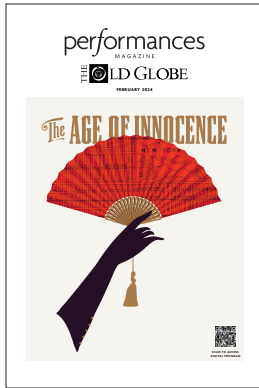




# performances

MAGAZINE





# BRAND INFLUENCE

Actively involved in the process, understanding the plot, the play, listening to the chord structure, taking in all that is presented.

**65%**

READERS SAY ADS INFLUENCE THEIR PURCHASING DECISION.

**97%**

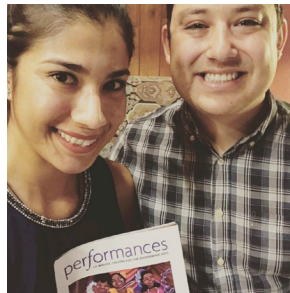
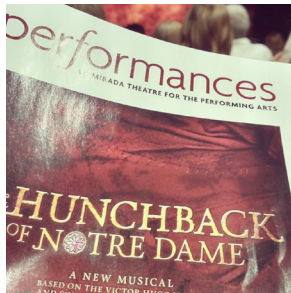
READ PERFORMANCES MAGAZINE WITH OVER HALF READING IT BOTH AT THE VENUE AND AT HOME.

**92%**

READERS SAY PERFORMANCES MAGAZINE ENHANCES THEIR ARTS EXPERIENCE.

## ENGAGEMENT

*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 an immersive and experiential environment.*





# THE AUDIENCE

It does not matter what you see, you walked away moved, emotionally stirred by what was on stage.

**37%**

ADULTS IN CALIFORNIA  
ATTENDED A LIVE  
PERFORMING ARTS  
EVENT.

MALE : FEMALE RATIO

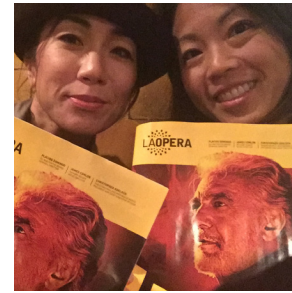
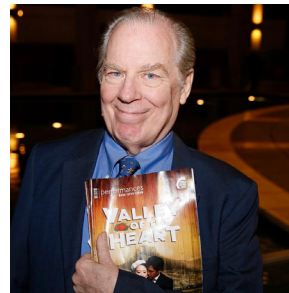
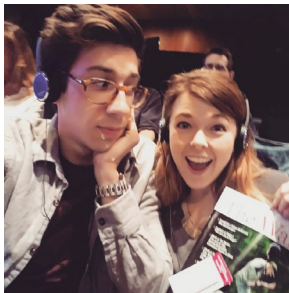


**57%**

AGE 35-64

## THE OFFICIAL THEATER PROGRAM

*Performances Magazine* is the official theater program of the performing arts in Southern California reaching more than 4.9 million audience members annually at more than 20 performing art venues throughout Southern California.



# ADVERTISING PARTNERS

“I wanted to follow up with some statistics re: what an incredible value *Performances* is... What I have found is that, as opposed to most other ad buys, *Performances* reads as luxury cultural branding.”

—Sandra, The Odyssey Theatre

## HALO EFFECT

Appearing in *Performances Magazine* demonstrates your support of the arts and creates trust in your brand.\*

Placement in *Performances Magazine* aligns your brand with the most iconic arts organizations and venues in the country; and, allows you to speak directly to creative, affluent influencers.

## 90%

AMERICANS SAY THEY ARE MORE LIKELY TO TRUST AND BE LOYAL TO A BRAND THAT BACKS PHILANTHROPIC CAUSES.\*

## \$47B

ENTERTAINMENT IS A LUCRATIVE BUSINESS IN SOUTHERN CALIFORNIA.

CITY NATIONAL BANK  
AN RBC COMPANY

THE GETTY

Westfield

YAAMAYA'  
RESORT & CASINO  
AT SAN MANUEL

Caruso

LA PHIL

COMPASS

CIRQUE DU SOLEIL

SOUTH  
COAST  
PLAZA

CONRAD  
HOTELS & RESORTS™

ROLEX

City of Hope

THE OLD GLOBE

AMAWATERWAYS

DUXIANA®

TERRANEA  
CALIFORNIA®

CENTER  
THEATRE  
GROUP

Gelson's

PAVILIONS

COLDWELL  
BANKER

us bank



# DIGITAL ENGAGEMENT

An active, interactive and experiential environment.

## ENGAGEMENT

*Performances Magazine* is now offering a digital program—an alternative platform for audiences to experience theater. Performances+ interactive program captures audiences while they are emotionally engaged and immerses them in an interactive experiential environment that drives your message and traffic directly to you.

## BENEFITS

Performances+ interactive program reimagines the way audiences experience theater in a way that prioritizes hygiene in the Covid-19 era that demands for safer physical touchpoints.

Performances+ interactive program is the digital companion to *Performances Magazine*—helping to reduce material waste and our environmental footprint.



AD ENGAGEMENT TO  
TARGETED AUDIENCE  
WITH MEASURABLE  
PERFORMANCE



INCREASE BRAND RECALL  
AND STAY TOP OF MIND



DRIVE TRAFFIC, GROW  
ONLINE SALES + BUILD  
BRAND AWARENESS

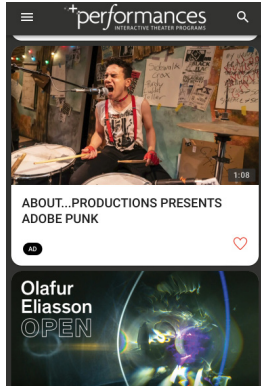


CONTACTLESS  
+ SAFE



ENVIRONMENTALLY  
FRIENDLY +  
ECOLOGICALLY  
RESPONSIBLE





# DIGITAL MARKETING

“Art is the most effective mode of communication that exists.”  
—John Dewey, *Art as Experience*, 1934

**69%**  
ADULTS THAT VIEW OR LISTEN TO THE ARTS THROUGH MEDIA

**22%**  
ADULTS WHO USED SOCIAL MEDIA TO POST INFORMATION OR OPINION ABOUT THE ARTS

**11%**  
ADULTS WATCHED OR LISTENED TO THEATER PRODUCTIONS VIA ELECTRONIC OR DIGITAL MEDIA\*

## PERFORMANCES+

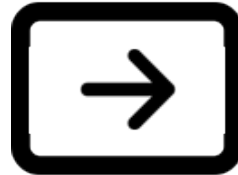
Performances+ Interactive Programs enhances the theater experience for 25 performing arts venues throughout Southern California.



**SHOW POST AD**  
Tailor your marketing message with a call to action that is specific to this targeted audience.



**VIDEO/ADVETORIAL POST**  
Educate the audience about your product/service with short-form video content.



**CAROUSEL AD**  
Capture the attention of the audience with premium positioning on the carousel ad rotator.



**EVENT POST**  
Promote your upcoming show to an arts loving audience.



**POP-UP BANNER**  
Pop-up ads have a higher return on investment. The audience must close the pop-up ad before going on to view show content.





ON STAGE



SPECIAL PROMOTION

STEW

July 12-Aug. 6 | Mama and the girls are in the kitchen early preparing her famous stew for a big event in Zora Howard's humorous, haunting, and sharp 90-minute drama. As these three generations of Black women work through the recipe, and their grief, they begin to feel their past and present closing in. A finalist for the 2021 Pulitzer Prize for Drama,

FRIDA

July 12-Aug. 6 | Mama and the girls are in the kitchen early preparing her famous stew for a big event in Zora Howard's humorous, haunting, and sharp 90-minute drama. As these three generations of Black women work through the recipe, and their grief, they begin to feel their past and present closing in. A finalist for the 2021 Pulitzer Prize for Drama,

# DIRECT MARKETING

Align your marketing message with the Los Angeles performing arts community in a formatted email blast sent directly to an active and targeted audience.

**80K**  
SUBSCRIBERS

**480K**  
TOTAL CAMPAIGN OVER  
SIX BI-WEEKLY E-BLASTS

**100K+**  
AVERAGE HHI.

**TARGETED MARKETING**  
L.A. County  
Theater goers / Performing arts patrons  
SoCalPulse subscriber audience\*



FORMATTED AD SPACE

Large, clickable show-art hero image accompanied by a description (~100 words) and link to direct ticketing.

\*SoCalPulse.com subscribers are an active audience of local and visitors looking for things to experience, see and do in L.A.



**4.9M+**  
ANNUAL READERSHIP

**#1**  
MOST WIDELY CIRCULATED  
ARTS PUBLICATION IN  
SOUTHERN CALIFORNIA.

# THE REACH

PERFORMANCES MAGAZINE and PERFORMANCES + INTERACTIVE THEATER PROGRAMS are the official house programs for these outstanding organizations:

LOS ANGELES	PRINT	INTERACTIVE
BROADSTAGE THE EDYE	• •	
CENTER THEATRE GROUP AHMANSON THEATRE KIRK DOUGLAS THEATRE MARK TAPER FORUM	• • •	• • •
LOS ANGELES OPERA DOROTHY CHANDLER PAVILION	•	•
DANCE AT THE MUSIC CENTER DOROTHY CHANDLER PAVILION JERRY MOSS PLAZA	•	• •
LOS ANGELES PHILHARMONIC WALT DISNEY CONCERT HALL	•	
LOS ANGELES MASTER CHORALE WALT DISNEY CONCERT HALL	•	•
PASADENA PLAYHOUSE	•	•
PASADENA SYMPHONY AMBASSADOR AUDITORIUM	•	•
LA MIRADA THEATRE	•	•
A NOISE WITHIN	•	
THE WALLIS ANNENBERG CENTER BRAM GOLDSMITH THEATRE LOVELACE STUDIO THEATRE		• •

PRINT CIRCULATION 120,000 PER MONTH  
DIGITAL CIRCULATION 10,000 PER MONTH

SAN DIEGO	PRINT	INTERACTIVE
CCAЕ THEATRICALS CALIFORNIA CENTER FOR THE ARTS	•	•
OLD GLOBE OLD GLOBE THEATRE WHITE THEATRE DAVIES FESTIVAL THEATRE	• • • •	• • • •
SAN DIEGO SYMPHONY COPLEY SYMPHONY HALL THE RADY SHELL	• •	• •
LA JOLLA PLAYHOUSE MANDELL WEISS THEATRE MANDELL WEISS FORUM POTIKER THEATRE	• • • •	• • • •
SAN DIEGO OPERA SAN DIEGO CIVIC THEATRE	•	•

PRINT CIRCULATION 65,000 PER MONTH  
DIGITAL CIRCULATION 15,000 PER MONTH

ORANGE COUNTY	PRINT	INTERACTIVE
SEGERSTROM CENTER BROADWAY SERIES PACIFIC SYMPHONY DANCE SERIES PHILHARMONIC SOCIETY	• • • • •	• • • • •

PRINT CIRCULATION 68,000 PER MONTH  
DIGITAL CIRCULATION 28,000 PER MONTH

SOUTH COAST REP ^ SEGERSTROM STAGE ARGYROS STAGE	• •	• •
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PRINT CIRCULATION 20,000 3x PER YEAR  
DIGITAL CIRCULATION 5,000 3x PER YEAR

^ South Coast Repertory Theater sold separately