PERFORMANCES MAGAZINE HAS A MAJOR PRESENCE AT EVERY SHOW AND BECOMES A LASTING SOUVENIR AFTER THE CURTAIN CLOSES.

2017 MEDIA KIT

LA 310.280.2880 | OC 714.825.1700 | SD 619.260.5599
PERFORMANCESMAGAZINE.COM
PROGRAM NOTES

PERFORMANCES Magazine is the official theater program of the performing arts in Southern California reaching more than 6.2 million audience members annually.

Distributed to audience members at more than 20 performing art venues throughout Southern California, Performances Magazine is read by some of the most creative, affluent and influential thought leaders and trendsetters in the market—offering brands an opportunity to align themselves with the prolific arts organizations and society members of the Southern California region. It is an immersive media experience that is authentic, experiential and emotional—and hence, can be transformative.

“The consumption of culture in any capacity is experiential, which itself can be authentic but can also be transforming (in most cases, it is both).”
—Mat Hunter, Beyond Experience: Culture, consumer, and brand, UK 2009
THE PLOT
REACH INFLUENCERS INSIDE ONE OF THE WORLD’S LARGEST MEDIA MARKETS.

PRINT IS KING
Inside performing art venues, patrons are required to turn off all mobile devices. In 2015, 94% of our audiences stated that print is their most valued and trusted source of media.*

ENGAGED AND IMMERSIVE EXPERIENCE
Performances Magazine offers an “out of home” print media platform that speaks directly to tastemakers, reaching them while they are emotionally engaged, open and available to receive messages in this immersive experiential environment.

PILLARS OF THE COMMUNITY
90% of Americans say that they are more likely to trust a brand and be loyal to a brand that backs causes.** 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, including the LA Phil, LA Opera, Center Theatre Group, The Geffen Playhouse, La Jolla Playhouse, The Old Globe, San Diego Symphony and more.

CREATIVITY RULES
Entertainment is a $47 billion business in Southern California. Advertising in Performances Magazine allows you to reach the industry and speak directly to these creative, affluent influencers.

* Audience Survey 2015, LSC Consulting, Los Angeles, CA, January 2015
** 2013 Cone Communications Social Impact Study - The Next Cause Evolution
THE MAGAZINE
#1 most widely circulated arts publication in Southern California.
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 their support of the arts.
172 custom editions in 3 cities per year.
6.2 million readers annually.

AUDIENCE
OUR AUDIENCE RATED PRINT MORE TRUSTWORTHY THAN ANY OTHER MEDIA. IN THE MARKET.

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.

DEMOGRAPHICS
38% male. 63% 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.

AFFLUENT
77% own a home. Their median house value is 2x that of Southern California’s median house.
19% own a second home.
27% have assets above $2 million with a median assets value of $3.5 million.
1 in 3 has a HHI above $150,000.

Source: Audience Survey 2015, LSC Consulting, Los Angeles, CA, January 2015
OUR CIRCULATION

LOS ANGELES
200,000 COPIES PER MONTH

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

Los Angeles Master Chorale
Walt Disney Concert Hall

Pasadena Playhouse
Pasadena Playhouse

Pasadena Symphony
Ambassador Auditorium

La Mirada Theatre for the Performing Arts
La Mirada Theatre

The Wallis
Bram Goldsmith Theatre
Lovelace Studio Theatre

SAN DIEGO
65,000 COPIES PER MONTH

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 COPIES PER MONTH

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
200,000 COPIES PER SEASON

Los Angeles Philharmonic’s Hollywood Bowl Summertime Season**
Hollywood Bowl

**PERFORMANCES Magazine’s Hollywood Bowl Magazine edition is sold separately
# 2017 SPECS + DEADLINES

## SPECIFICATIONS

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

### AD SIZE (WxH)

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## DEADLINES

Space and materials due dates for 2017.

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## 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.)

TIF 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.

## DELIVERY OF FILES

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

## PROOFING

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

## CONTENT

No coupons, please.

## 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
3479 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.

## FTP INFORMATION

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

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.

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