



PLAYBILL

STEPHEN SONDHEIM THEATRE



PLAYBILL

2024 Media Kit



09.06.24



Allan Clayton stars
in Brett Dean's *Hamlet*

MAY/JUNE 2022

PLAYBILL

2024 Editorial Profile

PLAYBILL Theatre

As the most-trusted magazine in the theatre industry for 140 years (this fall), 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.
- SPRING/FALL PREVIEWS: Kicking-off the new Spring/Fall Broadway seasons, Playbill's Spring/Fall Previews take place in February and September profiling new show openings and compelling stories from the artists and innovators behind these exciting shows. The program features a national print editorial and digital campaign.
- MY LIFE IN THE THEATRE: A monthly editorial, print & video Series that showcases theatre legends as they reflect back on their Broadway career while flipping through a collection of their production's Playbills.



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2024 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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2024 National Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,860,808
MIDWEST (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	597,087
MID-ATLANTIC (Philadelphia, Baltimore, Washington D.C.)	154,130
WESTERN (San Francisco, Los Angeles, San Diego)	206,471
SOUTHEAST (Miami, Ft. Lauderdale, West Palm Beach, New Orleans)	110,000
SOUTH CENTRAL (Dallas, Houston, San Antonio)	145,400
NEW ENGLAND (Boston)	67,200
TOTAL	3,141,096

**In season distribution*

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2024 National Broadway Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,368,808
MIDWEST (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	553,187
MID-ATLANTIC (Philadelphia, Baltimore, Washington D.C.)	109,030
WESTERN (Los Angeles, San Francisco, San Diego)	206,471
SOUTHEAST (Miami, Ft. Lauderdale, West Palm Beach, New Orleans)	97,500
SOUTH CENTRAL (Dallas, Houston, San Antonio)	145,400
NEW ENGLAND (Boston)	67,200
TOTAL	2,547,596

**In season distribution*

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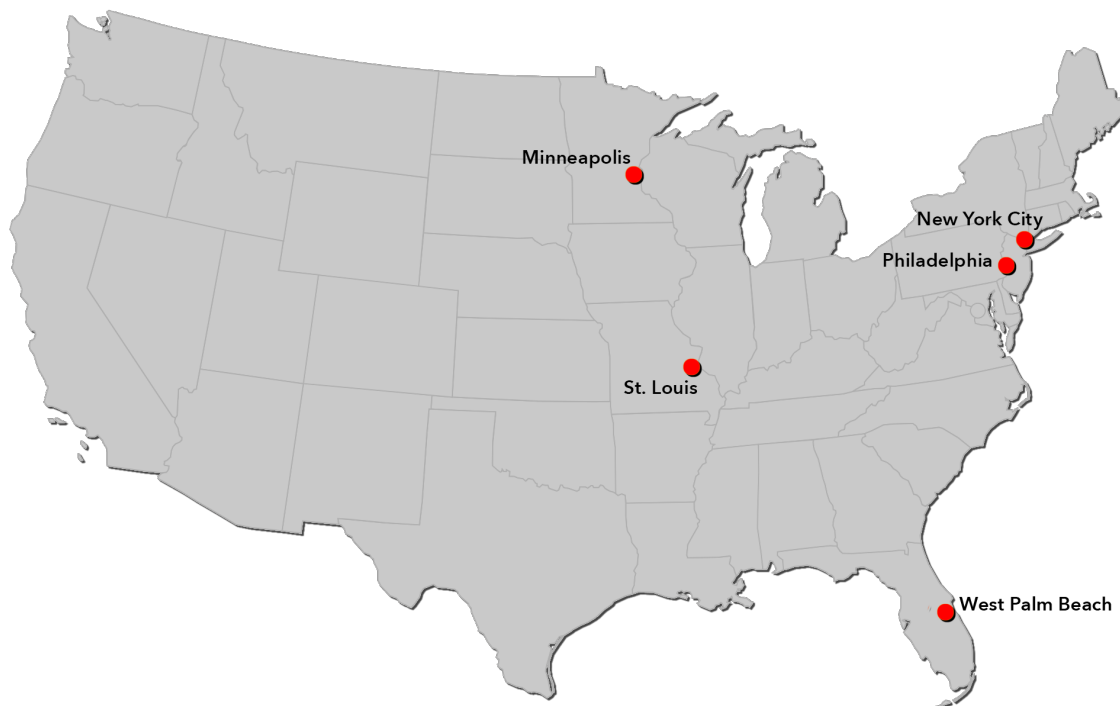
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2024 National Classic Arts Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY (Lincoln Center, Metropolitan Opera, Carnegie Hall)	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)	12,500
TOTAL	593,500

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2024 New York City Distribution

NEW YORK CITY THEATRES

BROADWAY THEATRES

Al Hirschfeld	Lyceum
Ambassador	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	Todd Haines
John Golden	Vivian Beaumont
Lena Horne	Walter Kerr
Longacre	Winter Garden
Lunt-Fontanne	

OFF-BROADWAY THEATRES (Subject to change)

A.R.T.	Roundabout Theatre
Actor's Temple	Second Stage
Daryl Roth Theatre	Stage 42
Gym at Judson	The Atlantic Theatre
Lincoln Center Theatre	The Public Theatre
Lucille Lortel	Theatre at St. Clement's
Manhattan Theatre Club	Theatre For A New Audience
Minetta Lane	Theatre Row
New World Stages	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/
Perelman Stage
Weill Recital Hall
Zankel Hall

TIME WARNER BUILDING

Rose Theater
Allen Room



New Amsterdam Theatre

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2024 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

SOUTHEAST 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

NEW ORLEANS: The Saenger 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

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.

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The Demographics of the Broadway Audience 2022-23

Residence		Gender*	
New York DMA	35.3%	Female	65.4%
Tourists	64.6%	Male	31.1%
New York City Residents		Age	
Manhattan	12.3%	Average	40.4
Other Boroughs	9.4%	Under 18 years	11.4%
New York City Suburbs		18-34 years	32.2%
Other New York	2.7%	25-49 years	43.4%
Other New Jersey	3.2%	50-64 years	21.0%
Domestic U.S.		65+ years	12.0%
International		Annual Household Income	
Frequency of Attendance		Average	\$271,277
Average Per Year	4	Under \$50,000	13.4%
1 Show	44.6%	\$50,000-\$99,000	21.8%
2-4 Shows	33.7%	\$100,000-149,999	17.1%
5-9 Shows	12.7%	\$150,000+	47.7%
10-14 Shows	4.1%	Education	
15-24 Shows	2.4%	Post Graduate Degree	43.0%
25+ Shows	2.5%	Completed College+	86.0%
Avg. Reported Ticket Price		\$161.20	

Source: The Demographics of the Broadway Audience 2022-2023. Survey conducted by The Broadway League.

* 3.5% non-binary, gender fluid, transgender, or did not identify gender.



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Fox 5 NY
FX
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Hulu
NBC Universal
Netflix
Paramount +
Peacock
Searchlight
Showtime
Sony Pictures Classic
Spectrum
StubHub
Universal Pictures

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Baccarat
Bottega Veneta
Buccellati
Bucherer/Tourneau
Burberry
Cartier
Chanel
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Geico
JP Morgan Chase
Prudential
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RETAIL

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M&M's World
Macy's
Manhattan West
The Hershey Store
The Shops at Columbus Circle
The Shops at Grand Central

COSMETICS/FRAGRANCE

Chanel Beauté
Hermes - Jours de Hermes
La Prairie
Noble Panacea

HEALTH/WELLNESS

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

PUBLISHING

Harper Collins
Holiday House
Scholastic
Simon & Schuster

MUSIC/AUDIO

Apple Music
Audible
Disney Records
Luminary Audible
Sony Music
Universal Music

TRAVEL

Emirates Airlines
Princess Cruises
United Airlines

GALLERIES/MUSEUMS

Academy Museum
The Jewish Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
Museum of Broadway

OTHER

92NY
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Columbia University
Compass Real Estate
Coterie Senior Living
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Inspir
NYU Tisch School for the Arts
Sub Zero
Summit @ One Vanderbilt
The New York Yankees
Times Square Alliance

*2021 to current issue. National advertisers.

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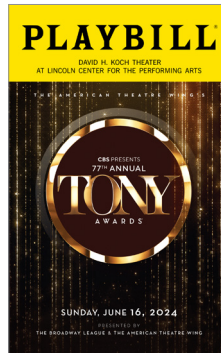
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2024 TONY® Awards Playbill



On June 16, 2024, theatre lovers across the globe will gather to celebrate the 2023-24 Broadway season at the 77th Annual TONY Awards® broadcast live from New York City's David H. Koch Theatre at Lincoln Center.

As the exclusive and trusted magazine of the theatre community, PLAYBILL's coverage of Broadway is unparalleled. For the past 140 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 TBA
2024 Net Advertising Rates TBA

Estimated Space
Commitment Due: 4/30/2024

Estimated
Materials Due: 5/6/2024



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Playbill Pride 2024



PRIDE RETURNS JUNE 2024, CELEBRATING LGBTQIA+ PRIDE AND THE THEATRE'S DIVERSE COMMUNITY.

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.

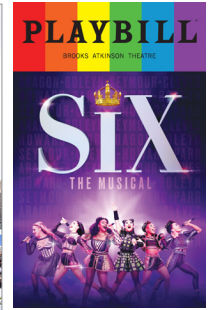
PLAYBILL JUNE ISSUE NY Theatre edition (Circulation 1.4 million) Dedicated to Pride featuring compelling stories and Pride perspectives from our community of artists. Advertisers can show their support and align with the Pride movement with targeted or custom messages such as "Proud Playbill Pride Partner."

PLAYBILL DIGITAL NETWORK (reaching an additional 3 million+ Broadway fans and entertainment influencers) The PRIDE 2024 section of Playbill Digital Properties will aggregate original, unique and exclusive editorial, photographic and video content.

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. Past PRIDE IN TIMES SQUARE events attracted nearly 800,000 participants with an estimated attendance at the NYC Pride March of 2.4 million people not including TV viewership.

[Watch 2023 Pride In Times Square highlights here!](#)

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



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2024 Calendar of Events/Sponsorship Opportunities

Playbill can arrange for brands to participate as a sponsor of one or more of the following 2024 event opportunities:



The 77th Annual TONY Awards®
June 16, 2024

In celebration of the 77th TONY Awards, Playbill is working with The Broadway League and Times Square on a special celebration supporting the ceremony. If you are interested in having a national footprint around this event through sponsorship opportunities, and in partnership with Playbill, please let us know!



Pride in Times Square
June 28-30, 2024

Playbill is thrilled and honored to be producing Playbill Pride 2024—a series of articles, events and a one-of-a-kind celebration in Times Square dedicated to celebrating the diversity of the LGBTQIA+ community.



Playbill 140th Anniversary Celebration
October, 2024

In October 2024 Playbill will celebrate our 140th Anniversary! To celebrate we are planning special activations and print/online programming which can feature sponsors prominently. Program details will be announced shortly.



Playbill Goes to New York Comic Con
October, 2024

Playbill & New York Comic Con are thrilled to partner on exhilarating panels, surprise Broadway/TV-guest pop-ins, and an exciting comic-centric Pop-Up Playbill Store.

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2024 Calendar of Events/Sponsorship Opportunities

Playbill can arrange for brands to participate as a sponsor of one or more of the following 2024 event opportunities:



Broadway Grand Gallery Fall, 2024

Playbill takes over Times Square between 44-45 streets with a “larger than life” exhibition of Playbill covers surrounding the one-of-a-kind exhibit built for photo-ops and foot-traffic bandwagon marketing/social media. Sponsorable in total or in part, this unique exhibition celebrates Broadway and your brand’s participation in this exciting event.

[To learn more about the Broadway Grand Gallery , click here.](#)

PLAYBILL
remember the
ribbon
a tribute to world AIDS day

thank you to our
premier sponsor  GILEAD | HIV



Remember the Ribbon November 2024

To commemorate World AIDS Day and to honor those affected by HIV and AIDS, Playbill is honored to present the 4th annual *Remember The Ribbon: A Tribute to World AIDS Day*, thanks to our premier sponsor Gilead Sciences. This special event filled with storytellers and songs will take place in November at Sony Hall in NYC. From December 1-3, Playbill will stream the event with a donation button benefitting a non-profit.

[Sizzle Reel](#)



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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

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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 (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

- Me and My Girl**
McCallum Fine Arts Academy, February 23 - March 05
- Little Shop of Horrors**
East Pennsboro Area Sns, March 03 - March 05
- Disney's High School Musical - One Act Edition**
Abbott Middle School, March 03 - March 04
- Seussical Jr.**
Riverdale 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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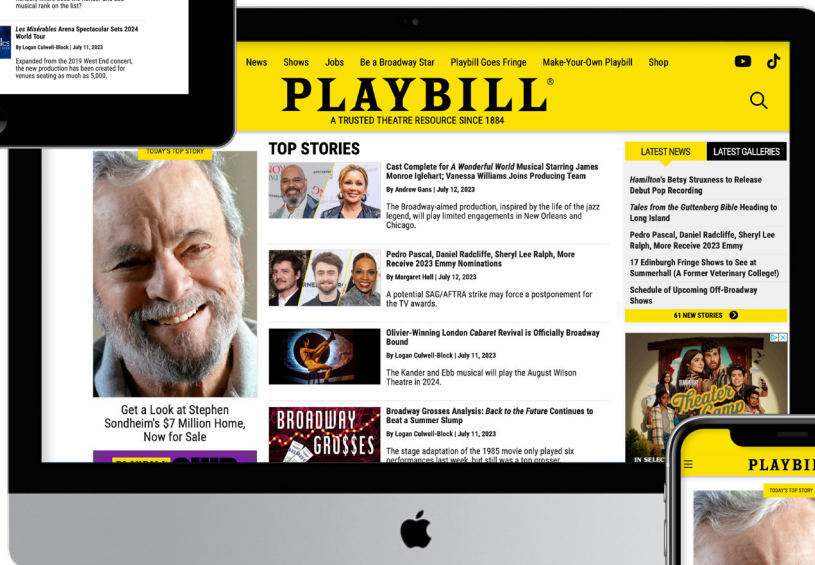
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	1.5 million
Total Sessions:	2.6 million
Total Page Views:	7.0 million
Average Pages per Session:	2.0
% Return Visitors:	19%
A 18-44 % Sessions:	54%
A 45+% Sessions:	46%
Male/Female % Sessions:	47% / 53%
Mobile & Tablet / Desktop %	71% / 29%
Median HHI:	\$83.3K

Source: Google Analytics, August 2024

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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 1.8 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 Alex Newell and J. Harrison Ghee immediately after receiving their Tony Award®, and has taken our followers behind the scenes during the creation of Broadway shows.



900k Followers



473k Followers



213k Followers



232k Followers



83k Followers



20k Followers

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2024 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIALS DEADLINE</u>
January	Wednesday, November 22, 2023	Friday, December 1, 2023
February	Wednesday, December 27, 2023	Wednesday, January 3, 2024
March	Thursday, January 25, 2024	Friday, February 2, 2024
April	Monday, February 26, 2024	Monday, March 4, 2024
May	Wednesday, March 27, 2024	Wednesday, April 3, 2024
June	Friday, April 26, 2024	Friday, May 3, 2024
July	Wednesday, May 29, 2024	Wednesday, June 5, 2024
August	Monday, July 1, 2024	Monday, July 8, 2024
September	Wednesday, July 31, 2024	Wednesday, August 7, 2024
October	Monday, August 26, 2024	Thursday, August 29, 2024
November	Thursday, September 26, 2024	Thursday, October 3, 2024
December	Friday, October 25, 2024	Friday, November 1, 2024

- 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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2024 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
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Attn: Production Dept. (indicate contact person per below)

PRODUCTION CONTACTS:

ALEX NEAR (anear@playbill.com)
646-751-4120

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- 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
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