

THEATER PROGRAMS FOR PERFORMING ARTS AUDIENCES



Full color, monthly program magazines distributed by ushers to each audience member as they are seated.



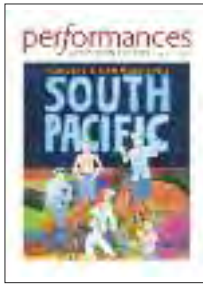
The most widely circulated arts publication in Southern California.



ELEVATE YOUR BRAND BY CONNECTING IT TO THE ARTS.

performances
MAGAZINE

a powerful market



DELIVERING ARTS AUDIENCES

PERFORMANCES Magazine is the official program for Southern California's most prestigious performing arts theaters. The audiences of these theaters are highly educated, affluent and involved in culture and community. Each show, PERFORMANCES Magazine is handed to every patron in attendance.

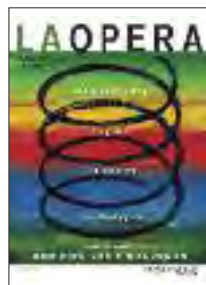
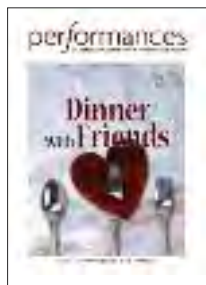
98% of audiences read PERFORMANCES Magazine, with more than one-half reading it both at the theater *and* at home.

Your marketing message gets in front of this coveted and powerful market, in the unique setting of two decision makers participating in an activity they are *passionate* about.

Advertisers associated with this highly personal and positive experience make the most powerful connection with this proactive audience of buyers who *choose* to do business with companies that support the same arts organizations that they patronize.

62% of readers are more likely to make purchases from PERFORMANCES Magazine advertisers due to the advertisers' support of the arts.

PERFORMANCES MAGAZINE READERS CHOOSE TO BE YOUR CAPTIVE AUDIENCE!



our reader profile



PERFORMANCES READERS AT A GLANCE

2008 PERFORMANCES Magazine Readership Survey

AT A GLANCE

56% Female, 44% Male
 59% Married/Partnered
 Median Age: 49 years
 Median Household Income: \$128,400
 Median Home Value: \$851,000
 College Educated: 88%

AFFLUENT

Average net worth (excluding primary real estate): \$1,193,117
 24% of our readers own a second home.
 75% use a **Platinum** credit card as their primary charge card.
 15% belong to a private club.

PERFORMANCES DELIVERS HIGHER HHI THAN AMERICA'S TOP PUBLICATIONS.

(Source: MRI Doublebase, Spring 2008)

PERFORMANCES\$128,400
 Smithsonian\$126,900
 Architectural Digest.....\$95,054
 Forbes.....\$93,747

PERFORMANCES readers' median household income is nearly three times higher than the average resident. (2000 U.S. Census)

WELL EDUCATED

88% are college graduates.
 50% hold a post graduate or professional degree.

DECISION MAKERS AT WORK AND HOME

52% are in top management.
 86% are at the managerial or professional level.
 30% have some responsibility for financial-related decisions in their company.
 88% maintain an investment portfolio and/or use a financial investment and/or private banking service.

ACTIVE TRAVELERS AND COMMUNITY LEADERS

92% own valid passports.
 5+ average overnight trips per year.
 64% belong to business, charitable/civic organizations.
 21% serve on boards of directors.

RESPONSIVE

69% find PERFORMANCES Magazine advertising informative.
 40% say PERFORMANCES Magazine's advertising influences their purchasing decisions.
 62% are more likely to make purchases from PERFORMANCES Magazine advertisers due to the advertisers' support of the arts.

circulation *and* distribution



CIRCULATION

Los Angeles edition	200,000 average per month
San Diego edition	65,000 average per month
Orange County edition	65,000 average per month
Total	330,000 average per month

DISTRIBUTION Audiences of 20 of the area's finest performing arts groups and venues.

LOS ANGELES EDITION

Center Theatre Group

Ahmanson Theatre* | *Broadway genre theatre; Tony Award winner.*
 Mark Taper Forum* | *New play development; Tony Award winner.*
 Kirk Douglas Theatre | *New progressive play development.*

Los Angeles Opera

Dorothy Chandler Pavilion* | *World-class opera.*

Dance at the Music Center

Dorothy Chandler Pavilion* | *The best in dance.*

Los Angeles Philharmonic

Walt Disney Concert Hall* | *Director Gustavo Dudamel.*

Los Angeles Master Chorale

Walt Disney Concert Hall* | *Award-winning chorale.*

Geffen Playhouse

Geffen Playhouse Main Stage | *Known for its celebrity casts.*
 Audrey Skirball Kenis Theatre | *New play development.*

Pasadena Playhouse

Pasadena Playhouse | *New play development and classic repertoire.*

La Mirada Theatre for the Performing Arts

La Mirada Theatre | *New and classic plays and Broadway musicals.*

Ask about Hollywood Bowl Magazine—the program book that covers the entire season of classical, popular, jazz and world music— and Orange County's South Coast Repertory edition. Both are separate buys.

SAN DIEGO EDITION

Old Globe Theatre

Old Globe Theatre | *Broadway-genre theatre; Tony Award winner.*
 Sheryl and Harvey White Theatre | *New play development.*
 Lowell Davies Festival Theatre | *World-renown outdoor Shakespeare Festival.*

San Diego Symphony

Copley Symphony Hall | *One of the leading U.S. orchestras.*
 Embarcadero Marina Park | *Summer Pops and outdoor music festival.*

La Jolla Playhouse

Mandell Weiss Theatre | *Broadway-genre theatre; Tony Award winner.*
 Mandell Weiss Forum | *New play development.*
 Sheila and Hughes Potiker Theatre | *Black box theatre.*

San Diego Opera

San Diego Civic Theatre | *One of the premier American opera companies.*

San Diego Repertory Theatre

Lyceum Theatre | *Provocative programming reflecting the city's diversity.*

ORANGE COUNTY EDITION

Pacific Symphony

Pacific Chorale

Broadway, Dance, Jazz Series and Cabaret Series

Seegerstrom Hall** | *Symphonic music, international dance and Broadway shows.*
 Renée and Henry Seegerstrom Concert Hall** | *Concert, Jazz Club, Cabaret Series.*
 Samueli Theater** | *Concert Series, Jazz Club Series, Cabaret Series, Family Series.*

*Music Center Performing Arts Center of Los Angeles County

**Seegerstrom Center for the Arts - programs published by Orange County Register (OCR)

deadlines and specifications

SPACE AND MATERIAL DEADLINES

Issue	January	February	March	April	May	June	Hollywood Bowl	July	August	September	October	November	December
Space Reservation	Nov 23	Dec 16	Jan 20	Feb 20	Mar 22	Apr 20	May 11	May 18	June 21	July 20	Aug 23	Sept 20	Oct 19
Material Due	Nov 30	Jan 4	Jan 27	Feb 27	Mar 29	Apr 27	May 18	May 25	June 28	July 27	Aug 30	Sept 27	Oct 26

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
2 Page Spread	15.25" x 10"	16.5" x 11.125"	16.25" x 10.875"
Full Page	7" x 10"	8.375" x 11.125"	8.125" x 10.875"
2/3 Page	4.625" x 9.875"	not available	not available
1/2 Island	4.625" x 7.375"	not available	not available
1/3 Vertical	2.25" x 9.875"	not available	not available
1/3 Square	4.625" x 4.875"	not available	not available
1/6 Vertical	2.25" x 4.875"	not available	not available
1/6 Horizontal	4.625" x 2.375"	not available	not available

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.

NATIVE FILES

If any modifications need to be made, please provide native application files created in Adobe CS4 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.

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

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" 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: ad