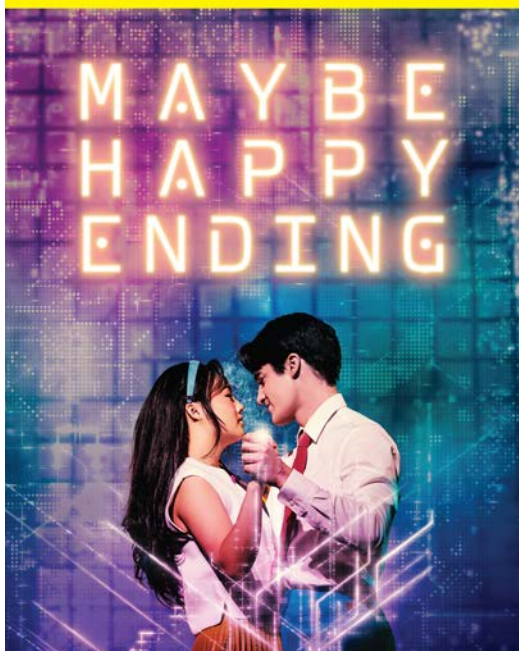




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BELASCO THEATRE



PLAYBILL®

2025 Media Kit



09.03.25



The Met
ropolitan
Opera

PLAYBILL

APRIL 2024

2025 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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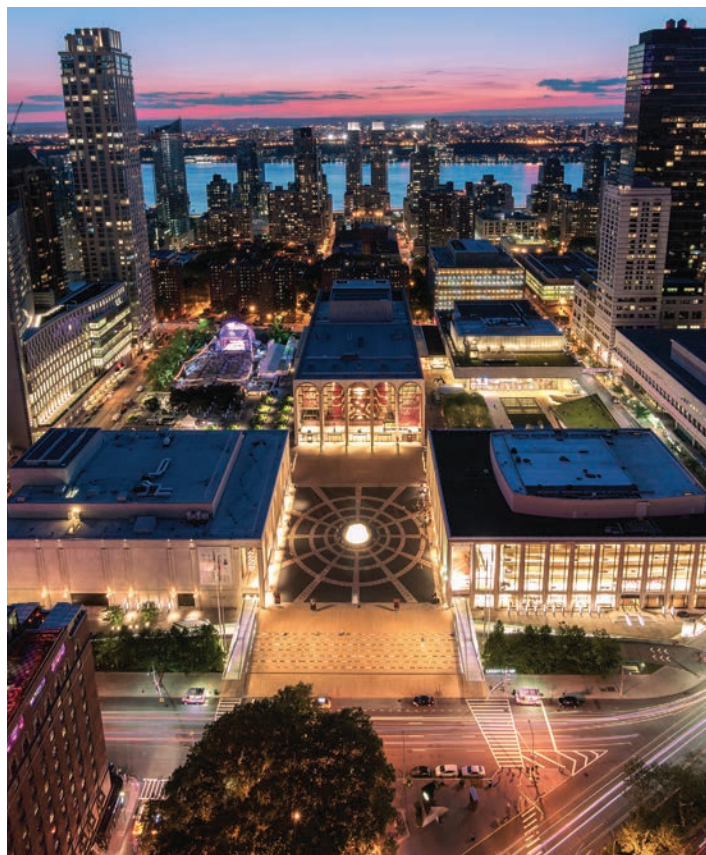
2025 Editorial Profile



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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2025 National Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,768,408
MIDWEST (Chicago, Detroit, Minneapolis, St. Louis)	378,748
MID-ATLANTIC (Philadelphia, Washington D.C.)	132,670
WESTERN (San Francisco, Los Angeles, San Diego)	201,868
SOUTHEAST (West Palm Beach)	28,095
SOUTH CENTRAL (Dallas, Houston)	94,932
TOTAL	2,604,721

**In season distribution*

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2025 National Broadway Market List

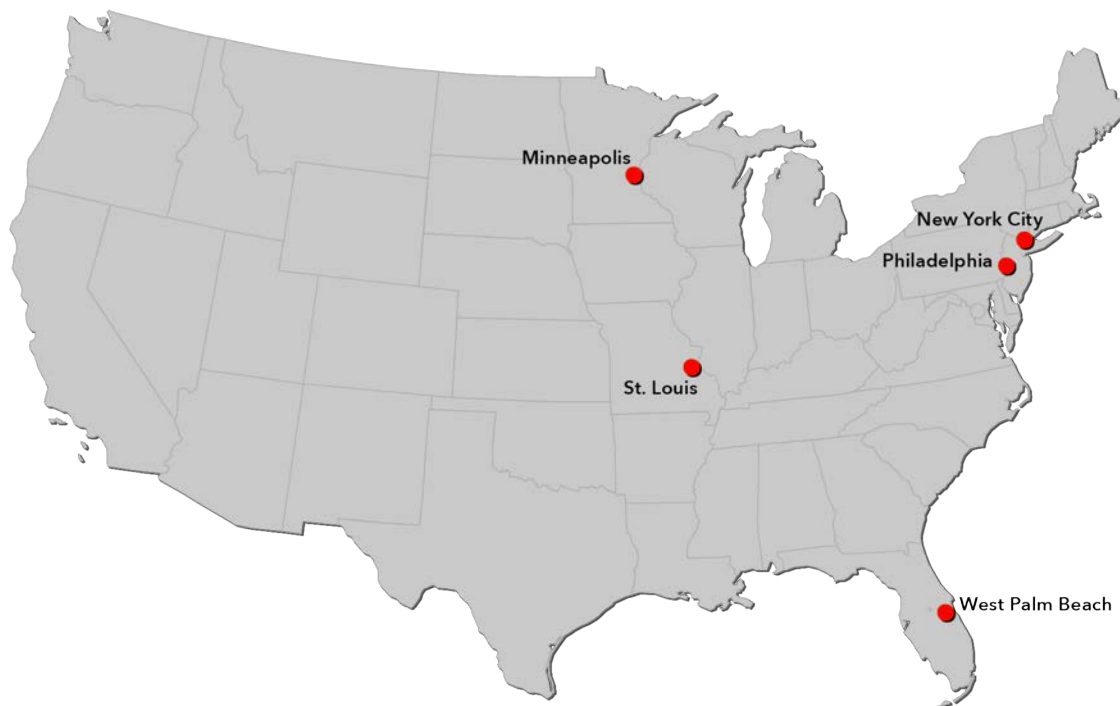


Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,368,808
MIDWEST (Chicago, Detroit, St. Louis)	334,848
MID-ATLANTIC (Philadelphia, Washington D.C.)	87,570
WESTERN (Los Angeles, San Francisco, San Diego)	201,868
SOUTHEAST (West Palm Beach)	15,595
SOUTH CENTRAL (Dallas, Houston,)	94,932
TOTAL	2,103,621

**In season distribution*

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2025 National Classic Arts Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY (Lincoln Center, Metropolitan Opera, Carnegie Hall)	399,600
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	501,100

**In season distribution*

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2025 New York City Distribution

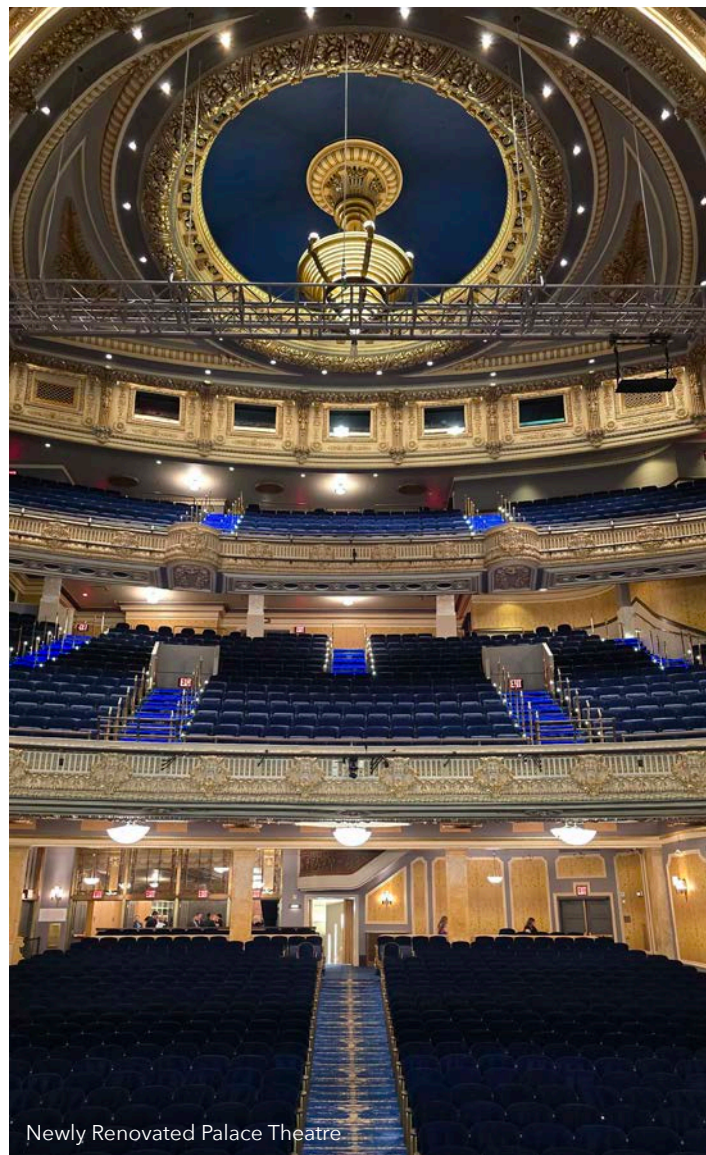
NEW YORK CITY THEATRES

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 Haimes
John Golden	Vivian Beaumont
Lena Horne	Walter Kerr
Longacre	Winter Garden
Lunt-Fontanne	

NEW YORK CITY CLASSIC ARTS

Metropolitan Opera House	Stern Auditorium/
Alice Tully Hall	Perelman Stage
David Geffen Hall	Weill Recital Hall
David H. Koch Theater	Zankel Hall



Newly Renovated Palace Theatre

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 Row
Minetta Lane	Westside Up
New World Stages	

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2025 National Distribution

NEW YORK CITY Market

See page 7, New York City Distribution

MID-ATLANTIC Market

PHILADELPHIA: The Philadelphia Orchestra (Kimmel), Walnut Street Theatre, Ensemble Arts including Broadway Series, and Ensemble Arts Presents (Academy of Music, Merriam Theater and Forrest Theatre)

WASHINGTON D.C.: Broadway at The National 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

DETROIT: Fisher Theatre, Detroit Opera House

MINNEAPOLIS: The Minnesota Orchestra

ST. LOUIS: St. Louis Symphony at Powell Hall, St. Louis Broadway Series at The Fox Theatre, Stages St. Louis

SOUTHEAST Market

WEST PALM BEACH: Kravis Center For The Performing Arts

SOUTH CENTRAL Market

DALLAS: Dallas Summer Musicals at Music Hall at Fair Park

HOUSTON: Theatre Under The Stars, The Alley 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 2023-24

Residence		Gender*	
New York DMA	33.3%	Female	64.8%
Tourists	66.7%	Male	32.0%
New York City Residents		Age	
Manhattan	11.9%	Average	42.1
Other Boroughs	8.6%	Under 18 years	10.1%
New York City Suburbs		18-34 years	31.1%
Other New York	2.6%	25-49 years	41.6%
Other New Jersey	5.9%	50-64 years	22.1%
Domestic U.S.		65+ years	14.7%
International		Annual Household Income	
Frequency of Attendance		Average	\$276,375
Average Per Year	5	Under \$50,000	14.0%
1 Show	40.7%	\$50,000-\$99,000	19.6%
2-4 Shows	34.3%	\$100,000-149,999	16.5%
5-9 Shows	13.6%	\$150,000+	50.0%
10-14 Shows	4.9%	Education	
15-24 Shows	3.1%	Post Graduate Degree	49.1%
25+ Shows	3.3%	Completed College+	91.4%
Avg. Reported Ticket Price			
\$154.70			

Source: The Demographics of the Broadway Audience 2023-2024. Survey conducted by The Broadway League.
* 3.2% non-binary, gender fluid, transgender, or did not identify gender.



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Eighth Day
Hermes - Jours de Hermes
La Prairie
Noble Panacea

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Basil Hayden
Infamous Whiskey
Jose Cuervo
Justin Wine
Ketel One
Stella Artois

TRAVEL

Cunard
Disney Cruises
Florida Keys/Key West
Princess Cruises
Regent Seven Seas Cruises
United Airlines

GALLERIES/MUSEUMS

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Brooklyn Museum
The Frick Collection
The Jewish Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
Museum of Broadway

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CBD Kratom
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PUBLISHING

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*2022 to current issue. National advertisers.

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2026 TONY® Awards Playbill



On June 7, 2026, theatre lovers across the globe will gather to celebrate the 2025-26 Broadway season at the 79th Annual TONY Awards® broadcast live from Radio City Music Hall.

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: 10,000
2025 Net Advertising Rates: TBD
Space Commitment Due: TBD
Materials Due: TBD



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Playbill Pride



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.

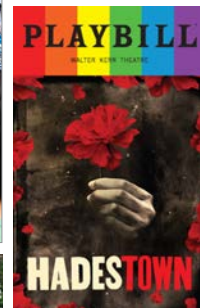
PLAYBILL JUNE ISSUE NY Theatre edition (Circulation 1.4 million) Dedicated to Pride featuring compelling stories and Pride perspectives from our community of artists. Advertisers can show their support and align with the Pride movement with targeted or custom messages such as "Proud Playbill Pride Partner."

PLAYBILL DIGITAL NETWORK (reaching an additional 3 million+ Broadway fans and entertainment influencers) The PRIDE 2025 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 2024 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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2025 Calendar of Events/Sponsorship Opportunities

Playbill can arrange for brands to participate as a sponsor of one or more of the following 2025 event opportunities:



The 79th Annual TONY Awards® June 7, 2026

In celebration of the 79th 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

Playbill is thrilled and honored to be producing Playbill Pride 2025—a series of articles, events and a one-of-a-kind celebration in Times Square dedicated to celebrating the diversity of the LGBTQIA+ community. This inclusionary weekend features concerts, activations, and opportunities for consumer engagement



Broadway Grand Gallery

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.



Remember the Ribbon: A Tribute to World AIDS DAY November, 2025

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.

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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

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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

- 1 Me and My Girl**
McCallum Fine Arts Academy, February 23 - March 05
- 2 Little Shop of Horrors**
East Pennsboro Area Shs, March 03 - March 05
- 3 Disney's High School Musical - One Act Edition**
Abbott Middle School, March 03 - March 04
- 4 Seussical Jr.**
Riversdale Children's Theatre, February 24 - March 05
- 5 Heathers 101: The Musical (High School Edition)**
JJ Pearce High School, September 15 - September 18
- 6 The Addams Family**
Menlo-Atherton High, February 17 - February 26
- 7 Legally Blonde The Musical**
Rye Neck High School, March 02 - March 04
- 8 Hairspray Live!**
Playbill, Inc, December 07
- 9 The Wedding Singer**
Chippewa Falls Senior High School, February 24 - February 26
- 10 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

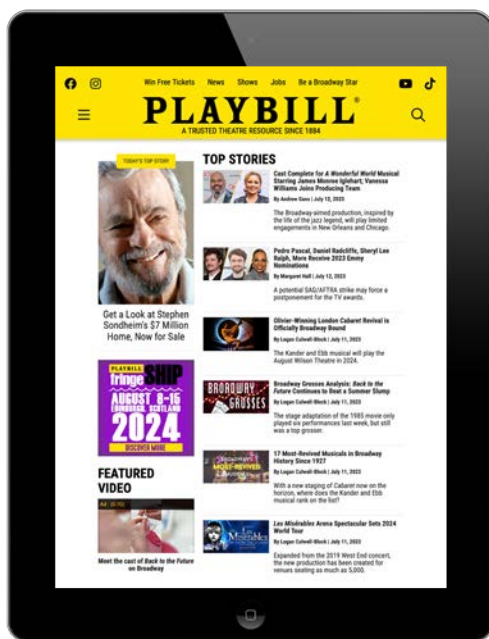
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	1.6 million
Total Sessions:	2.8 million
Total Page Views:	7.7 million
Average Pages per Session:	1.9
% Return Visitors:	21%
A 18-44 % Sessions:	50%
A 45+% Sessions:	50%
Male/Female % Sessions:	45% / 55%
Mobile & Tablet / Desktop %	70% / 30%
Median HHI:	\$79.4K

Source: Google Analytics, August, 2025

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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.



1M Followers



491k Followers



315k Followers



248k Followers



82k Followers



20k Followers



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2025 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIALS DEADLINE</u>
January	Tuesday, November 25, 2024	Monday, December 2, 2024
February	Friday, December 26, 2024	Thursday, January 2, 2025
March	Monday, January 27, 2025	Monday, February 3, 2025
April	Monday, February 24, 2025	Monday, March 3, 2025
May	Tuesday, March 25, 2025	Tuesday, April 1, 2025
June	Thursday, April 24, 2025	Thursday, May 1, 2025
July	Tuesday, May 27, 2025	Monday, June 2, 2025
August	Tuesday, June 24, 2025	Tuesday, July 1, 2025
September	Monday, July 28, 2025	Monday, August 4, 2025
October	Monday, August 18, 2025	Thursday, August 28, 2025
November	Wednesday, September 24, 2025	Wednesday, October 1, 2025
December	Monday, October 27, 2025	Sunday, November 3, 2025

- 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.

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- Classic Arts Florida
- Classic Arts Philadelphia
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2025 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: .5" from bleed 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
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Attn: Production Dept. (indicate contact person per below)

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