

# PLAYBILL®

*Worth it since 1885. 136 years and counting.*



*Only Tony Award-winning theatre program in the world.*



*Doesn't reach everyone, just everyone you want to reach.*



*Goes directly to your target market with your ad inside.*



*Read 8 times a week by educated, well-to-do audiences.*



*Before the show, after the show and saved to remember.*



*So much more than just a souvenir.*



*There's no business like show business. Let's do some.*

# PLAYBILL®

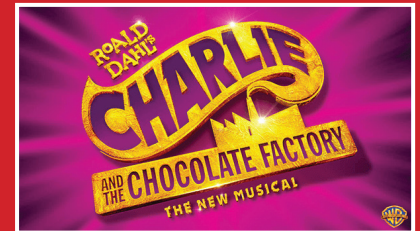
## Broadway In San Antonio is back! 2021-22 | 10 Touring Shows at The Majestic Theatre



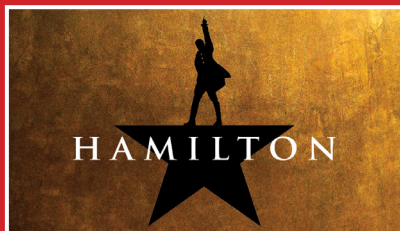
**My Fair Lady**  
September 21-26, 2021  
(1 Week)



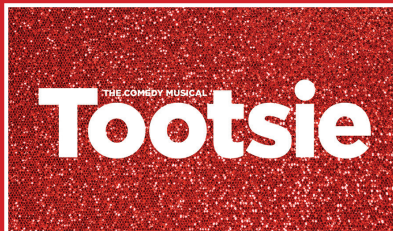
**The Lion King**  
October 21 - November 7, 2021  
(3 Weeks)



**Charlie and the Chocolate Factory**  
December 7-12, 2021  
(1 Week)



**Hamilton**  
January 5-16, 2022  
(2 Weeks)



**Tootsie**  
March 1-6, 2022  
(1 Week)



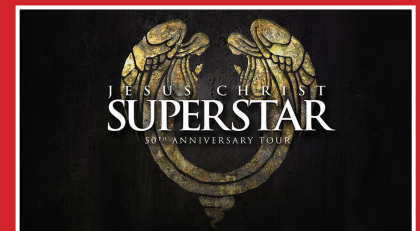
**Rent**  
March 18-20, 2022  
(1/2 Week)



**Summer: The Donna Summer Musical**  
April 19-24, 2022  
(1 Week)



**Beautiful: The Carole King Musical**  
June 10-12, 2022  
(1/2 Week)



**Jesus Christ Superstar**  
July 5-10, 2022  
(1 Week)



**Mean Girls**  
August 9-14, 2022  
(1 Week)

**A MAJESTIC PLAYBILL SEASON  
OF TONY AWARD WINNERS,  
BELOVED CLASSICS AND TREASURED  
BLOCKBUSTERS AWAITS!**

- 10 Broadway Touring Shows
- 12 Performance Weeks
- 95 Incredible Performances
- 233,700 Potential Tickets Sold
- Upscale, Affluent Audiences
- Delivers Your Message Directly to Patrons

**Playbill**

**There's no business like show business. Let's do some.**

# Broadway In San Antonio | 2021-22

## The Majestic Theatre

Effective September, 2021

	<b>Full Season</b> [Per Week]	<b>Show-by-Show</b> [Per Week]
<b>Color Full Page</b>	\$1,724	\$2,155
<b>Color Half Page</b>	\$999	\$1,239
<b>Color Quarter Page</b>	\$609	\$773

**Playbill Circulation: 20,000 printed per week**

### Camera Ready Artwork Due Dates:

My Fair Lady	August 20, 2021
The Lion King	September 17, 2021
Charlie & Chocolate Factory	November 5, 2021
Hamilton	December 3, 2021
Tootsie	January 28, 2022
Rent	February 18, 2022
Summer: The Donna Summer Musical	March 18, 2022
Beautiful: The Carole King Musical	May 6, 2022
Jesus Christ Superstar	June 3, 2022
Mean Girls	July 8, 2022

### For more information please contact your Playbill representative:

Louis Doucette	(210) 410-0014 or louis@travelingblender.com
Gerry Lair	(210) 771-8486 or gerrylair@yahoo.com
Madeleine Justice	(210) 264-2448 or madeleine@travelingblender.com
Sandy Weatherford	(512) 415-2679 or sandy@travelingblender.com

### Playbill Mechanical Requirements

	Final Trim Size	Non Bleed Image Area
Full Page	5 3/8" x 8 1/2"	4 5/8" x 7 3/4"
Full Page Spreads	10 3/4" x 8 1/2" (gutter safety is 1/4")	10 1/4" x 7 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 on Full Page sizes ONLY on 1/8" extended past final trim marks.**

**Copy safety 3/8" on all edges**

**DELIVER VIA** – CD, DVD or Email

**PDF** – Hi-Res, press ready files, Composite CMYK or Greyscale, PDF/X-1A Compliant

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

**NATIVE FILES** – MAC based, Quark, InDesign, Photoshop, Illustrator [Supply all applicable fonts & images]

# Broadway League Audience Study

## FOR TOURING BROADWAY AUDIENCES

- Attendance of touring shows across North America in the 2018-2019 season reached 18.5 million; the season grossed \$1.6 billion.
- Touring shows of varying sizes are presented in about 200 cities across the country.
- Touring Broadway contributes a cumulative \$3.8 billion to the metropolitan areas that host the shows.
- On average, Broadway tours generate an economic impact of 3.28 times the gross ticket sales to a local metropolitan area's economy.
- Touring Broadway attendees were regular theatregoers; the average theatregoer sees 5 shows a year.
- 81% of the audience held a college degree and 38% held a graduate degree.
- The average annual household income of the national theatregoer was \$162,375.

## FOR NEW YORK CITY BROADWAY AUDIENCES

- Broadway attendance in the 2018-2019 season reached 14.77 million; the season grossed \$1.83 billion.
- Broadway contributes over \$12.6 billion to the economy of New York City on top of ticket sales and supports 87,100 local jobs.
- Broadway audiences are split between locals (35%) and tourists (65%). The number of attendances by domestic tourists has grown from 3.4 million in 1999 to 6.8 million in 2019.
- The average age of the Broadway theatregoer was 42.3 years old.
- Of theatregoers 25 years and older, 81% had completed college and 41% had earned graduate degrees.
- The average household income of the Broadway theatregoer was \$261,000.
- The average ticket price paid was \$145.60

**Let Playbill Perform For You! Secure Your Ad Now.**



***The Lion King***

Photo by Deen Van Meer



***Jesus Christ Superstar***

Photo by Matthew Murphy



***My Fair Lady***

Photo by Joan Marcus



***Tootsie***

Photo by Matthew Murphy