



performances 2015  
MAGAZINE

MEDIA KIT

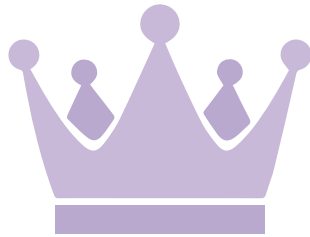
PERFORMANCESMAGAZINE.COM  
310.280.2880



PERFORMANCES Magazine, the official theater program for Southern California's most prestigious performing arts theaters is read by more than 6 million cultural consumers annually.

Broadway, symphony, opera, jazz and dance patrons are hard to reach. Let us help you capture this influential demographic. Arts patrons are a lucrative, coveted market for advertisers. Align your brand with the unique experience of the performing arts, and engage the passions and patronage that define this audience.

## REACH THE INFLUENCERS INSIDE ONE OF THE LARGEST MEDIA MARKETS IN THE WORLD



### THE KING OF PRINT

Patrons are required to turn off mobile devices. Inside performance venues, print is the most trusted and valued source of media, reaching 94% of all those attending the performing arts in Southern California.



### UNIQUE CONNECTION

Arts advertising allows you to connect with two decision makers at once, reaching them in a relaxed setting while they are reading the same publication at the same time.



### ENGAGED EXPERIENCE

97% of theatergoers read the program. 66% say ads influence their purchasing decisions. 92% say the program enhances their arts experience. Connect with readers at their most emotionally engaged.



### PILLARS OF THE COMMUNITY

Appearing in PERFORMANCES Magazine demonstrates your support of the arts and creates trust in your brand.



### POWER AND PRESTIGE

Placement in PERFORMANCES Magazine aligns your brand with the most iconic arts organizations and venues in the country.



### CREATIVITY RULES

Entertainment is a \$47 billion industry in Southern California. Arts advertising immerses your brand in this global media hub.



## THE MAGAZINE

6.2 million readers annually

97% of arts audiences read PERFORMANCES Magazine, with 1/2 reading it both at the venue and at home

65% of readers are more likely to make purchases from PERFORMANCES Magazine advertisers due to the businesses support of the arts

172 custom editions in 3 cities per year | our audience rated print more trustworthy than any other media

#1 most widely circulated arts publication in Southern California



## AFFLUENT

1 in 3 has an HHI above \$150,000

19% own a second home

27% have assets above \$2M with median assets value of \$3.5M

77% own a home



their median house value is **twice** that of Southern California's median house value



## DEMOGRAPHICS

38% male

62% female

57% of our readers are ages 35-64

40% of our readers are ages 25-54



62% are married or have a partner

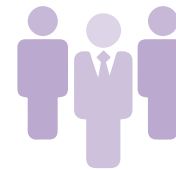


## EDUCATED

87% have a college degree or higher

47% are post-graduates

3x more likely to have a college degree than the average Californian



## INFLUENCERS

53% are responsible for financial decisions in their businesses

45% belong to a nonprofit organization

20% are on boards of directors

78% use private banking and/or wealth management firms

25% hold top management positions





## LOS ANGELES

200,000 AVG/MO CIRCULATION

### Center Theatre Group

Ahmanson Theatre  
Mark Taper Forum  
Kirk Douglas Theatre

### Los Angeles Opera

Dorothy Chandler Pavilion

### Dance at the Music Center

Dorothy Chandler Pavilion

### Los Angeles Philharmonic

Walt Disney Concert Hall

### Geffen Playhouse

Geffen Playhouse Main Stage  
Audrey Skirball Kenis Theatre

### Pasadena Playhouse

Pasadena Playhouse

### Pasadena Symphony and POPS

Pasadena Symphony and POPS

### La Mirada Theatre for the Performing Arts

La Mirada Theatre

### The Wallis Annenberg Center for the Performing Arts

Bram Goldsmith Theatre

## SAN DIEGO

65,000 AVG/MO CIRCULATION

### Old Globe Theatre

Old Globe Theatre  
Sheryl and Harvey White Theatre  
Lowell Davies Festival Theatre

### San Diego Symphony

Copley Symphony Hall

### San Diego Symphony POPS

Embarcadero Marina Park

### La Jolla Playhouse

Mandell Weiss Theatre  
Mandell Weiss Forum  
Sheila and Hughes Potiker Theatre

### San Diego Opera

San Diego Civic Theatre

## ORANGE COUNTY

65,000 AVG/MO CIRCULATION

### Pacific Symphony

### Pacific Chorale

### Broadway, Dance, Jazz Series and Cabaret Series\*

Segerstrom Hall  
Renée and Henry Segerstrom Concert Hall  
Samueli Theater

\*Segerstrom Center for the Arts  
— programs published by Orange County Register (OCR)

## HOLLYWOOD BOWL

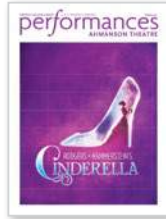
250,000 AVG/SEASON CIRCULATION

### Los Angeles Philharmonic's Hollywood Bowl Summer Music Season\*\*

Hollywood Bowl

\*\*PERFORMANCES Magazine's Hollywood Bowl Magazine edition is sold separately

## EDITION RATES



### LOS ANGELES EDITIONS 200,000 AVG/MO CIRCULATION

	1x	3x	6x	12x
<b>Full Page</b>	\$10,975	\$10,675	\$10,100	\$9,690
<b>2/3 Page</b>	\$7,725	\$7,480	\$7,075	\$6,780
<b>1/2 Page</b>	\$6,035	\$5,860	\$5,695	\$5,330
<b>1/3 Page</b>	\$3,895	\$3,740	\$3,475	\$3,200
<b>1/6 Page</b>	\$2,040	\$1,905	\$1,745	\$1,610



### ORANGE COUNTY EDITIONS 65,000 AVG/MO CIRCULATION

	1x	3x	6x	12x
<b>Full Page</b>	\$4,179	\$3,633	\$3,363	\$3,102
<b>2/3 Page</b>	\$2,405	\$2,215	\$2,067	\$1,929
<b>1/2 Page</b>	\$2,215	\$1,925	\$1,781	\$1,641
<b>1/3 Page</b>	\$1,587	\$1,381	\$1,279	\$1,186



### SAN DIEGO EDITIONS 65,000 AVG/MO CIRCULATION

	1x	3x	6x	12x
<b>Full Page</b>	\$2,993	\$2,858	\$2,597	\$2,425
<b>2/3 Page</b>	\$2,135	\$1,941	\$1,765	\$1,647
<b>1/2 Page</b>	\$1,732	\$1,575	\$1,443	\$1,433
<b>1/3 Page</b>	\$1,088	\$989	\$898	\$840
<b>1/6 Page</b>	\$548	\$498	\$452	\$423

## COMBINATION RATES



### LA + SD COMBO 265,000 AVG/MO CIRCULATION

	1x	3x	6x	12x
<b>Full Page</b>	\$13,968	\$13,533	\$12,697	\$12,115
<b>2/3 Page</b>	\$9,860	\$9,421	\$8,840	\$8,427
<b>1/2 Page</b>	\$7,767	\$7,435	\$7,138	\$6,763
<b>1/3 Page</b>	\$4,983	\$4,729	\$4,373	\$4,040



### LA + OC COMBO 265,000 AVG/MO CIRCULATION

	1x	3x	6x	12x
<b>Full Page</b>	\$14,922	\$13,953	\$12,997	\$12,219
<b>2/3 Page</b>	\$9,982	\$9,458	\$8,828	\$8,324
<b>1/2 Page</b>	\$8,124	\$7,592	\$7,219	\$6,661
<b>1/3 Page</b>	\$5,397	\$4,990	\$4,587	\$4,187



### LA + OC + SD COMBO 330,000 AVG/MO CIRCULATION

	1x	3x	6x	12x
<b>Full Page</b>	\$18,147	\$17,166	\$16,060	\$15,217
<b>2/3 Page</b>	\$12,265	\$11,636	\$10,907	\$10,356
<b>1/2 Page</b>	\$9,982	\$9,360	\$8,919	\$8,404
<b>1/3 Page</b>	\$6,570	\$6,110	\$5,652	\$5,226

#### AGENCY COMMISSION

15% to recognized agencies providing print-ready material, if paid within 30 days of date of invoice. Extra charges for inserts and other production charges are not commissionable.

#### FREQUENCY

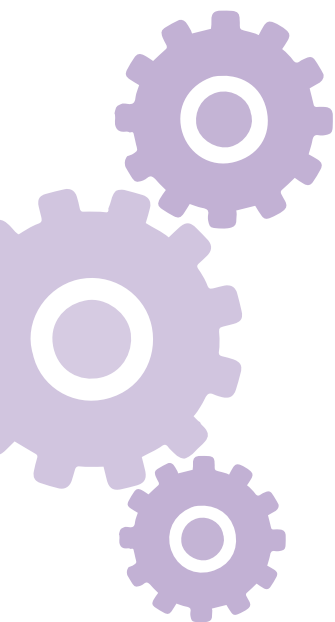
Rates are based on the number of insertions per 12 month period. Any advertiser who does not complete a contract schedule is subject to short rate.

#### COVERS

2nd-add 15%  
3rd-add 10%  
4th-add 25%

#### CANCELLATIONS

Cancellations must be received in writing prior to the space reservation closing date or they will not be accepted. \*Segerstrom Center for the Arts' theater programs are published by Orange County Register (OCR).



## SPECIFICATIONS

All critical matter must be kept within non-bleed dimensions and 1/4" from the gutter for spreads.

AD SIZE (WxH)	NON-BLEED	BLEED*	TRIM
<b>SPREAD</b>	15.25" x 10"	16.5" x 11.125"	16.25" x 10.875"
<b>FULL PAGE</b>	7" x 10"	8.375" x 11.125"	8.125" x 10.875"
<b>2/3 PAGE</b>	4.625" x 9.875"	not available	not available
<b>1/2 ISLAND</b>	4.625" x 7.375"	not available	not available
<b>1/3 VERTICAL</b>	2.25" x 9.875"	not available	not available
<b>1/3 SQUARE</b>	4.625" x 4.875"	not available	not available
<b>1/6 VERTICAL</b>	2.25" x 4.875"	not available	not available
<b>1/6 HORIZONTAL</b>	4.625" x 2.375"	not available	not available

## SPACE+MATERIAL 2015 DEADLINES

ISSUE	SPACE RESERVATION	MATERIAL DUE
<b>JANUARY</b>	NOV 20	NOV 27
<b>FEBRUARY</b>	DEC 17	JAN 3
<b>MARCH</b>	JAN 20	JAN 27
<b>APRIL</b>	FEB 20	FEB 27
<b>MAY</b>	MAR 21	MAR 28
<b>JUNE</b>	APR 21	APR 28
<b>HOLLYWOOD BOWL</b>	MAY 9	MAY 16
<b>JULY</b>	MAY 16	MAY 23
<b>AUGUST</b>	JUN 20	JUN 27
<b>SEPTEMBER</b>	JUL 18	JUL 25
<b>OCTOBER</b>	AUG 22	AUG 29
<b>NOVEMBER</b>	SEP 19	SEP 26
<b>DECEMBER</b>	OCT 20	OCT 27

### NATIVE FILES

If any modifications need to be made, please provide native application files created in Adobe CS6 or below (InDesign, Photoshop or Illustrator) or QuarkXpress 8 or below.

Include all fonts, high resolution images (300 dpi) and other support files.

Convert colors to CMYK (Pantone, RGB and spot colors are unacceptable.)

TIFF files should be supplied without any type of compression.

### DIGITAL FILES

Digital files are preferred and must meet the following specs: PDF/X-1a format, bleed set to a minimum of .125" with crop marks, 300 dpi, CMYK and built to exact dimensions.

### PROOFING

A hard copy proof or PDF must accompany all native files. For color sensitive files, please provide a matchproof.

### CONTENT

No coupons, please.

### DELIVERY OF FILES

Files can either be emailed, uploaded via FTP, or mailed on disk.

### EMAIL

If the file is less than 10 MB, please email to: ads@SoCalMedia.com. Please indicate which issue and client the ad is for.

### SHIP TO

PERFORMANCES Magazine  
Attn: Production Department  
3679 Motor Avenue, Suite 300  
Los Angeles, CA 90034

### FTP UPLOAD

Connecting to our FTP through a web browser is not possible. You must use a FTP program such as Fetch for Macintosh or WS\_FTP LE for Windows. Please place your compressed files in the "PERFORMANCES ADS" folder.

Ad materials should be named accordingly: "Ad\_Publication\_Date." Example: Mercedes\_PERFORMANCES\_LA\_Dec/Year.

Please email: ads@SoCalMedia.com to notify our production manager of upload.

### FTP INFORMATION

HOST: ftpwhere.dyndns.org  
USER ID: advertiser  
PASSWORD: audience