

A photograph of a stage with red velvet curtains pulled back, revealing a dark stage floor. The curtains have gold tassels and fringe. The text is centered over the dark stage area.

THE POWER OF THE
PERFORMANCE

PLAYBILL®

Serving theatre since 1884



Established in 1884, Playbill now serves theater in most major American cities. It is a staple for the performing arts for over four generations.



Playbill is the connection between the performers and the audience offering informative and up-to-date editorial vital and specific for the particular performance.

Playbill delivers to your targeted market through an unparalleled connection with performing arts patrons. From the moment they sit down until they leave with their Playbill in hand, the publication is an intricate and essential part of their evening.

Playbill readers are affluent and educated. This highly sought-after market has proven to have exciting, active and involved lifestyles. This gives advertisers an opportunity to reach the most targeted audience in town.

Playbill is present in the most prestigious venues in each market.

The audience you want to reach attends the Playbill performing arts venues including:

VENUES SERVED

NEW YORK

Broadway Theatres:

Ambassador, American Airlines, Atkinson, Barrymore, Belasco, Beaumont, Booth, Broadhurst, Broadway, Circle in the Square, Cort, Freidman, Gershwin, Golden, Hayes, Hilton, Hirschfeld, Imperial, Jacobs, Kerr, Longacre, Lunt-Fontanne, Lyceum, Majestic, Marquis, Miller, Minskoff, Music Box, Nederlander, New Amsterdam, O'Neill, Palace, Rodgers, Schoenfeld, Shubert, Simon, St. James, Studio 54, Wilson, Winter Garden

Off-Broadway Theatres:

Astor Place, Atlantic Theatre Company, Barrow, Cherry Lane, Classic Stage Company, Gramercy, Jane Street, Joyce, Laura Pels, Little Shubert, Lortel, Manhattan Ensemble, Manhattan Theatre Club, (City Center, Stage 1 and 2), Minetta Lane, Newhouse, New World Stages (1-5), Orpheum, Playwrights Horizons (Mainstage), Public (Anspacher, LuEsther, Martinson, Newman, Delacorte), Primary Stages, Second Stage, Signature Theatre Company, Snapple Theater Center, SoHo Playhouse, Theatre for a New Audience, Union Square, Village, Westside (Downstairs/Upstairs), Zipper Factory

Carnegie Hall:

Stern Auditorium, Weill Recital Hall, Zankel Hall; New York City Center

Lincoln Center:

Alice Tully Hall, Avery Fisher Hall, David H. Koch Theater, Metropolitan Opera House, Lincoln Center Calendar

WEST

Los Angeles: Henry Fonda Theatre, Pantages Theatre, Wilshire Theatre, Brentwood Theatre, Wadsworth Theatre

San Diego: Playgoers Series: Civic Theater

San Francisco: The San Francisco Symphony, Curran Theatre, Golden Gate Theatre, Orpheum Theatre

Tempe: Gammage Auditorium

Las Vegas: Venetian Hotel, Palazzo Hotel

SOUTH CENTRAL

Dallas:

Dallas Symphony, Dallas Opera,

Dallas Broadway Series:

Contemporary Series -

The Majestic Theatre

Dallas Summer Musicals -

Fair Park Music Hall

Houston:

Houston Ballet and The Nutcracker at the Wortham Center

Houston Broadway Series: Hobby Center for the Performing Arts, Theatre Under The Stars, Alley Theatre

San Antonio: *Broadway Series:*

Majestic Theatre

New Orleans: Mahalia Jackson Theatre

SOUTHEAST

Miami: Miami City Ballet, New World Symphony, Adrienne Arsht Center for the Performing Arts

Broadway Series: Jackie Gleason Theatre, Coconut Grove Playhouse, Adrienne Arsht Center

Ft. Lauderdale: *Broadway Series:*

Broward Center, Parker Playhouse

Orlando: *Broadway Series:* Carr Center

Palm Beach: Kravis Center

Birmingham, AL: Birmingham-Jefferson Convention Complex



NEW ENGLAND

The Wang Center for the Performing Arts: The Wang Theatre and Shubert Theatre (including all performances of the Boston Ballet and Boston Lyric Opera), The Colonial Theatre, The Wilbur Theatre, Opera House, The Charles Playhouse I & II, The Stuart Street Playhouse

MID-ATLANTIC

Philadelphia: The Philadelphia Orchestra (Kimmel Center), Pennsylvania Ballet, Peter Nero and the Philly Pops (Kimmel Center), Mann Center for the Performing Arts, Forrest Theatre, Walnut Street Theatre (Main Stage)

Baltimore: Hippodrome Performing Arts Center

Washington, D.C.: The John F. Kennedy Center for the Performing Arts, National Theatre, Warner Theatre

MID-WEST

Chicago: Bank of America Theatre, Ford-Oriental Theatre, Cadillac Palace Theatre, Briar Street Theatre, Drury Lane Theatre (Oakbrook & Water Tower), Marriott Theatre, Second City, Auditorium Theater, Goodman Theatre, Metropolis Theater, Paramount Theatre, Victory Gardens, Theatre at the Center

Cincinnati: *Broadway Series:* Aronoff Center and Taft Theatres

Columbus: *Broadway Series:* Ohio and Palace Theatres

Indianapolis: Murat Theatre, Clowes Theatre

Minneapolis: State Theatre and Orpheum Theatre, Pantages Theatre

St. Louis: St. Louis Symphony *Broadway Series:* Fox Theatre



PLAYBILL IS A MUST READ

- Playbill is distributed personally by theater staff.
- Prior to the performance, Playbill previews that night's events.
- During the performance, Playbill guides you through concerts, operas, and shows.
- During intermission, Playbill enlightens you with feature articles, performance information and quality advertising.
- After the show, Playbill is a special keepsake and resource to the performing arts.
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For your next advertising decision, call
Michel Manzo
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And feel the power of the performance!

Playbill readers are well educated and affluent.

Reader Profile - Classical Arts

Male	44%
Female	56%
Median Age	49 years
Attended College	89%
Post Graduate Study	36%
\$150,000+ Household Income	47%
Average HHI	\$217,085
Average Net Worth	\$1,280,524
Professional /Managerial	57%
Married	87%
Any Children	43%

Reader Profile - Theater

Male	45%
Female	55%
Median Age	49 years
Attended College	87%
Post Graduate Study	30%
\$150,000+ Household Income	46%
Average HHI	\$206,742
Average Net Worth	\$1,175,861
Professional /Managerial	55%
Married	87%
Any Children	43%

Source: 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100,000 or more



MECHANICAL REQUIREMENTS

Trim Size 5 3/8" x 8 1/2"	Non-Bleed	Bleed
Covers or Full Pages	4 5/8" x 7 3/4"	5 5/8" x 8 3/4"
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PLAYBILL

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