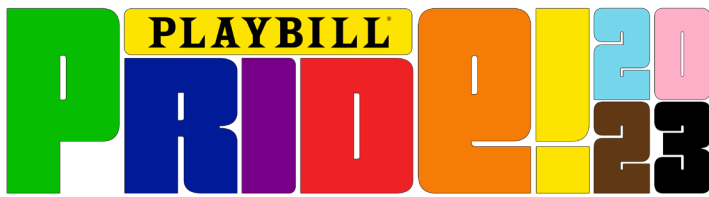
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# Playbill Pride 2023



**PRIDE RETURNS JUNE 1, 2023, CELEBRATING LGBTQIA+ PRIDE AND THE THEATRE'S DIVERSE COMMUNITY OF THINKERS, DOERS AND BELIEVERS.**

As a fierce supporter and ally to the LGBTQIA+ community, Playbill is proud to celebrate Pride Month with an array of multi-media coverage beginning with our annual June Pride-dedicated Issue and culminating with NYC Pride Weekend - come celebrate with us!

Whether it's brand specific or a corporate "good-citizenship" message, opportunities for Pride Month include print and digital advertising, native content, video and live event sponsorships.

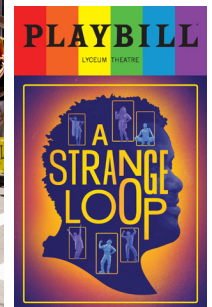
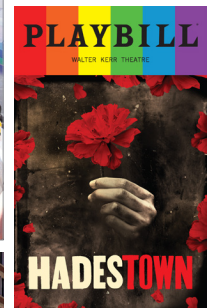
**PLAYBILL JUNE ISSUE** NY Theatre edition (Circulation 1.4 million) Dedicated to Pride featuring compelling stories and Pride perspectives from our community of artists. Advertisers can show their support and align with the Pride movement with targeted or custom messages such as "Proud Playbill Pride Partner."

**PLAYBILL DIGITAL NETWORK** (reaching an additional 3 million+ Broadway fans and entertainment influencers) The PRIDE 2023 section of Playbill Digital Properties will aggregate original, unique and exclusive editorial, photographic and video content.

**PRIDE VIDEO SERIES** Playbill will produce Foundations of My Pride, a multi-episode video series honoring those who paved the path that the LGBTQIA+ theatrical community walks on today.

**PRIDE IN TIMES SQUARE** Playbill is thrilled to partner with NYC Pride and Times Square Alliance to deliver PRIDE IN TIMES SQUARE - a three-day event dedicated to celebrating the diversity of the LGBTQIA+ community featuring stage and screen celebrities, interactive panels and performances and sponsor activations with potential inclusion in NYC's Pride March. 2022 PRIDE IN TIMES SQUARE attracted 670,000 participants with an estimated attendance at the NYC Pride March of 1.5 million people.

\*Program elements are subject to change. Participation in the Pride March is subject to approval and may include additional fees.



## Net 2023 Rates

Contact your Playbill Sales Representative.

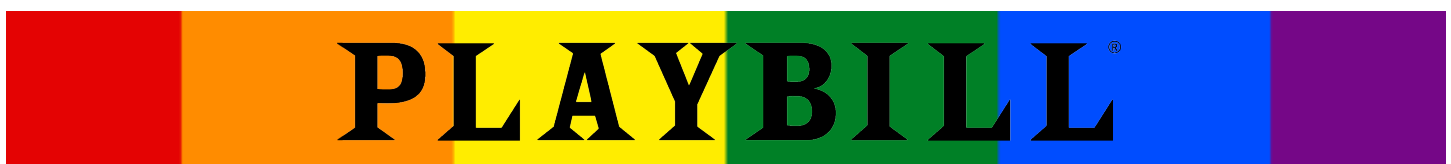
## Bonus/Added Value

Each ad page and/or \$50,000 net digital spend advertiser will receive a bonus P4CB in the June 2023 Tony Awards® Playbill Issue (Circulation 10,000)

## Commitment Deadlines:

June Issue Ad Close: 4/26/23

Pride Video Series and Pride in Times Square: 3/1/23



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# Curtain Up Broadway Festival, Fall 2023

PLAYBILL, in partnership with the Times Square Alliance, will host the 3rd Annual Curtain Up Broadway Festival in the Fall of 2023. This three-day outdoor experience will take place in Times Square celebrating the kick-off of the Fall Broadway season.

The event brings the magic of Broadway to the streets of Times Square with interactive panels, performances, sponsor activations and a free, outdoor finale concert featuring live performances by Broadway's hottest stars.

The '22 finale concert was hosted by Amber Ruffin (*The Amber Ruffin Show*, Broadway's *Some Like It Hot*) and Jesse Tyler Ferguson (*Modern Family*, Broadway's *Take Me Out*) and featured live appearances from 17 of Broadway's hottest shows. The final concert was broadcast live on WABC, averaging 126,000+ viewers at any given moment of the broadcast, doubling the expected viewership during the allotted time slot.

## Curtain Up 2023 Sponsorship Opportunities:

- Custom On-Site Activation
- Logo Inclusion on all promotional communications
- Co-Branded Digital Campaign on Playbill.com
- Social Integration
- B-roll/still images for promotional/social media purposes
- Programming Sponsorships. Examples include:
  - Playbill Piano Bar
  - Playbill The Game Show Live
  - Talkbacks with members of current or former Broadway shows
  - Custom programming option per sponsor's request, and pending availability

In 2022, Curtain Up attracted over 781K attendees and garnered over 151M media impressions!

Commitment Deadline: April 1, 2023



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# PLAYBILL Events Capabilities

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Since its inception in 2017, Playbill Events has evolved into a full-scale events and experiences division tailoring bespoke and curated concepts/activations with partners, sponsors, and brands. Working with Playbill's Digital, Editorial, Sales and Creative teams, our experiences offer a full 360 marketing and production plan.



## INTERNATIONAL WOMAN'S DAY

March 8, 2023

In March 2023, Playbill will look to shine the spotlight on prominent women within the theatrical community, acknowledging their achievements and recognizing the need to accelerate gender equality.



## THE BROADWAY GRAND GALLERY

Spring, 2023

Playbill along with Times Square Alliance will create a gallery space in the heart of Times Square for Spring 2023. The installation will feature current Broadway and Off-Broadway productions on giant Playbill show covers that pedestrians can interact with.



## NEW YORK COMIC CON

October, 2023

Playbill is thrilled to partner with ReedPop, the parent company of NY Comic Con (NYCC) on panels and performances, geared to inspire and entertain the 100-150K attendees of the event, and those that watch from home.



## REMEMBER THE RIBBON

November, 2023

Playbill is honored to present its third annual Remember the Ribbon: A Tribute to World Aids Day. This special evening is filled with storytellers and songs. Attendees celebrate and pay tribute to those affected by HIV and Aids. The live event will be streamed on Playbill.com and Playbill's YouTube page.

We Tribute. We Celebrate. We Remember.

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# 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..  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 (Barre, VT), March 30 - April 01
- In The Heights**  
Strive Prep Exoel, 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

- 1 Me and My Girl**  
McCallum Fine Arts Academy, February 23 - March 05
- 2 Little Shop of Horrors**  
East Pennsboro Area Sns, March 03 - March 05
- 3 Disney's High School Musical - One Act Edition**  
Abbott Middle School, March 03 - March 04
- 4 Seussical Jr.**  
Riverdale Children's Theatre, February 24 - March 05
- 5 Heathers 101: The Musical (High School Edition)**  
JJ Pearce High School, September 15 - September 18
- 6 The Addams Family**  
Menlo-Atherton High, February 17 - February 26
- 7 Legally Blonde The Musical**  
Rye Neck High School, March 02 - March 04
- 8 Hairspray Live!**  
Playbill, Inc, December 07
- 9 The Wedding Singer**  
Chippewa Falls Senior High School, February 24 - February 26
- 10 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

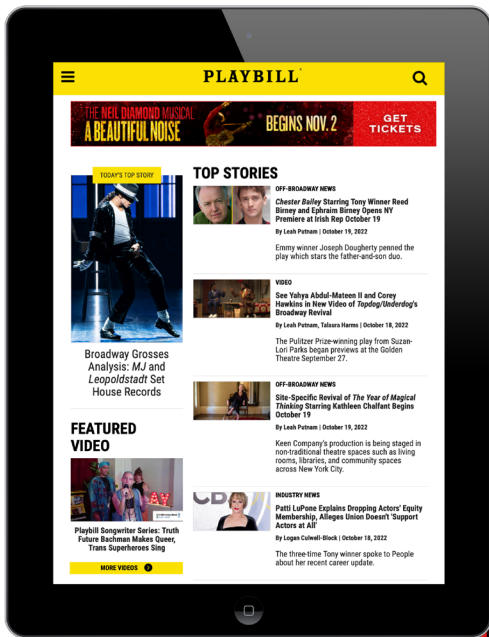
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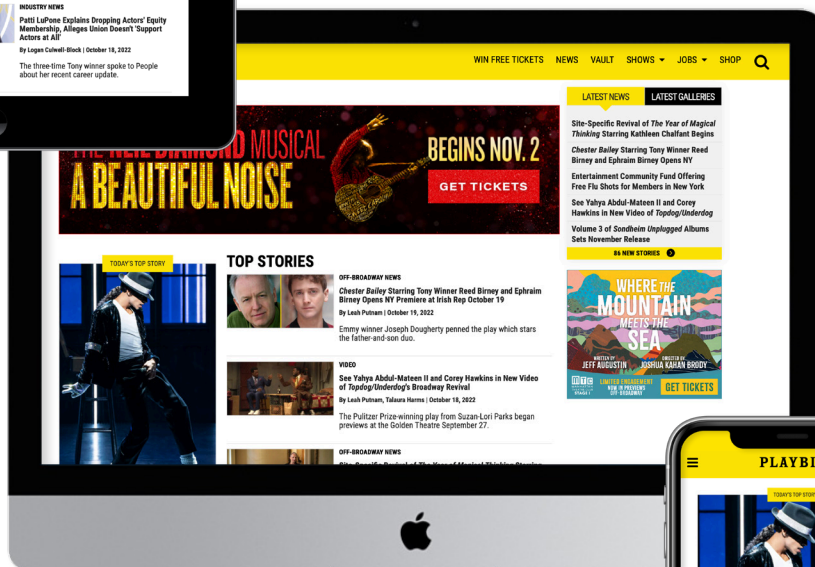
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:            | 2.0 million  |
| Total Sessions:             | 3.4 million  |
| Total Page Views:           | 10.2 million |
| Average Pages per Session:  | 3.06         |
| % Return Visitors:          | 18%          |
| A 18-44 % Sessions:         | 60%          |
| A 45+% Sessions:            | 40%          |
| Male/Female % Sessions:     | 49% / 51%    |
| Mobile & Tablet / Desktop % | 71% / 29%    |
| Median HHI:                 | \$85.3K      |

Source: Google Analytics, April, 2023

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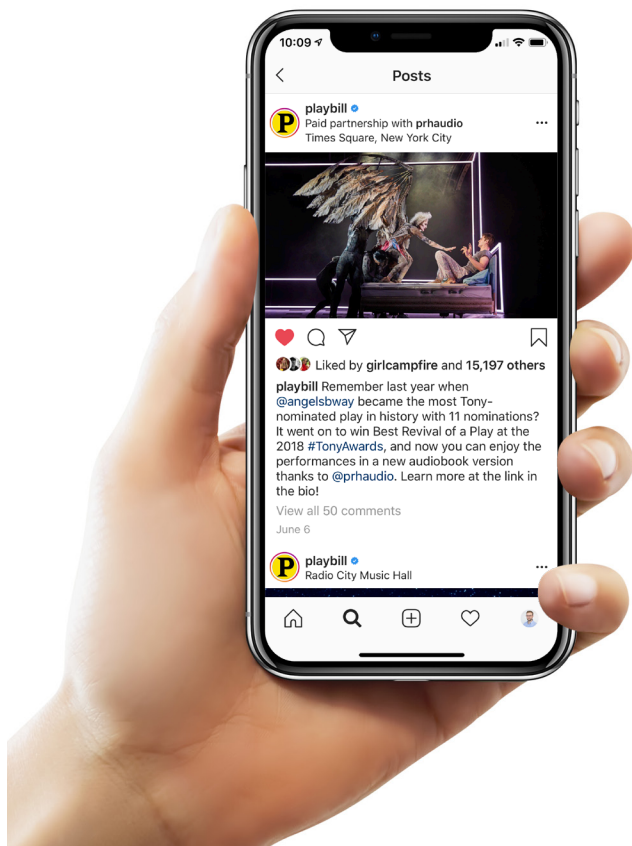
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# PLAYBILL Social Media Statistics

PLAYBILL Social Media gives theatre fans and industry members unparalleled access to “all 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.



816k Followers



464k Followers



182k Followers



146k Followers



84k Followers



21k Followers

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# 2023 Space & Material Closing Dates

| <u>ISSUE</u> | <u>SPACE CLOSING</u>       | <u>MATERIALS DEADLINE</u>  |
|--------------|----------------------------|----------------------------|
| January      | Tuesday, November 29, 2022 | Friday, December 2, 2022   |
| February     | Tuesday, December 27, 2022 | Tuesday, January 4, 2023   |
| March        | Tuesday, January 31, 2023  | Friday, February 3, 2023   |
| April        | Tuesday, February 28, 2023 | Friday, March 3, 2023      |
| May          | Friday March 31, 2023      | Tuesday, April 4, 2023     |
| June         | Monday, May 1, 2023        | Thursday, May 4, 2023      |
| July         | Tuesday, May 30, 2023      | Friday, June 2, 2023       |
| August       | Wednesday, June 28, 2023   | Friday, June 30, 2023      |
| September    | Tuesday, August 1, 2023    | Monday, August 7, 2023     |
| October      | Tuesday, August 22, 2023   | Monday, August 28, 2023    |
| November     | Friday, September 29, 2023 | Wednesday, October 4, 2023 |
| December     | Monday, October 30, 2023   | Friday, November 3, 2023   |

- 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.

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# 2023 Mechanical Requirements

## PLAYBILL DIGEST FORMAT Mechanical Requirements

|   | FINAL TRIM                         | LIVE AREA<br>& AD SIZE<br>NONBLEED | AD SIZE<br>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"<br>Available Broadway only |                                    | 4.875" x 3.8125"<br>(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.
  - 1 proofs per region. 3 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)  
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- 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.

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# 2023 Large Format Mechanical Requirements

## PLAYBILL LARGE FORMAT Mechanical Requirements, Minnesota Orchestra

|                      | FINAL TRIM                             | LIVE AREA<br>& AD SIZE<br>NONBLEED | AD SIZE<br>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](mailto: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.
- 1 proofs per region. 3 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: Jenna Perrino, Production Dept.

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