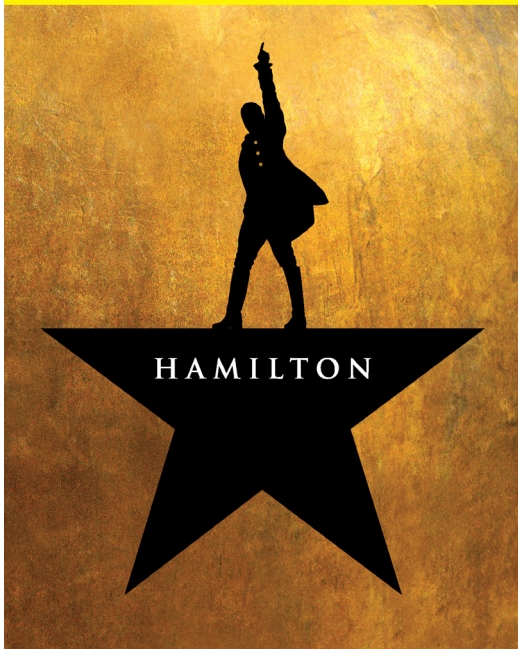




PLAYBILL®

RICHARD RODGERS THEATRE



PLAYBILL®

2023 Media Kit



The Met
ropolitan
Opera



2023 Editorial Profile

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
TOTAL	3,354,343

**In season distribution*

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2023 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
TOTAL	2,739,343

**In season distribution*

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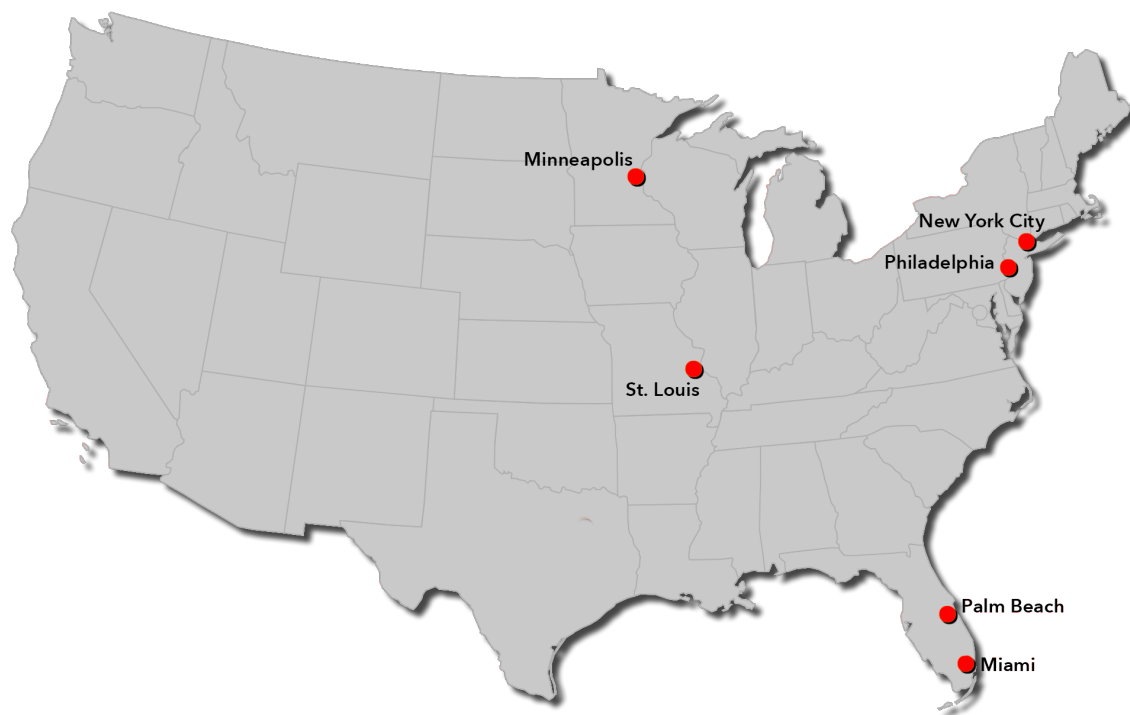
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2023 National Classic Arts Market List



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
TOTAL	615,000

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2023 New York City Distribution

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	

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)



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2023 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

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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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FX
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HBO
Hulu
Kino Lorber
Lifetime
Live Nation
Marquee TV
Nat Geo Channel
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City National Bank
Ernst & Young
First Republic
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JP Morgan Chase
Mastercard
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GALLERIES/MUSEUMS

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

RETAIL

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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
Parlux - Kenneth Cole
Parlux - Vince Camuto

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Compass Real Estate
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Harmon Karden
Lincoln Center Presents
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NYU Tisch School for the Arts
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Steinway & Sons
Sub Zero
The New York Yankees
The Richard Tucker Foundation
Times Square Alliance

HEALTH/WELLNESS

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

PUBLISHING

Disney Books
Hachette Book Group
Harper Collins
Scholastic
Simon & Schuster

FOOD/BEVERAGE

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

MUSIC/AUDIO

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.

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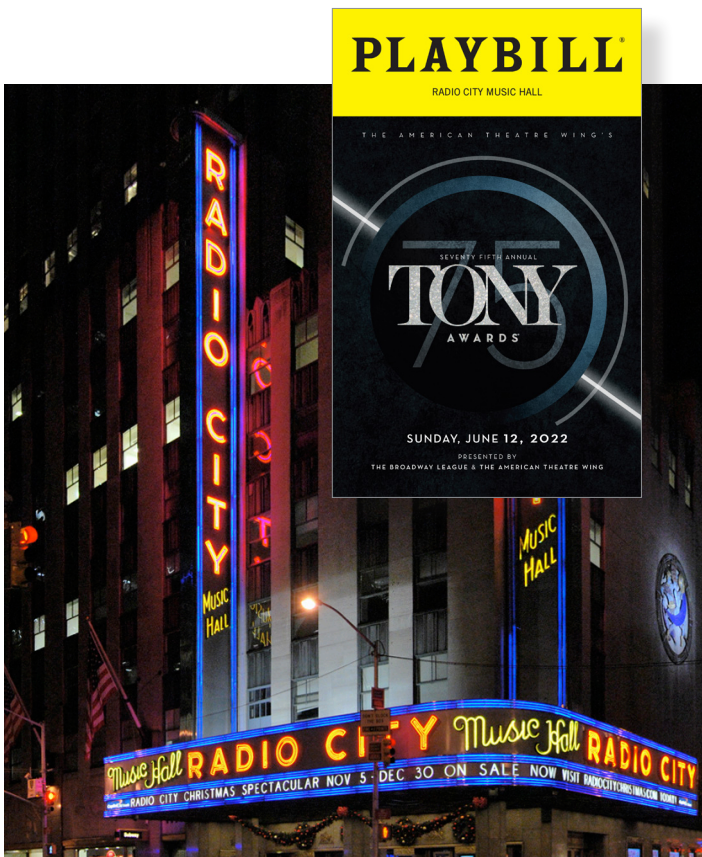
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2023 TONY® Awards Playbill



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 Radio City Music Hall.

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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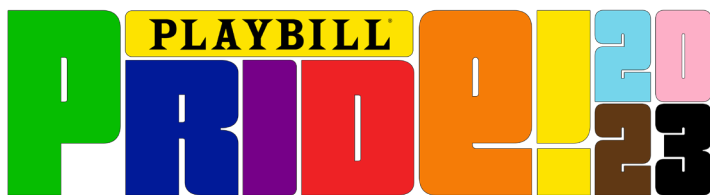
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Playbill Pride 2023



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.

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



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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PLAYBILL Events Capabilities

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.

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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.



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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

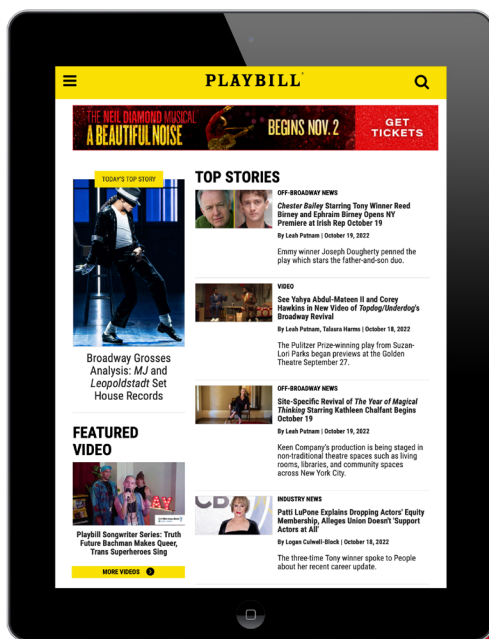
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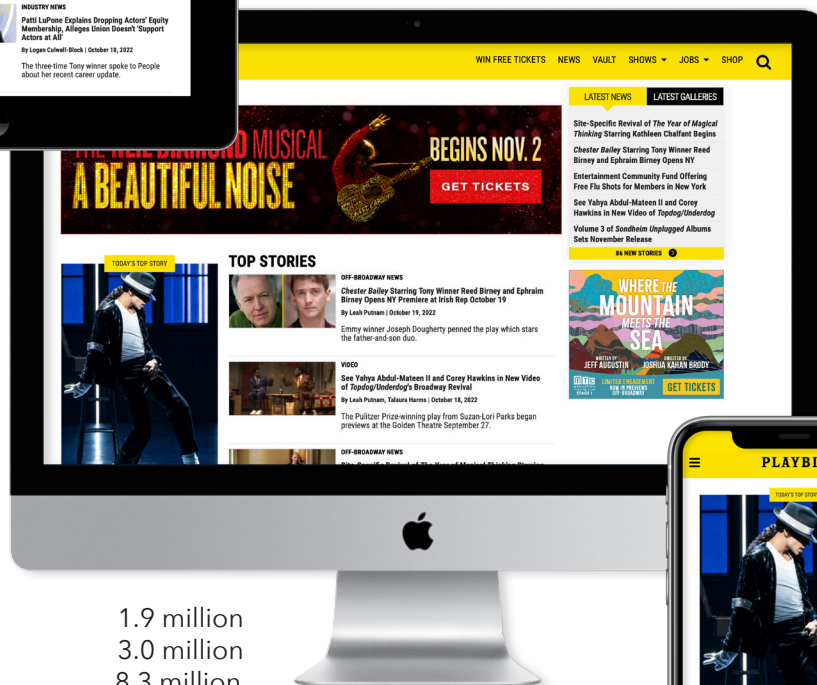
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	1.9 million
Total Sessions:	3.0 million
Total Page Views:	8.3 million
Average Pages per Session:	2.70
% Return Visitors:	18%
A 18-44 % Sessions:	59%
A 45+% Sessions:	41%
Male/Female % Sessions:	48% / 52%
Mobile & Tablet / Desktop %	70% / 30%
Median HHI:	\$84.3K

Source: Google Analytics, October, 2022

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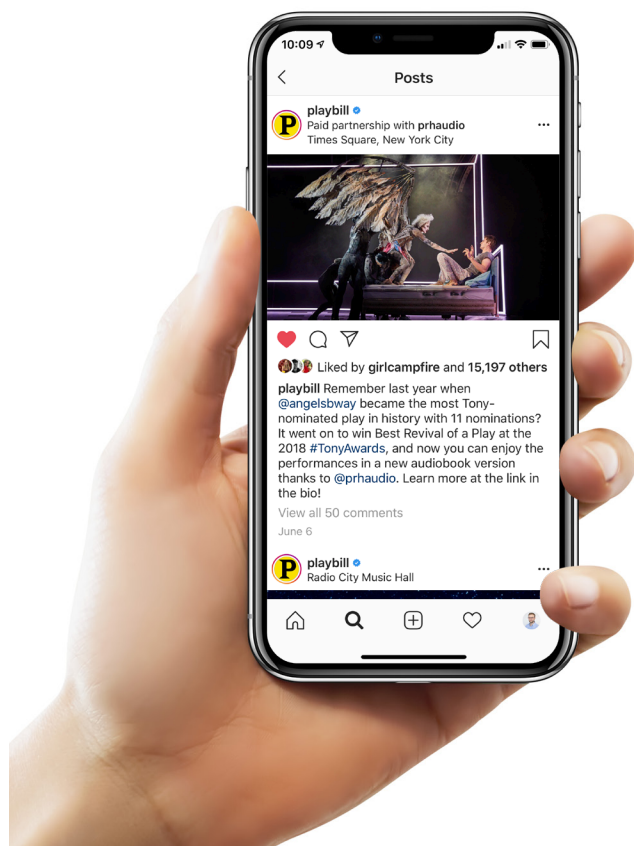
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PLAYBILL Social Media Statistics

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.



776k Followers



461k Followers



416k Followers



171k Followers



85k Followers



102k 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 & 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

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Two-Thirds Vertical	(Minnesota Orch.)	5.00" x 10.125"	
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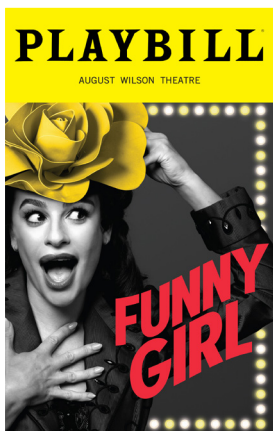
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