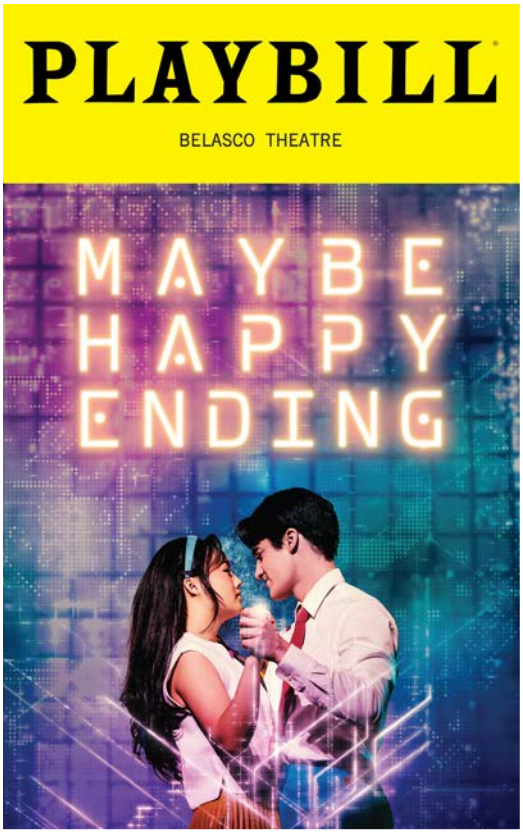


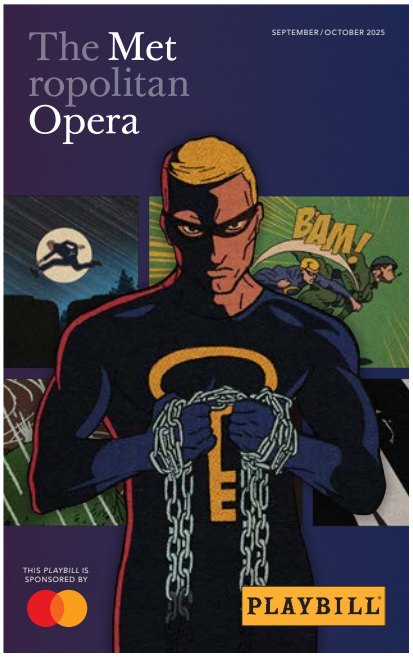




PLAYBILL®

2026 Media Kit





2026 Editorial Profile

PLAYBILL Theatre

As the most-trusted magazine in the theatre industry for 140 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 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, 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 productions' PLAYBILLS.

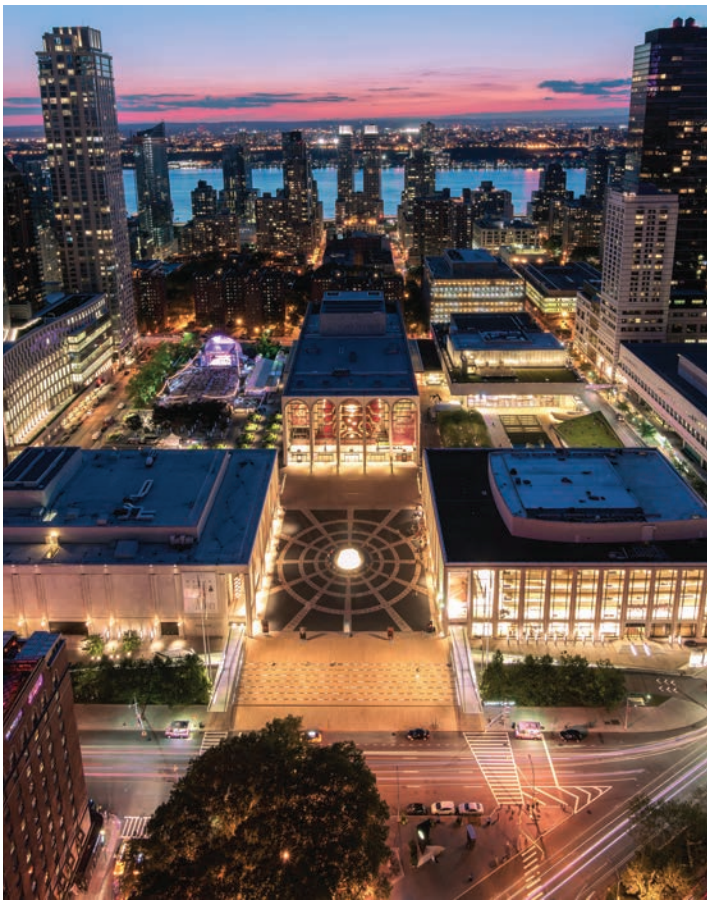


PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 Editorial Profile



PLAYBILL Classic Arts

PLAYBILL's Classic Arts editions connect the world's most discerning, culturally engaged audiences with the finest performances in opera, ballet, symphony, and beyond, celebrating excellence, artistry, and the enduring power of live performance.







PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 National Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,768,408
MIDWEST (Chicago, Detroit, Minneapolis, St. Louis)	345,452
MID-ATLANTIC (Philadelphia, Washington D.C.)	131,888
WESTERN (San Francisco, Los Angeles, San Diego)	201,868
SOUTHEAST (West Palm Beach)	50,595
SOUTH CENTRAL (Houston)	44,392
TOTAL	**2,542,603**

**In season distribution*

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 National Broadway Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,368,808
MIDWEST (Chicago, Detroit, St. Louis)	323,452
MID-ATLANTIC (Philadelphia, Washington D.C.)	86,788
WESTERN (Los Angeles, San Francisco, San Diego)	201,868
SOUTHEAST (West Palm Beach)	15,595
SOUTH CENTRAL (Houston,)	44,392
TOTAL	**2,040,903**

**In season distribution*

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 National Classic Arts Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY (Lincoln Center, Metropolitan Opera, Carnegie Hall)	399,600
MINNEAPOLIS, MN (Minnesota Orchestra)	22,000
PHILADELPHIA, PA (The Philadelphia Orchestra)	45,100
SOUTH FLORIDA (Kravis Center)	35,000
TOTAL	**501,700**

**In season distribution*

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 New York City Distribution

NEW YORK CITY THEATRES

BROADWAY THEATRES

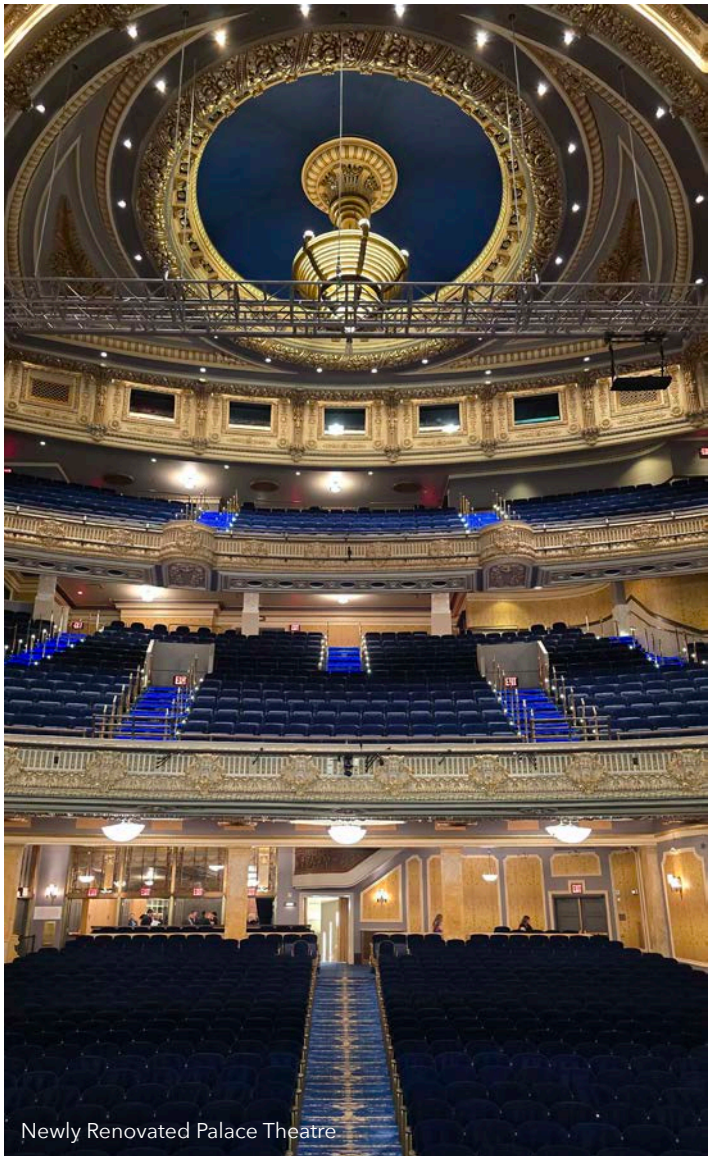
Al Hirschfeld
Ambassador
August Wilson
Belasco
Bernard B. Jacobs
Booth
Broadhurst
Broadway
Circle in the Square
Ethel Barrymore
Eugene O'Neill
Gershwin
Gerald Schoenfeld
Helen Hayes
Hudson
Imperial
James Earl Jones
John Golden
Lena Horne
Longacre
Lunt-Fontanne
Lyceum
Lyric
Majestic
Marquis
Minskoff
Music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

OFF-BROADWAY THEATRES (Subject to change)

A.R.T.
Astor Place Theatre
Duke on 42nd Street
Lincoln Center Theatre
Lucille Lortel
Manhattan Theatre Club
Minetta Lane
New World Stages
Roundabout Theatre
Second Stage
Signature Theatre Company
Stage 42
The Atlantic Theatre
The Public Theatre
Theatre at St. Clement's
Theatre Row
Westside Up

NEW YORK CITY CLASSIC ARTS

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



Newly Renovated Palace Theatre

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 National Distribution

NEW YORK CITY Market
See page 7, New York City Distribution

SOUTHEAST Market
WEST PALM BEACH: Kravis Center For The Performing Arts

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

WASHINGTON D.C: Broadway at The National Theatre

SOUTH CENTRAL Market
HOUSTON: Theatre Under The Stars, The Alley Theatre

MIDWEST Market
CHICAGO: CIBC Theatre, Cadillac Palace Theatre, Goodman Theatre: Albert Theatre, Owen Theatre, Broadway Playhouse, Drury Lane Theatre, Paramount Theatre, James M. Nederlander Theatre

DETROIT: Fisher Theatre, Detroit Opera House

MINNEAPOLIS: The Minnesota Orchestra

ST. LOUIS: St. Louis Broadway Series at The Fox 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



Just in Time

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

The Demographics of the Broadway Audience 2024-25

Residence	
New York DMA	37.7%
Tourists	62.3%
New York City Residents	**25.1%**
Manhattan	14.0%
Other Boroughs	11.1%
New York City Suburbs	**12.6%**
Other New York	6.7%
Other New Jersey	5.9%
Other U.S.	**42.1%**
International	**20.3%**
Canada	3.6%
UK	3.3%
Other Europe	5.9%
Asia	1.7%
Mexico, Central, Latin America	3.1%
Other	2.7%

Frequency of Attendance	
Average Per Year	5.4
Theatregoers that plan to see another show in the future.	94.0%
Avg. Reported Ticket Price	**$154.70**

Gender*	
Female	63.0%
Male	32.2%

Age	
Average	41.0
Under 18 years	10.1%
18-34 years	34.4%
25-49 years	43.4%
50-64 years	20.0%
65+ years	13.4%

Annual Household Income	
Average	$276,465
Under $50,000	15.3%
$50,000-$99,000	19.9%
$100,000-149,999	16.5%
$150,000+	48.4%

Education	
Post Graduate Degree	48.5%
Completed College+	90.5%

Source: The Demographics of the Broadway Audience 2024–2025.
Survey conducted by The Broadway League.
* 4.8% non-binary, gender fluid, transgender, or did not identify gender.



Ragtime

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

Current Advertisers

AUTOMOTIVE
Lexus
Jeep
Nissan
Subaru
Volvo

ENTERTAINMENT
20th TV
AMC
Apple TV+
Audience Rewards
Bleecker Street Films
Disney+
Disney Entertainment
Focus Features
The Food Network
FX
Greenwich Entertainment
Hulu
Live Nation
MGM
MS Now
MSG Entertainment
MTV
NBC Universal
Netflix
Paramount +/Showtime
PBS
Peacock
Searchlight
Sony Pictures Classic
StubHub
TodayTix
United Artists Releasing
Universal Pictures
WNET

FINANCIAL/INSURANCE
Allianz
American Express
Capitol One
Citizens
City National Bank
Edward Jones
First Republic
Prudential
Travelers Insurance
Withum

FASHION/LUXURY
A Lange & Söhne
Baccarat
Bottega Veneta
Buccellati
Bucherer/Tourneau
Bulgari
Burberry
Cartier
Chanel
Christian Dior
Gap
Hanna Anderson
Hermes
Issey Miyake
Lamy
Lugano Diamonds
Maison Margiela
Michael Kors
Montblanc
Rolex
Skechers
Theory
Tiffany
Ulla Johnson
Windsor Jewelers
Van Cleef & Arpels
Vivaia

RETAIL
Bloomingdales
Brookfield Place
Hudson Yards
Lego
M&M's World
Macy's
Manhattan West
MLB
Rockefeller Center
The Hershey Store
The Shops at Columbus Circle
The Shops at Grand Central

PUBLISHING
Holiday House
Scholastic
Simon & Schuster

MUSIC/AUDIO
Apple Music
Audible
Craft Recordings
Universal Music

COSMETICS/FRAGRANCE
Chanel Beauté
Eighth Day
Guerlain
Hermes - Jours de Hermes
La Prairie
Noble Panacea

BEVERAGES
Basil Hayden
Dewars
Infamous Whiskey
Justin Wine
Nespresso
Pure Leaf
Shucked™ Bourbon

TRAVEL
Cunard
Disney Cruises
Dassault/Falcon Jets
Florida Keys/Key West
Greater Palm Springs
Princess Cruises
Regent Seven Seas Cruises
Sofitel
United Airlines
Visit Illinois
Visit Florida Keys

GALLERIES/MUSEUMS
Academy Museum
Brooklyn Museum
Madame Tussauds
The Frick Collection
The Jewish Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
Museum of Broadway

HEALTH/WELLNESS
CBD Kratom
Gilead
Medical Guardian
VIIV

OTHER
92NY
ACLU
AMDA
Avocado Mattress
Bloomberg Philanthropies
Canva
Classic Harbor Line
Coldwell Banker
Columbia University
Compass Real Estate
Coterie Senior Living
Dementia Society of America
Doyle Auctions
Hinge
Lincoln Center Presents
Lyft
Inspir
NAACP
NYFA
One Times Square
SL Green
SUMMIT One Vanderbilt
The New York Yankees
The Travel Agency
Times Square Alliance
UKG
Verizon

09.01.26

*2023 to current issue. National advertisers.

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 Playbill Pride

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.

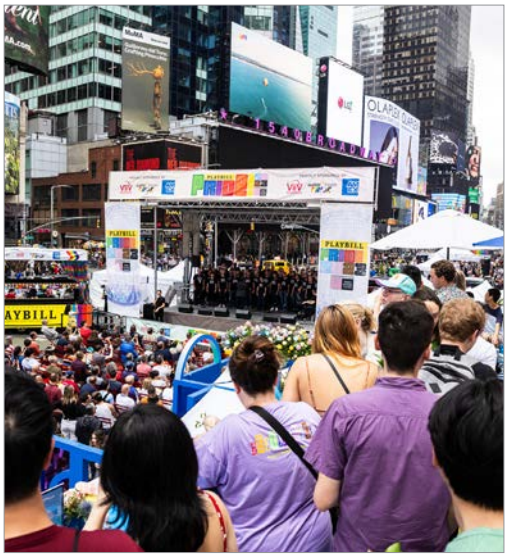
PLAYBILL JUNE ISSUE NY Theatre edition (Circulation 1.4 million) Dedicated to Pride featuring compelling stories and Pride perspectives from our community of artists. Advertisers can show their support and align with the Pride movement with targeted or custom messages such as "Proud Playbill Pride Partner."

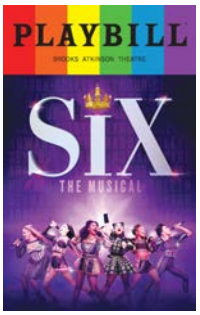
PLAYBILL DIGITAL NETWORK (reaching an additional 3 million+ Broadway fans and entertainment influencers) The PRIDE 2026 section of Playbill Digital Properties will aggregate original, unique and exclusive editorial, photographic and video content.

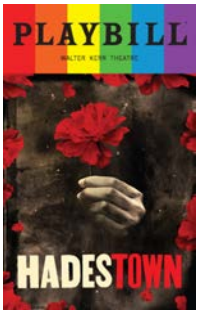
PRIDE IN TIMES SQUARE Playbill is thrilled to partner with NYC Pride and Times Square Alliance to deliver PRIDE IN TIMES SQUARE–a three-day event dedicated to celebrating the diversity of the LGBTQIA+ community featuring stage and screen celebrities, interactive panels and performances and sponsor activations 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.













PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 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:

Pride in Times Square

Playbill is thrilled and honored to be producing Playbill Pride 2026–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

Remember the Ribbon: A Tribute to World AIDS DAY
November, 2026

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.



PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

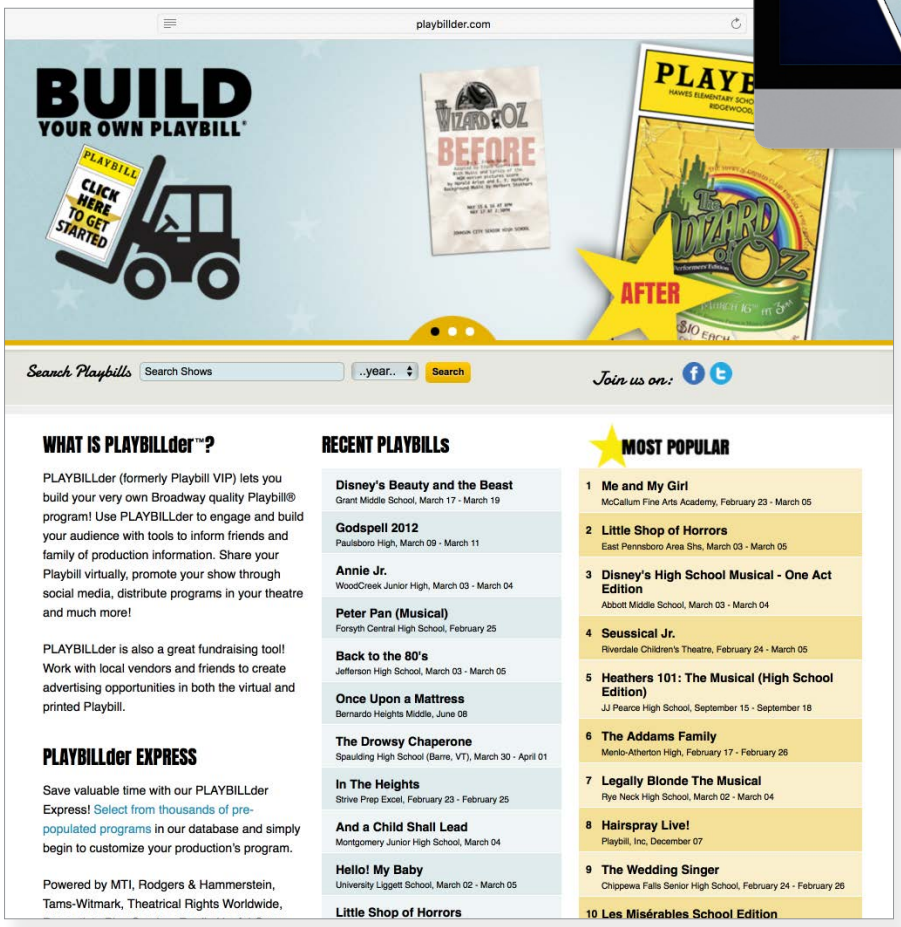
PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

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!"

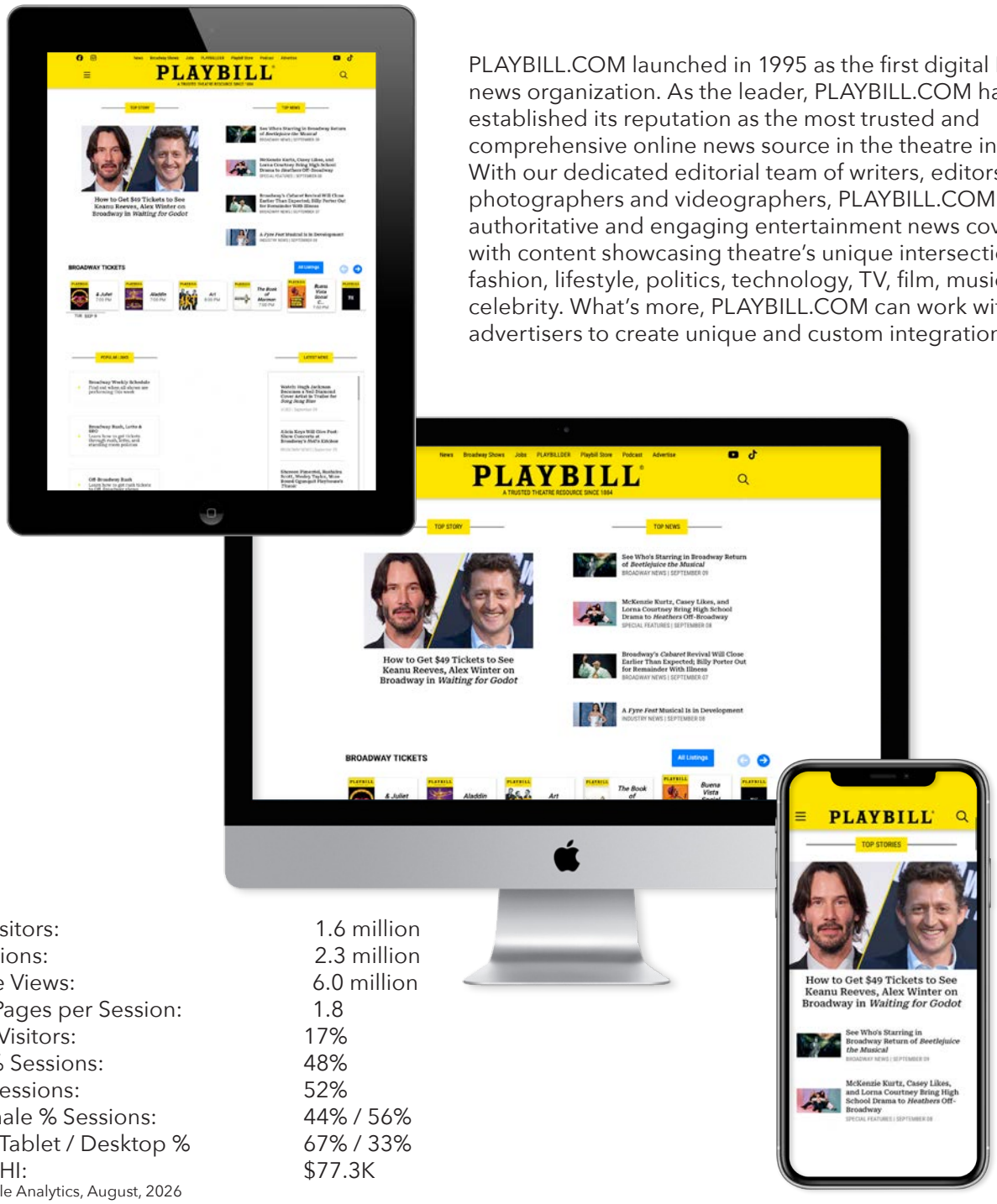
Sandra Serling,
Theatre Director
The Shool of Performing Arts,
Naperville, IL

PLAYBILL®

212.557.5757
729 Seventh Avenue, 4th floor
New York, NY 10019
advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

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:	1.6 million
Total Sessions:	2.3 million
Total Page Views:	6.0 million
Average Pages per Session:	1.8
% Return Visitors:	17%
A 18-44 % Sessions:	48%
A 45+% Sessions:	52%
Male/Female % Sessions:	44% / 56%
Mobile & Tablet / Desktop %	67% / 33%
Median HHI:	$77.3K

Source: Google Analytics, August, 2026

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

PLAYBILL Social Media Statistics

PLAYBILL Social Media gives theatre fans and industry members unparalleled access to “all things 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.



1.1M Followers

534k Followers

399k Followers

270k Followers

82k Followers

20k Followers

20k Followers

PLAYBILL®

212.557.5757
729 Seventh Avenue, 4th floor
New York, NY 10019
advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 Space & Material Closing Dates

ISSUE	SPACE CLOSING	MATERIALS DEADLINE
January	Monday, November 24, 2025	Monday, December 1, 2025
February	Friday, December 19, 2025	Friday, December 26, 2025
March	Monday, January 26, 2026	Monday, February 2, 2026
April	Monday, February 23, 2026	Monday, March 2, 2026
May	Friday, March 20, 2026	Friday, March 27, 2026
June	Friday, April 24, 2026	Friday, May 1, 2026
July	Tuesday, May 26, 2026	Monday, June 1, 2026
August	Thursday, June 25, 2026	Thursday, July 2, 2026
September	Monday, July 27, 2026	Monday, August 3, 2026
October	Monday, August 17, 2026	Monday, August 24, 2026
November	Thursday, September 24, 2026	Thursday, October 1, 2026
December	Monday, October 26, 2026	Monday, November 2, 2026

- 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:

JENNA PERRINO (jperrino@playbill.com)
718-606-3256
- National Ads
- Broadway New York
- Broadway New York Showbill (Lyric) / Subscription
- Broadway St. Louis
- Broadway Florida
- Classic Arts New York
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts Minnesota

AMY ASCH (aasch@playbill.com)
718-606-3259
- Broadway California
- Broadway Chicago
- Broadway Detroit
- Broadway Philadelphia
- Broadway Texas
- Broadway Washington D.C.

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com
PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2026 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
729 Seventh Avenue, 4th floor
New York, NY 10019
Attn: Production Dept. (indicate contact person per below)

PRODUCTION CONTACTS:

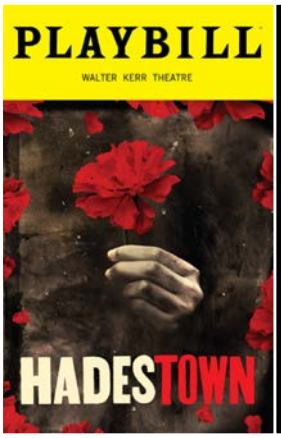
JENNA PERRINO (jperrino@playbill.com)
718-606-3256
- National Ads
- Broadway New York
- Broadway New York Showbill (Lyric) / Subscription
- Broadway St. Louis
- Broadway Florida
- Classic Arts New York
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts Minnesota

AMY ASCH (aasch@playbill.com)
718-606-3259
- Broadway California
- Broadway Chicago
- Broadway Detroit
- Broadway Philadelphia
- Broadway Texas
- Broadway Washington D.C.

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor New York, NY 10019 advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC





NATIONAL SALES

NEW YORK SALES OFFICE
PLAYBILL®
729 Seventh Avenue, Fourth Floor
New York, NY 10019
(212) 557-5757

Jolie Schaffzin
Publisher
jolie@playbill.com
(646) 751-4122

Joshua Stone
Vice President, National Sales
jstone@playbill.com
(646) 751-4149

PLAYBILL®
is a registered trademark of **Playbill Incorporated**
729 Seventh Avenue, Fourth Floor, New York, NY 10019
(212) 557-5757

