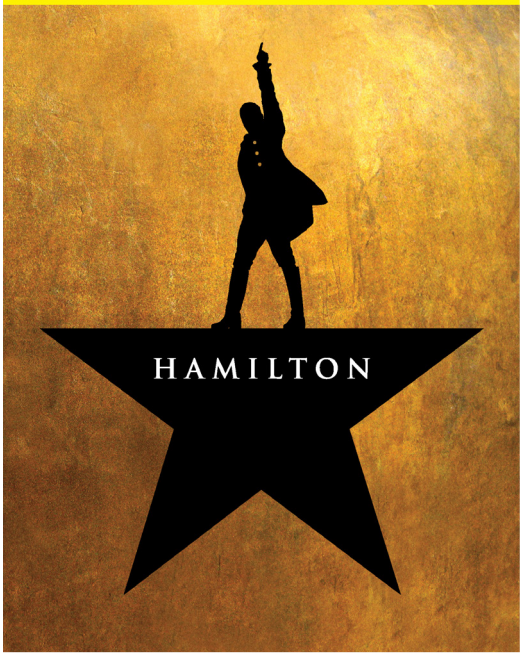


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RICHARD RODGERS THEATRE

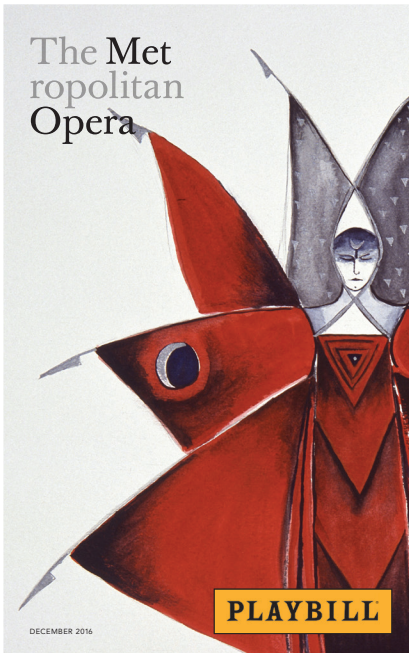




PLAYBILL®

2023 Media Kit





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 athat 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, wthis 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**

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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**

**In season distribution*

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2023 New York City Distribution

NEW YORK CITY THEATRES

BROADWAY THEATRES

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

OFF-BROADWAY THEATRES (Subject to change)

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

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, Stages St. Louis

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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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
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United Artists
Universal Pictures
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Anheisser Busch - Stella Artois
Boars Head
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Ketel One
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Rolex
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Tiffany
Vacheron Constantin
Van Cleef & Arpels
Wempe
Zenni

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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
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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
Hosptital 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
Applel Music
Audible
Disney Records
Luminary Audible
S-Curve Records
Sony Music
Universal Music

04.05.23

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

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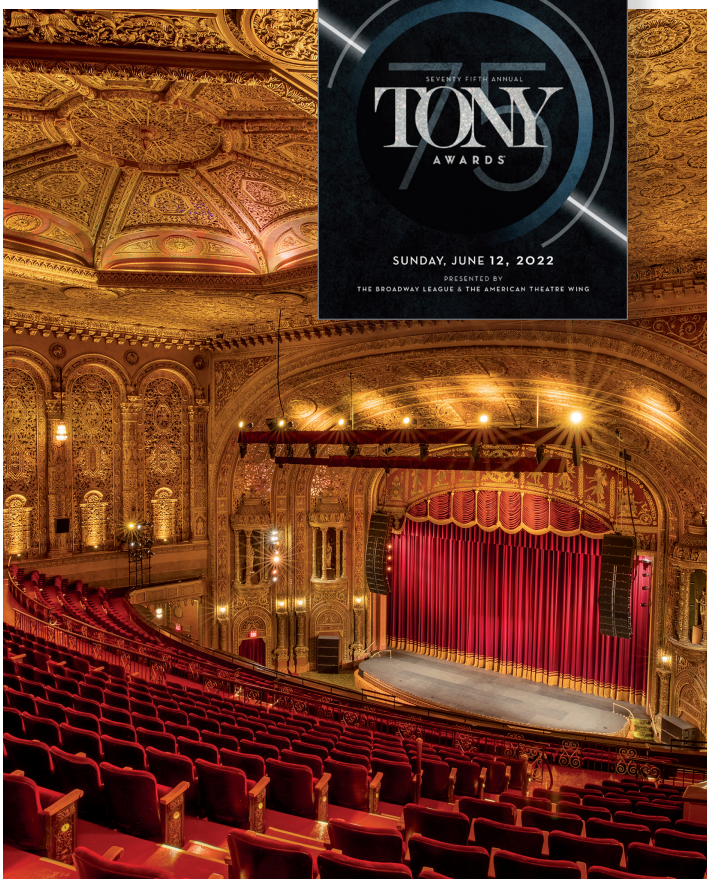
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2023 TONY® Awards Playbill



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 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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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.

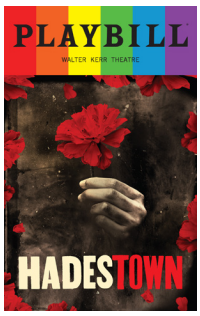
PRIDE VIDEO SERIES Playbill will produce Foundations of My Pride, a multi-episode video series honoring those who paved the path that the LGBTQIA+ theatrical community walks on today.

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.

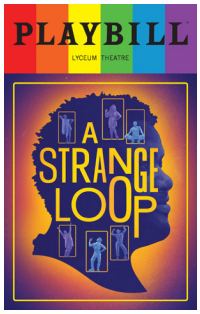
*Program elements are subject to change. Participation in the Pride March is subject to approval and may include additional fees.











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 T*ake Me Out*) and featured live appearances from 17 of Broadways 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.

<u>Curtain Up 2023 Sponsorship Opportunities:</u>

- 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!

<u>Commitment Deadline:</u> April 1, 2023









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PLAYBILL Events Capabilities

Since it's 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.





"Our parents love our new PLAYBILLs so much! So now we have volunteers who are helping design the program and even going out into the community to sell ads! We now feel like a legitimate drama department!"

Sandra Serling,
Theatre Director
The Shool of Performing Arts,
Naperville, IL

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PLAYBILL.com



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

Unique Visitors:	2.3 million
Total Sessions:	3.8 million
Total Page Views:	10.0 million
Average Pages per Session:	2.67
% Return Visitors:	18%
A 18-44 % Sessions:	60%
A 45+% Sessions:	40%
Male/Female % Sessions:	49% / 51%
Mobile & Tablet / Desktop %	73% / 27%
Median HHI:	$84.3K

Source: Google Analytics, March 2023

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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.



808k Followers

463k Followers

179k Followers

129k Followers

85k Followers

21k Followers

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2023 Space & Material Closing Dates

ISSUE	SPACE CLOSING	MATERIALS DEADLINE
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 Minneaoplis
- 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**

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)

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