



PHOTO: ALDO\_LOPEZ-GAVILAN



PHOTO: DAVID REQUIRO

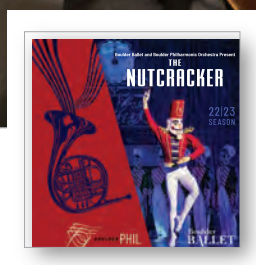


PHOTO: BOULDER BALLET  
BY AMANDA TIPTON

# BOULDER PHIL AND BOULDER BALLET MAGAZINES

**2023/2024 MEDIA KIT**

## DENVER PERFORMING ARTS COMPLEX



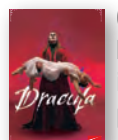
**APPLAUSE MAGAZINE** is handed to patrons attending the Denver Center for the Performing Arts' Tony Award-winning productions and Broadway shows.



**OPERA COLORADO MAGAZINE** provides devoted patrons all the fine points to enhance a grand opera production.

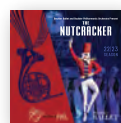


**SOUNDINGS MAGAZINE** goes behind the scenes to provide Colorado Symphony audiences with high points of every diverse performance.



**COLORADO BALLET MAGAZINE** introduces dancers, provides fascinating details for each performance and chronicles the company's 50-plus years.

## BOULDER ARTS



**BOULDER PHILHARMONIC and BOULDER BALLET MAGAZINES** update loyal audiences with performance details and highlights.



**THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE** provides patrons with behind-the-scenes details that enhance every summer performance in Boulder.

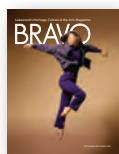


**CU PRESENTS MAGAZINE** engages readers with background on the Artist Series, CU Opera, Takács Quartet and Holiday Festival.



**THE COLORADO MUSIC FESTIVAL MAGAZINE** is the definitive source for all things related to Boulder's premier summer music festival.

## SOUTH & WEST METRO ARTS



**BRAVO LAKEWOOD MAGAZINE** provides residents with details of the arts, classes and entertainment at the Lakewood Cultural Center.



**NEWMAN CENTER PRESENTS MAGAZINE** educates patrons about the eclectic and timely performances in the stunning University of Denver facility.



**VIEW**, the magazine of the Lone Tree Arts Center, features performing arts highlights and details about the happenings at the south metro area's state-of-the-art facility.



**WEST COLFAX LATELY** showcases Colorado's most famous avenue. The annual magazine dives deep on the creative communities and organizations around the west metro's commercial and cultural heart.

## THIRST MAGAZINE



**THIRST MAGAZINE** is the journal of the Centennial State lifestyles and craft libations and food scenes, with vibrant and in-depth content highlighting activities for Colorado days and beverages and hot spots for Colorado evenings.



**THIRSTCOLORADO.COM** enhances the print magazine with even more content — breaking news from the craft food and drinks scenes, a curated weekly events roundup, profiles of Colorado characters and much more.



THE PUBLISHING HOUSE  
303.428.9529  
sales@pub-house.com  
ColoradoArtsPubs.com



## WHY IS ADVERTISING IN COLORADO'S PERFORMING ARTS PUBLICATIONS SO EFFECTIVE?

Colorado's Performing Arts Publications, including Boulder Phil and Boulder Ballet magazines, deliver proven advertising that reaches thousands of engaged Colorado readers, and a targeted audience of affluent purchasers.

### DELIVER TRUSTED MESSAGES

Amid the rise of digital advertising, print continues to deliver effective and efficient promotions. A recent study found that 82

percent of U.S. internet users trust print ads when making a purchase decision, more than any other advertising option.<sup>1</sup> And our arts publications take this one step further — every book is hand-delivered in the venue, ensuring your message is seen.

### CAPTIVATE AUDIENCES

A new captive audience peruses every magazine before, during and after every show. Print is luxurious, tactile and

immersive. It also requires 21 percent less cognitive effort than reading on a screen.<sup>2</sup>

### LEAVE AN IMPRESSION

A healthy return on investment requires targeted marketing. Print ads create lasting impressions on people who appreciate the arts. With attendance on the rise, arts publications are a sound investment.

## WHAT NEUROSCIENCE SAYS ABOUT WHY PRINT MAGAZINE ADS WORK

Paper readers remember more.<sup>4</sup>

more focused  
attention, less  
distraction

higher  
comprehension  
and recall

stimulates  
emotions and  
desires

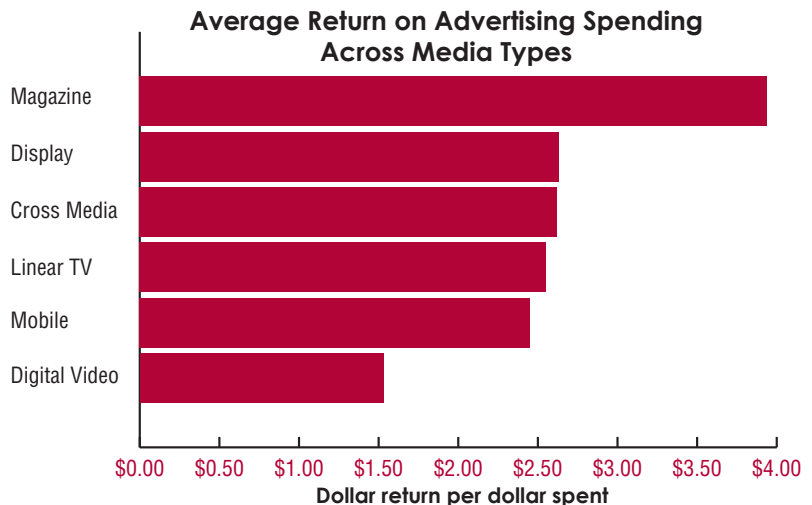
preferred by  
majority  
(even millennials)

drives sensory  
involvement which  
contributes to  
reader impact

slower reading  
speeds

## HOW MAGAZINES STACK UP AGAINST COMPETITIVE MEDIA

Across 1,400 advertising campaigns, magazines show the highest return on advertising spend—the ultimate key performance indicator.<sup>5</sup>



<sup>1</sup> MarketingSherpa

<sup>2</sup> Canada Post

<sup>3</sup> Colorado Business Committee for the Arts

<sup>4</sup> Assoc. of Magazine Media

<sup>5</sup> Nielson Catalina Solutions



## BOULDER PHIL AND BOULDER BALLET MAGAZINES

Learn about the accomplishments of the Boulder Philharmonic and Boulder Ballet including their rich histories in the Boulder community. Music Director Michael Buttermann embarks on his 17th season at the helm of the Boulder Philharmonic, while Artistic Director Ben Needham-Wood is building on a proud tradition of artistic excellence for the Boulder Ballet. Detailed program notes guide readers through the story of how the performances are brought to the stage. A dedicated issue also showcases the Boulder Phil and Boulder Ballet's collaborative production of *The Nutcracker*.



### Frequency

1 issue per season

### BOULDER PHILHARMONIC ORCHESTRA

In its 65th season, the Boulder Phil is a critically acclaimed orchestra that features masterpieces, new works and fantastic guest musicians. The Orchestra has experienced tremendous growth and success under the vision and leadership

of Conductor Michael Buttermann, who has received international attention for his podium skills and programming prowess.

### BOULDER BALLET

The Boulder Ballet origins date back to 1982, and it has a rich history of bringing classic, contemporary and uniquely theatrical ballet to Boulder and throughout the Front Range. Under the leadership of Artistic Director Ben Needham-Wood, the

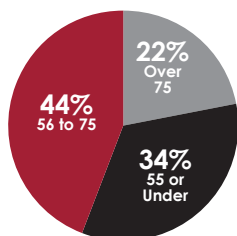
Boulder Ballet continues a tradition of collaborative performances, educational outreach and new choreographic explorations.

### MACKY AUDITORIUM

Macky Auditorium, with more than 2,000 seats, is an historic concert hall located on the picturesque University of Colorado campus in Boulder.

## A DESIRABLE DEMOGRAPHIC

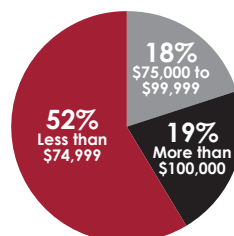
### AGE



### LOCALS

**87%** reside in Boulder County

### INCOME



### LOYALTY

**70%** increase in season subscriptions from 2007-2013

SOURCE: BOULDER PHILHARMONIC ORCHESTRA SURVEY



A National Endowment for the Arts survey ranked Colorado **No. 1** in performing arts visits

SOURCE: DENVER POST

## BOULDER PHIL AND BOULDER BALLET MAGAZINES 2023/2024 SCHEDULE

### 2023/2024 Season Issue

October 15-June 9  
Ad Deadline: September 15

**TRANSFORMATION**  
**WITH ANNE-MARIE MCDERMOTT**  
BOULDER PHIL  
October 15

**VISIONS OF A BRIGHTER  
TOMORROW**  
**WITH 3RD LAW DANCE/THEATRE**  
BOULDER PHIL  
November 12

**THE NUTCRACKER**  
BOULDER PHIL AND BOULDER BALLET  
November 24-26

**VIGNETTES AND PROMENADES**  
**WITH ALDO LÓPEZ-GAVILÁN AND**  
**RICARDO MORALES**  
BOULDER PHIL  
January 7

**THE BEST OF BOULDER**  
**WITH DAVID REQUIRO**  
BOULDER PHIL  
February 11

**LIMBIC**  
BOULDER BALLET  
March 8-10

**SPRING ROMANCE**  
**WITH FRANCISCO FULLANA**  
BOULDER PHIL  
April 27

**CIRQUE DE LA SYMPHONIE**  
**WITH THE PHIL**  
BOULDER PHIL  
May 4

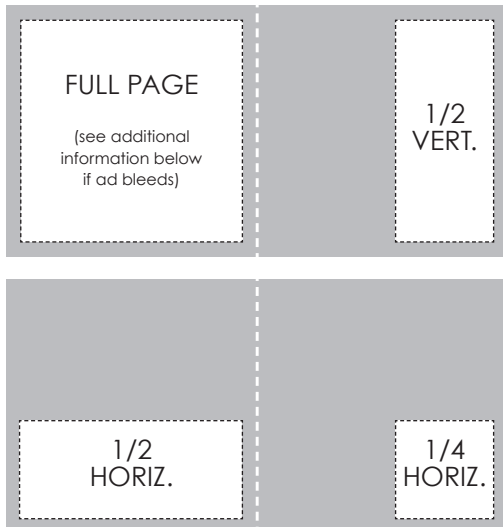
**LES SYLPHIDES**  
BOULDER BALLET  
May 17-19

**BALLET IN THE PARK**  
BOULDER BALLET  
June 7-9

Programming is subject to change, and shows  
can be added, postponed or canceled.



PHOTO: THE NUTCRACKER

**BOULDER PHIL AND BOULDER BALLET MAGAZINES  
ADVERTISING SPECIFICATIONS****AD SPACE SIZES & DIMENSIONS**

Full Page Trim .....	8.5" w x 8.5" h
Full Page Live .....	7.5 w x 7.5 h
Full Page Bleed .....	8.75 w x 8.75 h
1/2 Horizontal .....	7.5 w x 3.625 h
1/2 Vertical .....	3.625 w x 7.5 h
1/4 .....	3.625 w x 3.625 h

**PRODUCTION**

The Publishing House has complete design and production facilities available. Ad design is complimentary with purchase.

**SUBMISSIONS OF DIGITAL  
ADVERTISEMENTS**

We prefer advertising submitted in PDF format. PDFs must be high resolution, CMYK format with fonts converted to outline or embedded. (Pantone colors and spot colors should be converted to CMYK.) If a PDF requires any editing, a new file will need to be provided by the advertiser. We cannot guarantee the quality of JPEGs,

GIFs or PDFs provided to us that are not high resolution. If supplying a TIFF or EPS, they must be CMYK and at least 300 dpi, and fonts must be converted to outline or embedded.

**COLOR**

4-color process.

**POSITION**

Positioning of advertisements is at the discretion of the publisher unless guaranteed premium position is contracted.

**FULL-PAGE ADS**

- Bleeds: Allow 1/8" all sides beyond trim size
- If provided as a PDF, please make page size 8.75" w x 8.75" h
- Trim Size: 8.5" w x 8.5" h
- Safety Image Area: 7.5" w x 7.5" h

**E-MAIL ADS**

Send to your sales representative or [sales@pub-house.com](mailto:sales@pub-house.com).

ISSUE	RUN DATES	AD DEADLINE
2023-2024 Season	Oct 15 - June 9	Sep 15