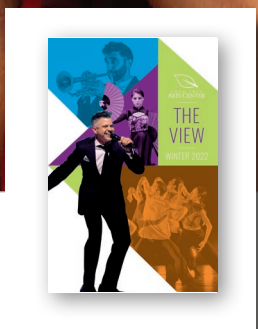




PHOTO: AVERY'SUNSHINE  
BY SHY JONES



**VIEW MAGAZINE**  
**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 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.

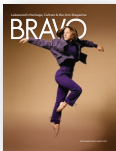


**CU PRESENTS MAGAZINE** engages readers with background on the Artist Series, CU Opera, Takács Quartet and Holiday Festival.



**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



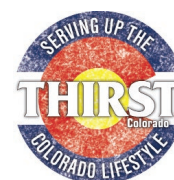
**THIRST MAGAZINE** is the journal of the Centennial State lifestyles and craft libations and food scenes, with vibrant and in-depth content highlighting activities for Colorado days and beverages and hot spots for Colorado evenings.



**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 View magazine, 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.

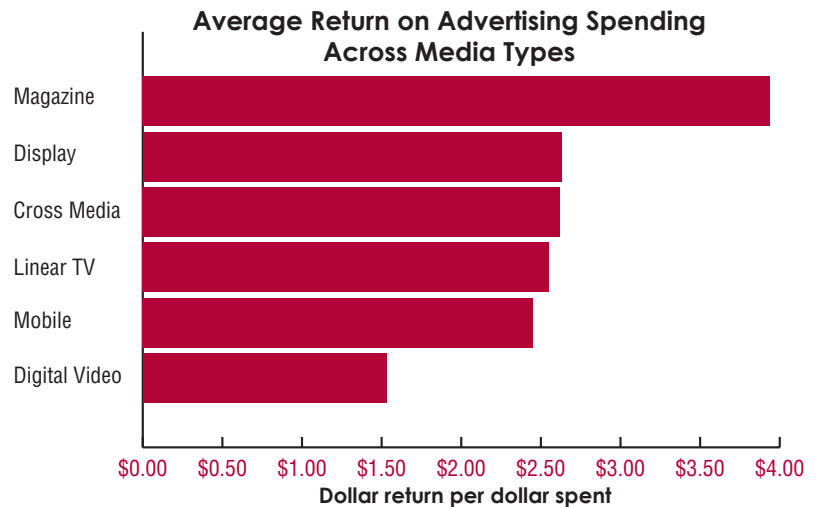
## WHAT NEUROSCIENCE SAYS ABOUT WHY PRINT MAGAZINE ADS WORK

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



## 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

## VIEW MAGAZINE

View, the Lone Tree Arts Center Presents Magazine, provides entertaining show descriptions and details of the family-oriented programming and workshops that keep the center vibrant. Each issue contains a section on current productions including show summaries, musical numbers and cast bios. Patrons are privy to listings of upcoming events, and the magazine promotes artistic opportunities for all ages.

### Frequency

1 issue per season



PHOTO: ART HEFFRON PHOTOGRAPHY

## LONE TREE ARTS CENTER

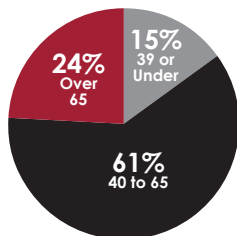
Residents on the south end of the metro area can satisfy their craving for performing arts close to home at the Lone Tree Arts Center. Stages and meeting halls include a 500-seat main stage with balcony seating, an intimate 225-person event hall that can be

converted from theatre to meeting space, a 350-person outdoor terrace theatre, as well as a grand entry hall and gallery space. Diffusers under the seats provide silent heating and cooling and enhance the acoustics. Lone Tree Arts Center also

promotes a “green” environment through energy efficient lighting, heating, cooling and water systems.

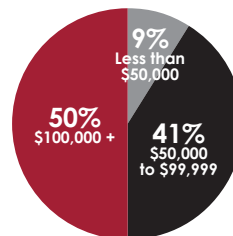
## A DESIRABLE DEMOGRAPHIC

### AGE



**64%** have earned at least a bachelor's degree

### INCOME



**50%** of patrons live in Douglas County, the state's most desired demographic

SOURCE: LONE TREE ARTS CENTER



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

SOURCE: THE DENVER POST

## VIEW MAGAZINE 2023/2024 SCHEDULE

**2023/2024 Season Issue**

September 9 - May 11  
Ad Deadline: August 4

**LANNIE COUNTS:  
THE GREATEST R&B SONGS  
EVER WRITTEN VOLUME 2**

September 9

**DANCEASPEN**

September 16

**LIVE FROM  
LAUREL CANYON**

September 23

**DREAMGIRLS**

October 19–29

**LEON TIMBO**

November 3

**DEFYING GRAVITY:  
THE MUSIC OF STEPHEN  
SCHWARTZ**

November 4

**AN EVENING OF STORIES &  
STONGS WITH JOHN OATES**

November 9

**JOHN PIZZARELLI:  
STAGE & SCREEN**

November 10

**RISING PHOENIX:  
A PHOTOGRAPHIC JOURNEY  
WITH ME RA KOH**

November 16

**RON ARTIS II AND THE TRUTH**

November 17

**BLIND BOYS OF ALABAMA**

November 26

**EILEEN IVERS: JOYFUL CHRISTMAS**

November 30

**CANADIAN BRASS:  
MAKING SPIRITS BRIGHT**

December 8

**HOME FOR THE HOLIDAYS**

December 14–23

**J2B2 (JOHN JORGENSON  
BLUEGRASS BAND)**

January 13

**FROM SANDLOTS TO STADIUMS:  
INSIDE AMERICA'S FAVORITE  
PASTIME WITH JEAN FRUTH**

January 19

**MARY LOUISE LEE BAND:  
TRIBUTE TO TINA TURNER**

January 20

**SNAP**

January 28

**JAZZ AT LINCOLN CENTER  
PRESENTS SING  
AND SWING**

February 2

**INTERNATIONAL GUITAR NIGHT**

February 10

**JEREMY JORDAN**

February 17

**SELECTED SHORTS**

February 24

**NYGASP: PIRATES OF  
PENZANCE AND AN  
EVENING OF GILBERT AND  
SULLIVAN'S GREATEST HITS**

February 29

**MARCIA BALL AND  
CJ CHENIER AND THE  
RED HOT LOUISIANA BAND**

March 2

**4 DECADES: THROUGH THE LENS  
WITH JODI COBB**

March 8

**GERALD ALBRIGHT'S LONE TREE  
SESSIONS: CHRISTIAN MCBRIDE**

March 9

**CLASSIC ALBUMS LIVE: DIRE  
STRAITS: BROTHERS IN ARMS**

March 14

**LÚNASA**

March 15

**BODYTRAFFIC**

March 24

**TRAILBLAZING WOMEN  
OF COUNTRY: A TRIBUTE  
TO PATSY, LORETTA, AND DOLLY**

March 28

**THE MOUSETRAP  
PLAY BY AGATHA CHRISTIE**

April 11–21

**GERALD ALBRIGHT'S LONE TREE  
SESSIONS: AVERY\*SUNSHINE**

April 27

**CIRQUE DE LA SYMPHONIE  
WITH THE BOULDER  
PHILHARMONIC**

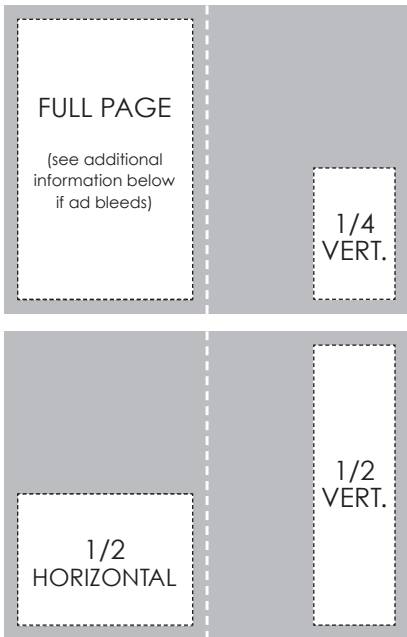
May 5

**TITO PUENTE, JR.**

May 11

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

**VIEW MAGAZINE ADVERTISING SPECIFICATIONS**



**AD SPACE SIZES & DIMENSIONS**

- Full Page Trim .....6w x 9h
- Full Page Live .....5w x 8h
- Full Page Bleed .....6.25w x 9.25h
- 1/2 Horizontal .....5w x 3.875h
- 1/2 Vertical .....2.375w x 8h
- 1/4 Vertical .....2.375w x 3.875h

**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 6.25"w x 9.25"h
- Trim Size: 6"w x 9"h
- Safety Image Area: 5"w x8"h

**E-MAIL ADS**

Send to your sales representative or sales@pub-house.com.

ISSUE	RUN DATES	AD DEADLINE
2023-2024 Season	Sept 9 - May 11	Aug 4