

AUDIENCE[®]

*Reach Louisville's Most Affluent & Engaged Consumers
Through Broadway, Performing Arts, Festivals & Culture*

2026-2027

Media Kit & Performance Schedule



WHY AUDIENCE WORKS

For more than 20 years, Audience has connected advertisers with Louisville's most active and influential arts patrons through the official Broadway in Louisville playbills, Kentucky Shakespeare programs, Audience Magazine and Audience502.com. Our readers are educated, affluent, community-minded consumers who actively support local businesses, dining, travel, healthcare, entertainment and the arts.

170,000+
Broadway
Playbills

60,000
Magazine
Copies

12,500
Arts
Calendars

5,000+
Email
Subscribers

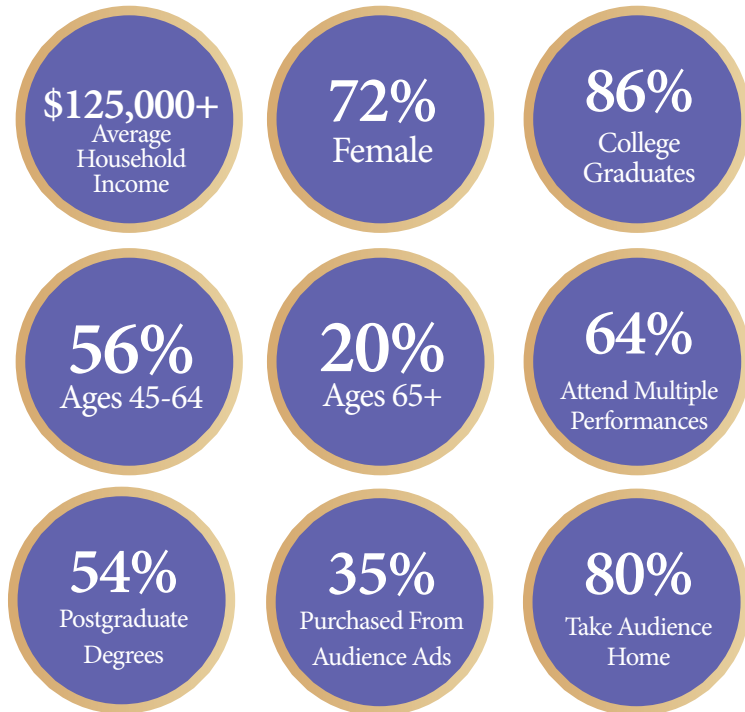
90+
Distribution
Locations

20+
Years Serving
Louisville

MEET YOUR AUDIENCE

Louisville's Most Educated, Engaged & Influential Consumers

AUDIENCE PROFILE



WHY ARTS PATRONS MATTER



OUR AUDIENCE REGULARLY SPENDS MONEY ON



BROADWAY IN LOUISVILLE



Reach Louisville's most engaged and affluent theatergoers through the official Broadway in Louisville playbills. Read before every performance, Audience® playbills place your message directly in the hands of a captive audience attending one of the strongest Broadway seasons in recent years.



Jersey Boys

October 6-11
8 performances – 20,000 Playbills
Space: Sept. 8 Material: Sept. 15
Full-page: \$2,150 Half-page: \$1,125



The Lion King

November 12-29
23 performances – 57,500 Playbills
Space: Oct. 16 Material: Oct. 23
Full-page: \$3,990 Half-page: \$2,150



Boop! The Musical

January 5-10
8 performances – 20,000 Playbills
Space: Dec. 9 Material: Dec. 16
Full-page: \$2,150 Half-page: \$1,125



The Neil Diamond Musical: A Beautiful Noise

February 16-21
8 performances – 20,000 Playbills
Space: Jan. 21 Material: Jan. 28
Full-page: \$2,150 Half-page: \$1,125



Death Becomes Her

March 9-14
8 performances – 20,000 Playbills
Space: Feb. 11 Material: Feb. 18
Full-page: \$2,150 Half-page: \$1,125



Maybe Happy Ending

April 6-11
8 performances – 20,000 Playbills
Space: March 11 Material: March 18
Full-page: \$2,150 Half-page: \$1,125



Alicia Keys' Hell's Kitchen

May 11-16
8 performances – 20,000 Playbills
Space: April 15 Material: April 22
Full-page: \$2,150 Half-page: \$1,125

2026-2027 Season Snapshot

7
Show
Productions

70+
Performances

170,000
Printed
Playbills

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

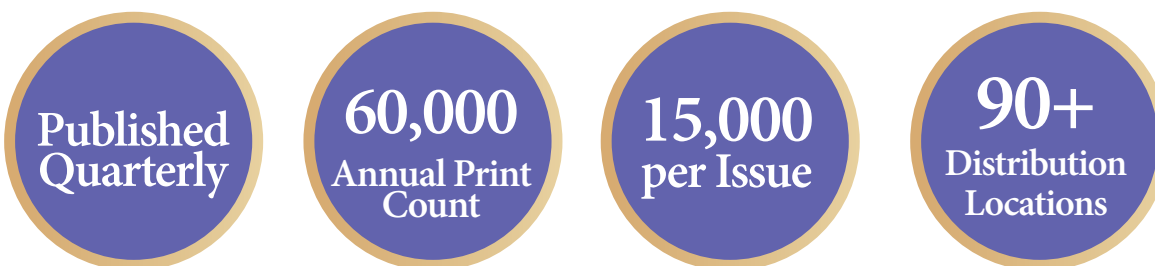
For advertising information, contact The Audience Group - Douglas Dreisbach - 502-212-2066 ddreisbach@theaudiencegroup.com

AUDIENCE MAGAZINE

60,000 Annual Print Distribution • Quarterly Print & Digital Editions



Audience Magazine is Louisville's premier arts and entertainment publication, connecting advertisers with an educated, affluent audience that values culture, travel, dining, and unforgettable experiences. Published quarterly and distributed at more than 90 locations throughout Louisville and Southern Indiana, each issue delivers trusted editorial alongside powerful branding opportunities that keep your business top of mind.



AD RATES: Full-page \$1,650 Half-page \$1,000

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

*Includes placement in print and digital editions and option for link in our monthly email newsletter.

*Frequency discounts available

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

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

ANNUAL ARTS OPPORTUNITIES

Kentucky Shakespeare in Central Park



15,000 Copies Distributed at 45+ Performances

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 each storyline, cast members and more.

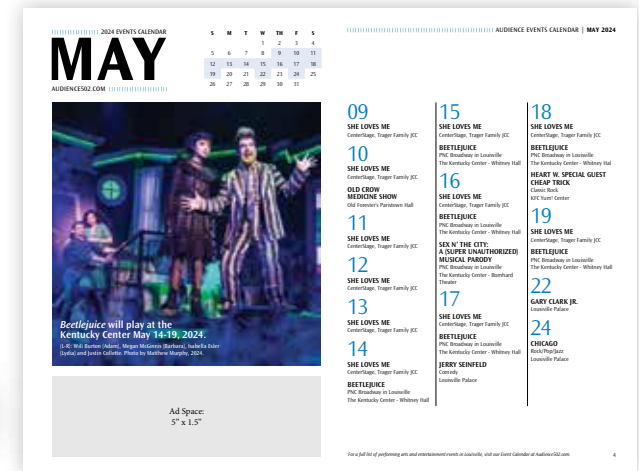
Full-page: \$1,650 **Half-page:** \$900

**Premium placement and rates available upon request.*

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

Space Deadline: April 16 | **Material Deadline:** April 30

Annual Arts Season Calendar



12,500 Annual Copies • Distributed Beginning Each August

The Audience Arts Season Calendar is Louisville's trusted annual guide to the performing arts season, showcasing Broadway, theater, music, dance, opera, and family entertainment in one easy-to-use publication. Distributed throughout the community and referenced all season long, it provides advertisers with year-round visibility alongside the city's premier cultural organizations.

Distributed at:

Art fairs, Festivals, Kentucky Center, Brown Theatre, Coffee shops, Restaurants

Full-page

\$1,500

Half-page

\$900

Banner

\$700

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

INTEGRATED MARKETING PACKAGES

Advertising packages provide extended visibility across multiple Audience platforms, helping your brand stay in front of consumers throughout the year rather than during a single event or publication. By combining print, digital, email, and social media exposure, advertisers benefit from repeated impressions that build awareness, reinforce messaging, and maximize return on investment.

Consider the packages below or we can build a custom package based on your strategy and budget.

BROADWAY SEASON PARTNER — \$30,000

Our premier annual partnership for organizations seeking maximum visibility among Louisville's most engaged arts patrons.

- Full-page ad in the playbills for all seven Broadway in Louisville performances.
- Full-page ad in all four issues of *Audience Magazine*
- Four Title Sponsorships of Audience Spotlight Interviews with brand mentions for the intro, mid-interview and at the end.
- Featured placement in Audience email newsletters
- Website banner advertising
- Social media recognition throughout the season

ARTS CHAMPION PACKAGE — \$7,500

A year-round marketing program designed to align your brand with Louisville's arts and cultural community.

- Full-page ad in all four issues of *Audience Magazine*
- Full-page ad in the Annual Arts Season Calendar
- Two Title Sponsorships of Audience Spotlight Interviews with brand mentions for the intro, mid-interview and at the end.
- Featured placement in Audience email newsletters
- Website banner advertising
- Social media recognition

SPOTLIGHT PACKAGE — \$3,500

An ideal introduction to Audience's multi-platform marketing reach.

- Full-page ad in one Broadway in Louisville playbill (excludes Lion King Playbill)
- Full-page ad in one issue of *Audience Magazine*
- Featured placement in Audience email newsletter
- Website banner advertising
- Social media recognition

AUDIENCE INTERVIEW

SPOTLIGHT SPONSOR — \$1,500

Position your organization as a thought leader through exclusive branded content and storytelling.

- Sponsorship of one Audience Interview feature
- Full interview article published on Audience502.com
- Dedicated email deployment to Audience subscribers
- Inclusion in the monthly Audience Event Outlook email
- Social media promotion of the interview
- Sponsor recognition throughout the article and promotional materials
- Linked branding within the published feature and email communications

DIGITAL MEDIA NETWORK

Audience502.com Digital Media Network Integrated Marketing That Delivers Results

The greatest value in branding comes from combining print and digital. By integrating *Audience Magazine*, Broadway playbills, Audience502.com, email newsletters, and social media promotions, advertisers receive repeated exposure across multiple platforms, increasing brand recognition, reinforcing messaging, and reaching consumers throughout their entertainment journey—from planning an event to attending a performance and sharing the experience afterward.

Audience502.com

Audience502.com keeps entertainment enthusiasts informed about what's going on in Louisville and extends the reach of *Audience Magazine* beyond the printed page, connecting readers with Louisville's arts, entertainment, dining, culture, and events every day. Through a combination of editorial content, event coverage, email marketing, social media, and digital advertising, we provide advertisers with multiple opportunities to engage an affluent, highly educated, and culturally active audience before, during, and after they attend performances and events.



Email Marketing

Reach one of Louisville's most engaged arts audiences through our opt-in email newsletters delivered directly to over 5,000 subscribers. Newsletters feature upcoming performances, events, editorial highlights, and advertiser messages with premium placement opportunities that generate strong visibility and click-through engagement.

Social Media

Audience maintains an active presence across Facebook, Instagram, X, and other digital platforms, promoting local events, interviews, contests, ticket giveaways, and featured stories throughout the year. Combined, our social channels helps advertisers extend their message well beyond print while reaching audiences where they spend their time online.

WHO ADVERTISES IN AUDIENCE?

Trusted by Louisville's Leading Brands

Audience is proud to partner with many of Louisville's most respected businesses, institutions, and cultural organizations. These brands recognize the value of reaching an educated, affluent, and highly engaged audience through trusted arts and entertainment media that has served the community for more than 20 years.

Perfect for:

- Hospitals
- Wealth Advisors
- Financial Institutions
- Attorneys
- Real Estate
- Luxury Home Builders
- Interior Designers
- Travel Companies
- Retirement Communities
- Universities
- Fine Dining
- Bourbon Brands
- Automotive Dealers
- Arts Supporters

Trusted by Louisville's Leading Brands

Corporate Leaders

- Stock Yards Bank & Trust
- Louisville Airport
- Kentucky Tourism
- Speed Art Museum
- Kentucky Lottery
- Brown Forman
- UofL Health
- Baptist Health
- Heaven Hill (Evan Williams Bourbon Experience)
- Kentucky Peerless Bourbon
- AARP

Community Leaders

- Fund for the Arts
- Louisville Downtown Partnership
- Jefferson County Clerk
- Kentucky Educational Television (KET)
- Louisville Palace Theatre
- Galt House Hotel
- Jewish Community Center
- Episcopal Church Home

- Treyton Oak Towers
- Louisville Zoo
- Korrekt Optical
- HB Productions
- Music Go Round
- Jeff Ruby's Steakhouse
- Derby City Gaming
- Kentucky Author Forum
- Frazier History Museum
- Danny Wimmer Presents (Bourbon & Beyond)
- French Lick Resort

Louisville Arts Groups

- Kentucky Performing Arts
- Broadway in Louisville
- Louisville Ballet
- Louisville Orchestra
- Kentucky Opera
- Kentucky Shakespeare
- Derby Dinner Playhouse
- Actors Theater
- StageOne Family Theater

**Current and past advertisers and supporters of Audience produced playbills, magazines and more.*

AUDIENCE OPPORTUNITY SUMMARY



7 Productions – Over 70 Performances – 170,000+ Playbills

Full-page: \$2,150

Half-page: \$1,125

Jersey Boys October 6-11

The Lion King November 12-29

Boop! The Musical January 5-10

*The Neil Diamond Musical:
A Beautiful Noise* February 16-21

Death Becomes Her March 9-14

Maybe Happy Ending April 6-11

Alecia Keys' Hell's Kitchen May 11-16



46 performances and 15,000 printed playbills for the season that runs from May thru August.

Full-page: \$1,650 **Half-page:** \$900

Space: April 16 **Material:** April 30

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 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.



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.

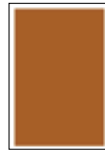


Full Page
8.327 x 10.875 (.125 bleed)



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

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.

Payment Terms

All invoices are on a NET 30 payment schedule and billed per insertion unless otherwise requested by the advertiser.

Design Services & Alterations

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

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.



Thank you

for considering Audience as part of your marketing strategy. We'd love the opportunity to help connect your organization with one of Louisville's most educated, engaged and influential audiences through a customized multi-platform campaign.



Douglas Dreisbach
President & Publisher

502-212-2066

ddreisbach@theaudiencegroup.com