



THE POWER OF THE  
**PERFORMANCE**

**PLAYBILL®**

Serving theatre since 1884

## Playbill: Who We Are



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, Foxwoods, Freidman, Gershwin, Golden, Hayes, Hirschfeld, Imperial, Jacobs, Kerr, Longacre, Lunt-Fontanne, Lyceum, Majestic, Marquis, Miller, Minskoff, Music Box, Nederlander, New Amsterdam, O'Neill, Palace, Rodgers, Schoenfeld, Shubert, Simon, Sondheim, St. James, Studio 54, Wilson, Winter Garden

#### **Off-Broadway Theatres:**

Astor Place, Atlantic Theatre Company, Barrow, Cherry Lane, Classic Stage Company, Jane Street, Joyce, Laura Pels, Little Shubert, Lortel, 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, Westside (Downstairs/Upstairs),

#### **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

#### **Time Warner Building:**

Rose Theater, Allen Room

### WEST

**Los Angeles:** 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 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:** Adrienne Arsht Center for the Performing Arts,

**Ft. Lauderdale:** *Broadway Series:*

Broward Center,

**Orlando:** *Broadway Series:* Carr Center

**Palm Beach:** Kravis Center

**New Orleans:** Mahalia Jackson Theatre

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### NEW ENGLAND

**Boston:** The Citi Center for the Performing Arts: The Wang Theatre and Shubert Theatre (including all performances of the Boston Lyric Opera), The Colonial Theatre, The Charles Playhouse I & II, Emerson College Cutler, Majestic Theatre, The Opera House (including all performances of the Boston Ballet)

### 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

### MID-WEST

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

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

**Columbus:** *Broadway Series:* Ohio and Palace Theatres

**Indianapolis:** *Broadway Series:* Murat Theatre, Clowes Theatre

**Minneapolis:** *Broadway Series:* State Theatre and Orpheum Theatre, Pantages Theatre

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

**Kansas City:** *Broadway Series:* Municipal Auditorium Music Hall



**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.
- Playbill offers an ala carte approach whether a local, regional or national advertising buy.
- 94% of readers take their Playbill home as a memento and remembrance of the performance.

For your next advertising decision, call  
**Michel Manzo**  
**610-527-7047**

**And feel the power of the performance!**

**Playbill readers are well educated and affluent.**

**Reader Profile - Classical Arts**

Male .....	43%
Female .....	57%
Median Age .....	50 years
Attended College .....	90%
Post Graduate Study .....	37%
\$150,000+ Household Income .....	47%
Average HHI .....	\$221,113
Average Net Worth .....	\$1,083,254
Professional /Managerial .....	68%
Married .....	87%
Any Children .....	46%

**Reader Profile - Theater**

Male .....	45%
Female .....	55%
Median Age .....	49 years
Attended College .....	88%
Post Graduate Study .....	32%
\$150,000+ Household Income .....	45%
Average HHI .....	\$208,691
Average Net Worth .....	\$1,035,437
Professional /Managerial .....	67%
Married .....	88%
Any Children .....	45%

Source: 2010 Mendelsohn Affluent Survey, Heads of House, HHI \$100,000 or more



**MECHANICAL REQUIREMENTS**

<b>Trim Size</b> 5 3/8" x 8 1/2"	<b>Non-Bleed</b>	<b>Bleed</b>
Covers or Full Pages	4 5/8" x 7 3/4"	5 5/8" x 8 3/4"
Spreads	10 1/4" x 7 3/4" (Bleed, gutter only)	11" x 8 3/4"
Half Page (Vertical)	2 1/4" x 7 3/4"	
Half Page (Horizontal)	4 5/8" x 3 3/4"	
Quarter Page (Vertical)	2 1/4" x 3 3/4"	

**Bleed Requirements**

1/8" Extended past trim marks. 3/8" Safety from all edges. Live matter cannot exceed 4 7/8" x 8". Gutter Safety is 1/4"

**FURNISHED DIGITAL FILES**

**TRANSFER FILES** - Email or FTP site (Please contact the Production Dept for FTP site information)

**DISKS** - CD's, DVD's

**PDF** - Hi-Res, press ready files. Composite CMYK or Grayscale. PDF/X-1A compliant.

**EPS** - Fonts and images must be imbedded. No compression

**TIFF** - Must be flattened and final, no layers. Hi-Res binary data, no compression

**NATIVE FILES** - MAC based. Quark, InDesign, Photoshop, Illustrator

**FONTS & IMAGES** - Supply all applicable fonts and images on disk

**PROOFS** - All files must be supplied with a Matchprint or approved color proof for color and content, without such, Playbill will not be held liable for any misprints.

**MATERIAL SHIPPING ADDRESS**

All materials\* (Digital files and proofs) must be shipped to:

**PLAYBILL**

525 Seventh Ave, Suite 1801  
New York, NY 10018  
212-557-5757  
Attn: Maude Popkin  
*mpopkin@playbill.com*

Please contact Michel Manzo at 610-527-7047  
for additional information.

Ads running in two venues per region, require one set of files and two proofs.  
If more than two venues, four proofs area required.  
National buys require four proofs in N.Y..

**Spreads always require three proofs per region.**

# PLAYBILL®

A Theatre Tradition Since 1884

## PHILADELPHIA 2011-2012 SEASON

PLAYBILL



### Aspects of Love

September 6 -  
October 23, 2011

Book 1  
September 6 - 30  
(3 weeks)  
Book 2  
October 1 - 23  
(3 weeks)

This romantic musical is filled with passion, love and loss across three generations of a family and their companions, and is set against the background of 1940's France and Italy.

Walnut Street Theatre

PLAYBILL



### The King and I

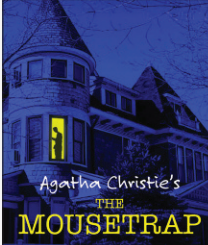
November 8, 2011 -  
January 8, 2012

Book 1  
November 8 - 30  
(3 weeks)  
Book 2  
December 1 - January 8  
(5 weeks)

*The King and I* has captured the hearts and minds of millions with its charming story of the British governess brought into the court of Siam to tutor the King's many children. Once within the splendor of the Royal Palace, Anna and the King grow to understand one another and learn about each other's cultures.

Walnut Street Theatre

PLAYBILL



### The Mousetrap

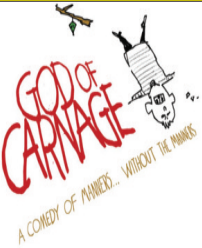
January 17 -  
March 4, 2012

Book 1  
January 17 - 31  
(2 weeks)  
Book 2  
February 1 - March 4  
(4 weeks)

Agatha Christie, the mistress of mystery, brings you her most popular creation, *The Mousetrap*. When a group of strangers are trapped together at a manor house during a snowstorm, they soon discover one of them is a murderer!

Walnut Street Theatre

PLAYBILL



### God of Carnage

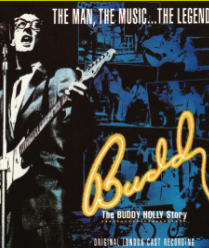
March 13 -  
April 29, 2012

Book 1  
March 13 - 31  
(2 weeks)  
Book 2  
April 1 - 29  
(4 weeks)

This internationally acclaimed comedy takes you into the most dangerous place on Earth: parenthood.

Walnut Street Theatre

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### Buddy: The Buddy Holly Story

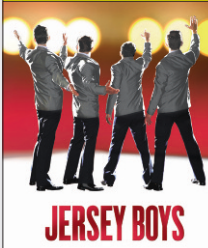
May 15 -  
July 15, 2012

Book 1  
May 15 - 31 (2 weeks)  
Book 2  
June 1 - 30 (4 weeks)  
Book 3  
July 1 - 15 (2 weeks)

Buddy Holly was a brilliant musician who changed the face of popular music and paved the way for the next generation of rock'n'rollers. This joyous celebration of a musical legend has been seen by more than 20 million people across the globe.

Walnut Street Theatre

PLAYBILL



### Jersey Boys

December 6, 2011 -  
January 14, 2012

Book 1  
December 6 - 31  
(3 weeks)  
January 1 - 14  
(2 weeks)

The 2006 Tony Award®-winning Best Musical about Rock and Roll Hall of Famers The Four Seasons. This is the story of how four blue-collar kids became one of the greatest successes in pop music history. They wrote their own songs, invented their own sounds and sold 175 million records worldwide – all before they were 30! .

The Forrest Theatre

### The Pennsylvania Ballet



*Russian Suite* (October 20 - 23)  
*The Nutcracker* (December 10 - 31)  
*Pushing Boundaries* (February 9 - 12)  
*Messiah* (March 8 - 17)  
*Peter Pan* (May 3 - 13)  
N.Y. Export: *Opus Jazz* (May 31 - June 3)

### The Philadelphia Orchestra



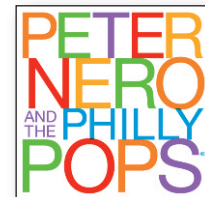
October 2011  
November 2011  
December 2011  
January 2012  
February 2012  
March 2012  
April 2012  
May 2012

### Mann Center for the Performing Arts



Mann Arts Package  
The Philadelphia Orchestra  
Pops/Contemporary/Jazz Series

### Peter Nero and the Philly Pops



5 Productions &  
*Holiday Pops*  
TBA

For additional information, call  
Michel Manzo (610) 527-7047  
[mmanzo@playbill.com](mailto:mmanzo@playbill.com)