



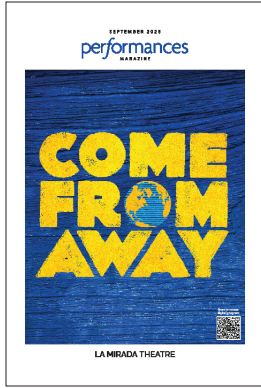
performances

MAGAZINE

It began with a single night—the LA Opera's stirring production of *Girl of the Golden West*. In that moment, *Performances Magazine* took its first bow, stepping into the spotlight as the official program for Southern California's most distinguished stages. For twenty-five years, *Performances Magazine* has been more than a guide—it has been a bridge between stage and seat, drawing millions of theater lovers into the world of the arts every year. Through captivating features, behind-the-scenes stories, and thoughtful editorial, it has celebrated the productions, the artists, and the magic that makes each performance unforgettable.

25

YEAR
ANNIVERSARY



BRAND INFLUENCE

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

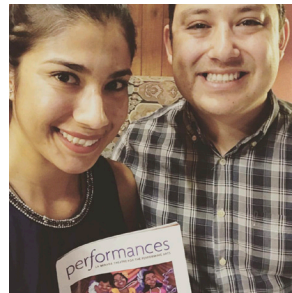
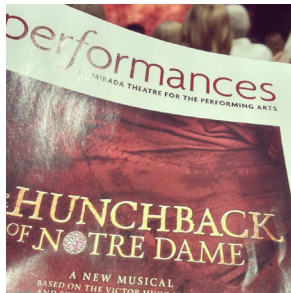
65%
READERS SAY ADS INFLUENCE THEIR PURCHASING DECISION.

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.

DEMOGRAPHICS

57%
READERS ARE AGES 35-64

62%
MARRIED OR HAS A PARTNER

MALE : FEMALE RATIO



95%
VISITED CULTURE VENUE
IN LAST TWO YEARS

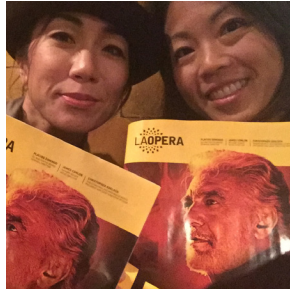
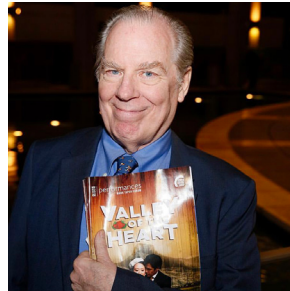
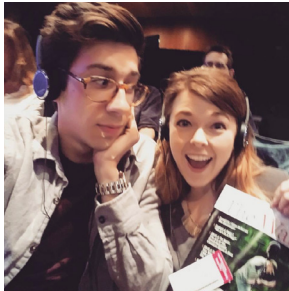
72%
HOMEOWNERS

40%
READERS ARE AGES 25-54

87%
HAVE A COLLEGE DEGREE
OR HIGHER

37%
ADULTS IN CALIFORNIA
ATTENDED A LIVE
PERFORMING ARTS EVENT.

53%
RESPONSIBLE FOR
FINANCIAL DECISIONS



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.





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

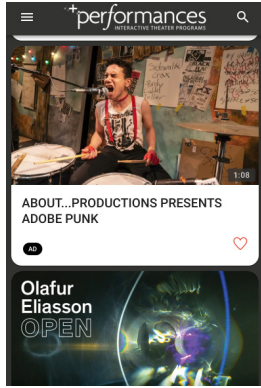


CONTACTLESS + SAFE



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*

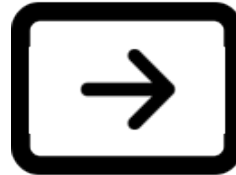
PERFORMANCES+
 Performances+ Interactive Programs enhances the theater experience for 25 performing arts venues throughout Southern California.



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.

<https://www.arts.gov/impact/research>; 50 STATES OF ARTS PARTICIPATION, 2022
 * <https://www.arts.gov/impact/research>; ARTS PARTICIPATION IN 2022 (NATIONAL AVERAGES)



www.theatrocenter.com

Fly Me to the Moon
A Tribute to Quincy Jones

Featuring the Pacific Jazz Orchestra
with Special Guests
Mr. Lee Fisher and Jose James
Chris Walden, conductor

SAT OCT 18 8PM

The SoCalPulse Presents
Fly Me to the Moon
A Tribute to Quincy Jones
Featuring the Pacific Jazz Orchestra
With Special Guests Mr. Lee Fisher and Jose James
Chris Walden, conductor

Saturday, October 18 | 8 p.m.

Quincy Jones was a household name for decades, but long before Michael Jackson said "We Are the World" the musician, arranger/producer worked his way up, first from humble beginnings as a jazz trumpeter and then scoring fame when he moved to Los Angeles. His lifelong impact is huge, including a long list of those whom he mentored, among them GRAMMY Award-winning bandleader and arranger Chris Walden, who is also founder and artistic director of the Pacific Jazz Orchestra. The SoCalPulse and Pacific Jazz Orchestra's 17-piece big band pay homage to Jones in a concert that features his work onstage and onscreen and transport us to his beginnings in the 1950s.

GALLERY




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 (~80 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.



HOLLYWOOD BOWL MAGAZINE

The Hollywood Bowl edition of *Performances Magazine* and the official program of the Hollywood Bowl summer concert season

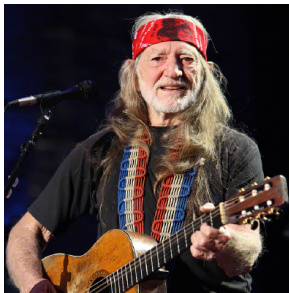
160K
COPIES DISTRIBUTED
OVER THE SUMMER
SEASON (JULY-SEPT)

#1
VOTED BEST OUTDOOR
VENUE 13 CONSECUTIVE
YEARS BY *POLLSTAR*

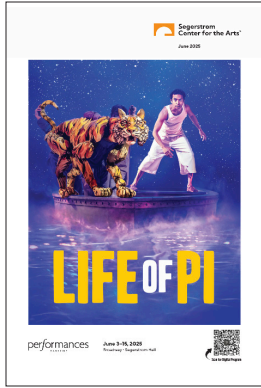
1MIL+
ATTENDEES EVERY
SUMMER SEASON

DISTRIBUTION

Hollywood Bowl Magazine is updated weekly and distributed at the main gate and valet entrance on select nights that include all classical, jazz and Broadway concerts for the summer season. It is also given complimentary to the premium box seat attendees—the Pool Circle ticket holders.



ASK YOUR PERFORMANCES MAGAZINE ACCOUNT REPRESENTATIVE ABOUT HOW HOLLYWOOD BOWL MAGAZINE CAN EXPAND YOUR REACH



THE REACH

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

4.9M+
ANNUAL READERSHIP

#1
MOST WIDELY CIRCULATED
ARTS PUBLICATION IN
SOUTHERN CALIFORNIA.

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 130,000 PER MONTH
DIGITAL CIRCULATION 10,000 PER MONTH

SAN DIEGO	PRINT	INTERACTIVE
OLD GLOBE OLD GLOBE THEATRE WHITE THEATRE DAVIES FESTIVAL THEATRE	• • •	• • •
SAN DIEGO SYMPHONY JACOBS MUSIC CENTER THE RADY SHELL AT JACOBS PARK	• •	• •
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