

AUDIENCE[®]

Louisville's source for arts and entertainment for over 20 years.

2024-2025

Media Kit & Performance Schedule





PUT YOUR BRAND IN THE HANDS OF AUDIENCES IN LOUISVILLE.

Audience® is the only media platform dedicated to the arts and entertainment in Louisville. For over twenty years, we have published the official printed playbills and performance guides for the major arts groups in Louisville, offering advertisers the opportunity to connect with these passionate audiences.

We also publish *Audience Magazine*, the only magazine dedicated to the arts and entertainment in Louisville. Each issue features event outlooks, show previews, reviews, interesting articles and more and is published monthly in a digital format and quarterly in a printed format and distributed around Louisville.

Lastly, Audience502 is our web and social media brand that connects all of our content together in one place to keep the arts and entertainment enthusiasts informed and up-to-date on what's happening in Louisville.

We look forward to connecting your brand with the performing arts and entertainment enthusiasts of Louisville!

MEET YOUR AUDIENCE

- 72% of respondents are female; 28% are male.
- 86% have college degrees; 54% have post graduate degrees.
- 17% are ages 26–44; 56% are ages 45–64; 20% are over 65.
- 35% have purchased products or services as a result of reading ads in Audience.
- 80% take Audience® home for sharing, referral and souvenirs.
- 31% have subscriptions to two or arts groups seasons.
- 64% attend multiple performances a year.

PRINTED PLAYBILL OPPORTUNITIES



2024-2025 Season Snapshot

Broadway Bonus:

Come From Away

2 Shows Jan. 11 & 12 (Full-page: \$800)

**7 Show Productions + 1 Bonus Show
Over 60 Performances
160,000+ Printed Playbills**

In partnership with the Louisville Theatrical Association, Broadway in Louisville is the premier presenting company for live theater in the Derby City. Since 1938, they have mesmerized audiences with the world's leading stage performances and have provided memories to last a lifetime.

Last year's Broadway season was one of the most attended in recent history with near sell-outs for every performance. This season indicates similar record-breaking numbers with a line-up of seven amazing productions featuring over sixty performances and 160,000 printed playbills for the Audiences.

We are honored to provide the official Audience© playbills for all of the patrons and connect companies that support and align with the performing arts enthusiasts of Louisville.

**Frequency discounts applicable to multiple insertions.*

***Premium placement and rates available upon request.*

****Advertisers receive a full-page ad and optional editorial in the digital edition of Audience Magazine.*



Les Miserables

October 1 – October 6

8 performances – 20,000 print count
Space: Sept. 3 Material: Sept. 10
Full-page: \$1,900 Half-page: \$1,050



Mamma Mia!

December 3 – December 8

8 performances – 20,000 print count
Space: Nov. 3 Material: Nov. 10
Full-page: \$1,900 Half-page: \$1,050



Moulin Rouge! The Musical*

February 18 – March 2

16 performances – 40,000 print count
Space: Jan. 1 Material: Jan. 15
Full-page: \$2,350 Half-page: \$1,050
2x minimum annual insertion.



Peter Pan

March 25 – March 30

8 performances – 20,000 print count
Space: Feb. 1 Material: Feb. 15
Full-page: \$1,900 Half-page: \$1,050



& Juliet

April 22 – April 27

8 performances – 20,000 print count
Space: March 1 Material: March 15
Full-page: \$1,900 Half-page: \$1,050



Shucked

May 13 – May 18

8 performances – 20,000 print count
Space: April 1 Material: April 15
Full-page: \$1,900 Half-page: \$1,050



The Wiz

July 29 – August 3

8 performances – 20,000 print count
Space: July 1 Material: July 10
Full-page: \$1,900 Half-page: \$1,050



The Kentucky Shakespeare Festival in Central Park is the longest running free, non-ticketed Shakespeare festival in the United States. With over 45 performances from May thru August, Audience© provides one official playbill for the season that covers the three summer performance runs giving attendees information about the storyline, cast members and more.

Print Count: 15,000 **Full-page:** \$1,500 **Half-page:** \$750

**Premium placement and rates available upon request.*

***Advertisers receive a full-page ad and optional editorial in the digital edition of Audience Magazine for June, July or August.*

Space Deadline: April 18, 2025 **Material Deadline:** May 1, 2025



CenterStage at JCC is Kentucky's oldest community theater company with a mission to transform lives, empower individuals through the exploration of character and to share stories through live theater.

The Music Man

August 15-25

Bent

September 11-22

Charlie Brown

November 7-17

High School Musical

Feb. 20-March 9

9 to 5

May 8-18

Print Count: 1,000 printed playbills per production of six shows.

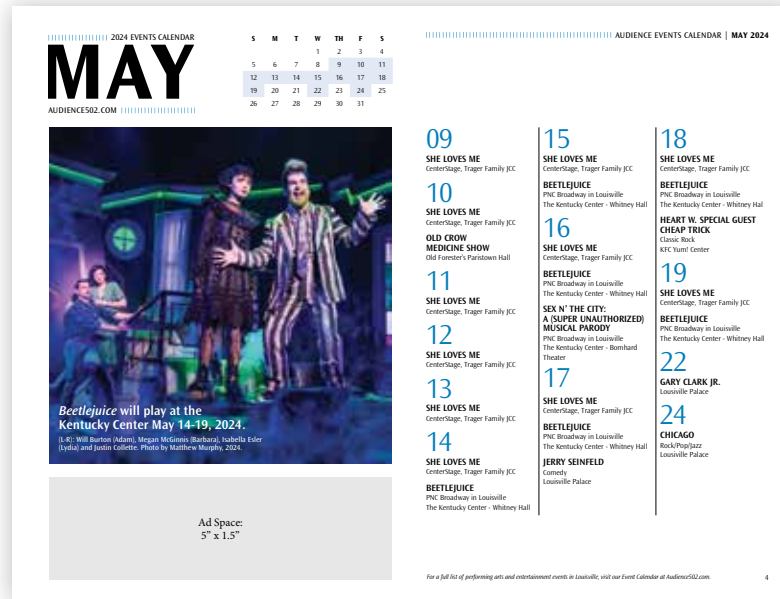
Full-page: \$425 **Half-page:** \$300

**Premium placement and rates available upon request.*

***Advertisers receive a full-page ad and optional editorial in the digital Audience Magazine.*

ANNUAL ARTS SEASON CALENDAR

The official Audience calendar showcasing the performances of the major arts groups in Louisville.



The annual Audience Arts Season Calendar features the full schedule of performances for Broadway in Louisville, Louisville Orchestra, Louisville Ballet, Kentucky Opera, Derby Dinner Playhouse, CenterStage and StageOne Family Theater.

Each calendar is the size of the Audience Playbills and will highlight the major arts groups season performances in a month-to-month format and provide information about each group and the venues where they perform.

Print Count: 12,500 | Distribution to start in August 2024 at KY Center for the Performing Arts, Brown Theatre, Paristown Hall, Derby Dinner Playhouse, local coffee shops, stores and restaurants.

Full-page
\$1,500

Half-page
\$900

Banner
\$700

Space Deadline: July 12 | **Material Deadline:** July 19

AUDIENCE MAGAZINE

The only magazine dedicated to the arts and entertainment in Louisville.



Scan for digital library

Print Issue Themes

January

Supporters of the Arts:
People & Businesses

April

Summer Outlook:
Concerts, Events &
Camps for Kids

July

Regional Arts Getaways &
Louisville Museum Round-up

October

Restaurant Round-up: Our Top Picks
Holiday Arts Outlook

Since 2020, *Audience Magazine* has delivered timely arts and entertainment content and information each month to a passionate and dedicated audience. The magazine is emailed to the Audience502 database and partnering groups databases, totalling approximately 50,000 to 75,000 emails per month. The digital magazine is also shared on social media with paid boosted posts. Beginning in January 2025, we will expand *Audience Magazine* to also include a quarterly printed edition that will feature previews for performances, concerts, festivals, interviews, audition information and other content focused on the arts and entertainment in Louisville.

Annual Print Count: 60,000 (15,000 printed copies per issue published in January, April, July and October.)

Distribution: Each issue will be distributed at KY Center for the Performing Arts, Brown Theatre, Paristown Hall, Derby Dinner Playhouse, local coffee shops, stores and restaurants.

PRINT RATES:

Full-page	Half-page
\$1,500	\$900

DIGITAL RATES:

Full-page	Half-page
\$500	\$350

*Print placement includes ad in digital magazine and editorial. *Digital ad placement includes optional editorial.
Space Deadline is the first week of the previous month of ad insertion. Material Deadline is the 15th of the previous month.

AUDIENCE OPPORTUNITY SUMMARY



7 productions featuring over 60 performances and 160,000 printed playbills for the season. (20,000 per production run)

Full-page: \$1,900 **Half-page:** \$1,050

October 1-6 – Les Miserables

December 3-8 – Mama Mia!

February 18-March 2 – Moulin Rouge!*

March 25-30 – Peter Pan

April 22-27 - & Juliet

May 13-18 – Shucked

July 29-August 3 – The Wiz

**Add 35% for additional performances and print count.*



4 printed issues published in January, April, July and October with a print count of 15,000 copies per issue.

Full-page: \$1,500 **Half-page:** \$900

(Includes ad placement in digital Audience Magazine)

12 digital issues published the first week of each month and emailed to the Audience502 database, partnering arts groups databases and shared on social media.

Full-page: \$500 **Half-page:** \$350

(Includes an optional editorial)

Material due the 15th of the month prior to insertion.



46 performances

15,000 printed playbills for the summer May thru August

Full-page: \$1,500 **Half-page:** \$900

Space: April 18 **Material:** May 1

Audience Arts Season Calendar

Published in August – 12,500 copies

Full-page: \$1,500 **Half-page:** \$900 **Banner:** \$700

Space: July 12 **Material:** July 19



4 productions featuring over 30 performances and approximately 1,000 printed playbills per production run.

The Music Man

August 15-25

Charlie Brown

November 7-17

High School Musical

Feb. 20-March 9

9 to 5

May 8-18

Full-page: \$425 **Half-page:** \$300

**Premium placement and rates available upon request.*

***Advertisers receive a full-page ad and editorial in the digital Audience Magazine.*

DESIGN SPECS AND OTHER INFORMATION

AUDIENCE MAGAZINE

Space deadline is the first week of the previous month of insertion with ad material due the 15th of the previous month of insertion.



Full Page
8.375 x 10.875 (.125 bleed)



1/2 Page Horizontal
7.125 x 4.68 (No bleed)

AUDIENCE PRINTED PERFORMANCE GUIDES



Full Page
4.75" x 7.75"
Full Page with Bleed
5.75" x 8.75"



1/2 Page Vertical
2.25" x 7.75"
1/4 Page Vertical
2.25" x 3.75"



1/2 Page Horizontal
4.75" x 3.75"
1/4 Page Horizontal
4.75" x 2"

Center Spread: 10.25" x 7.75"

Center Spread w/Bleed: 11.25" x 8.625"

Finished publication trim size: 5.5" x 8.5", Saddle-stitched

Note: Keep all live matter .25" from trim on all sides.

Digital Ads

- PDF or JPG (Exact size)
- Resolution: 300 dpi
- CMYK or Grayscale
- Embed all fonts
- Include crop marks
- Include high-res color proof to insure accurate color match

Email Ads to: DDREISBACH@THEAUDIENCEGROUP.COM

Alterations

Alterations to any ad requiring additional production will be billed to the advertiser or agency.

Design Services

In-house design, layout and copywriting are available for a nominal fee to advertisers who require creative services and are not using an agency. Photography, illustration and/or additional production will be billed to the advertiser.

General Policies

The publisher reserves the right to reject any advertisement deemed to be of questionable taste or exaggerated claims. The publisher accepts advertisements with the understanding that the advertiser and/or agency is responsible for the content of the advertisements and absolves the publisher from all claims. In any advertisement simulating editorial material, the word "advertisement" must appear at the top or bottom of the ad. Publisher's liability for an error shall not exceed the cost of the space occupied by the error. No allowance will be made for errors that do not materially affect the value of the ad.

Cancellations

Ads cancelled after the space reservation deadline will be billed at 100%. No ads may be deleted from an issue after the ad due date. Cancellation of contracts for multiple issues will result in prorated charges based on the published rate for all ads run to date under current contract at time of cancellation.