

AUDIENCE[®]

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

2025-2026

Media Kit & Performance Schedule





PUT YOUR BRAND IN THE HANDS OF AUDIENCES IN LOUISVILLE.

Audience© is Louisville's premier media platform dedicated to the arts and entertainment scene. For over 20 years, we've been the trusted publisher of the official playbills and performance guides for the city's leading arts organizations, giving advertisers a unique opportunity to reach highly engaged and passionate audiences.

We also produce *Audience Magazine*, the only publication dedicated to Louisville's arts and entertainment scene. Each issue offers event previews, show reviews, exclusive articles, and more. Published quarterly in print and digital format with distribution at over fifty locations around the Louisville and Southern Indiana, giving advertisers another opportunity to showcase their brand messaging in a clear and concise way.

In addition, Audience502 is our digital hub—connecting all of our content across web and social media platforms. It's the go-to source for arts and entertainment lovers to stay informed on the latest happenings in Louisville.

Let us help you connect your brand with Louisville's vibrant arts and entertainment community!

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



2025-2026 Season Snapshot

9 Show Productions - 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 nine 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.



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:** \$900

**Premium placement and rates available upon request.*

***Advertisers receive a discounted rate in other Audience published products.*

Space Deadline: April 18, 2026 **Material Deadline:** May 1, 2026



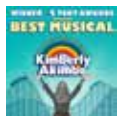
MJ The Musical September 9 -14

8 performances – 20,000 Printed Playbills
Space: Aug. 1 Material: Aug. 15
Full-page: \$1,990 Half-page: \$1,050



Water for Elephants October 14-19

8 performances – 20,000 Printed Playbills
Space: Sept. 8 Material: Sept. 16
Full-page: \$1,990 Half-page: \$1,050



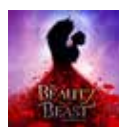
Kimberly Akimbo December 2-7

8 performances – 20,000 Printed Playbills
Space: Nov. 3 Material: Nov. 14
Full-page: \$1,990 Half-page: \$1,050



The Great Gatsby February 10-15

8 performances – 20,000 Printed Playbills
Space: Jan. 12 Material: Jan. 23
Full-page: \$1,990 Half-page: \$1,050



Disney's Beauty and the Beast March 10-15

8 performances – 20,000 Printed Playbills
Space: Feb. 12 Material: Feb. 23
Full-page: \$1,990 Half-page: \$1,050



Riverdance March 24-26

3 performances - 7,000 Printed Playbills
Space: March 2 Material: March 10
Full-page: \$1,000 Half-page: \$600



The Book of Mormon May 5-10

8 performances – 20,000 Printed Playbills
Space: April 7 Material: April 17
Full-page: \$1,990 Half-page: \$1,050



****Hamilton**** (Special 2-week performance run) June 30 – July 12

16 performances – 40,000 Printed Playbills
Space: June 2 Material: June 13
Full-page: \$2,850 Half-page: \$1,900



The Outsiders August 18-23

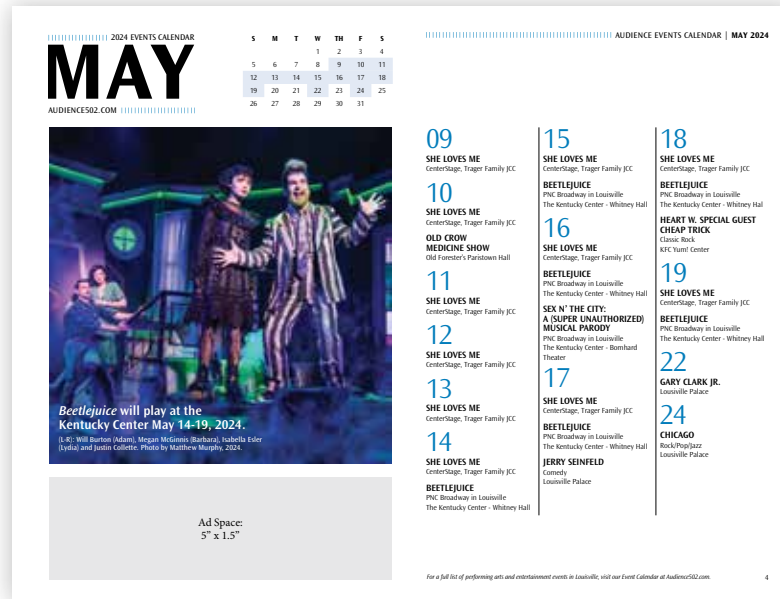
8 performances – 20,000 Printed Playbills
Space: July 22 Material: Aug. 3
Full-page: \$1,990 Half-page: \$1,050

Frequency discounts applicable to multiple insertions. **Premium placement available upon request. *Advertisers receive involvement in our monthly Event Outlook Email.*

For advertising information, contact The Audience Group - Douglas Dreisbach - 502-212-2066 ddreisbach@theaudiencegroup.com

ANNUAL ARTS SEASON CALENDAR

A printed annual calendar showcasing all of 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 as well as information about the each group and the venues where they perform.

Print Count: 12,500 | Distribution to start in August 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.



Audience Magazine is Louisville's guide to the arts and entertainment scene, making it the ideal platform for brands and companies to align their marketing with the city's most passionate and engaged cultural consumers. Published quarterly in print and online, each issue is distributed at over fifty locations around Louisville and Southern Indiana and highlights our top picks for performing arts, concerts, festivals, and live events. Each issue also features exclusive articles about the local arts and entertainment movers and shakers, performance previews, and behind-the-scenes stories that celebrate the vibrant creative community of Louisville.

Connect with a targeted audience that values culture, supports the arts and entertainment of Louisville, and seeks out memorable experiences—right where they discover what's next.

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

Distribution: Each issue is distributed at over fifty targeted locations around Louisville and Southern Indiana including the Kentucky Center for the Performing Arts, Brown Theatre, Derby Dinner Playhouse as well as local coffee shops, stores and restaurants.

AD RATES: Full-page \$1,500 Half-page \$900

**Ad placement includes involvement in our monthly event outlook email the first week of the month.

Space Deadline is the first week of the previous month of ad insertion. Material Deadline is the 15th of the previous month of insertion.

Editorial Calendar

Winter Issue (Jan – March)

Content Outlook: Curtain Up: A New Year in the Arts; Concert Venues We Love; Show previews and event outlook calendar.

Spring Issue: (April-June)

Content Outlook: Spring Festivals and Outdoor Arts; Rising Stars of Louisville Theater; Show previews and event outlook calendar

Summer Issue: (July-Sept)

Content Outlook: Performance Arts Season Previews; Summer Family Fun; Show previews and event outlook calendar.

Fall Issue: (Oct-Dec)

Content Outlook: Holiday Shows and Cultural Celebrations; End of Year Galas and Parties; Show previews and event outlook calendar.



Scan for digital library

AUDIENCE OPPORTUNITY SUMMARY



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

Full-page: \$1,990

Half-page: \$1,050

MJ The Musical

September 9 -14

Water for Elephants

October 14-19

Kimberly Akimbo

December 2-7

The Great Gatsby

February 10-15

Disney's Beauty and the Beast

March 10-15

Riverdance

March 24-26 (Special 3-performance run)

The Book of Mormon

May 5-10

Hamilton

June 30 – July 12 (Special 2-week performance run)

The Outsiders

August 18-23

**Special rates apply. See page 3 for details.



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 both print and digital editions)

Ad placement also includes a linked image and headline in the Audience502 Event Outlook Monthly Email in the month of advertisers choice for the quarter of placement. The email is sent out the first week of each month to Audience subscribers (approx. 5,000 emails) and shared on social media.



46 performances and 15,000 printed playbills for the season that runs from 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



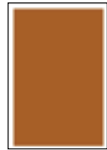
Audience502 Event Outlook Monthly Email

Reserved for advertisers and supporters of Audience, this email is deployed the first week of each month to Audience subscribers (approx. 5,000 emails) and shared on social media.

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
8.327 x 10.875 (.125 bleed)



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

AUDIENCE PRINTED PLAYBILLS AND PROGRAMS



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.