



APPLAUSE MAGAZINE

2024/2025 MEDIA KIT

KYLE RAMAR FREEMAN AS LION, AVERY WILSON AS SCARECROW, NICHOLE LEWIS AS DOROTHY, PHILLIP JOHNSON RICHARDSON AS TINMAN IN *THE WIZ*. PHOTO BY JEREMY DANIEL. © 2023.



AUDIENCE DEMOGRAPHICS

63%
FEMALE

74%
59 OR YOUNGER

67%
HAVE SOME
COLLEGE EDUCATION

APPLAUSE MAGAZINE

Every patron is hand-delivered Applause Magazine. Each season, three-quarters of a million readers enjoy information about special features and upcoming shows.

Potential Audience
103,000 average per issue

Frequency
8 issues per season

(L-R) JOOMIN HWANG, RACHEL WEBB, BOBBY "POCKET" HORNER, LORNA COURTNEY, VIRGIE CADSON IN *JULIE*; PHOTO BY MATTHEW MURPHY.

APPLAUSE MAGAZINE 2024/2025 SCHEDULE

July - August 2024 Issue

July 24 - August 25
Ad Deadline: June 14

WICKED

July 24 - August 25

September - November 2024 Issue

September 13 - November 17
Ad Deadline: August 9

HAMLET

September 13 - October 6

KIMBERLY AKIMBO

September 22 - October 5

I AM NOT YOUR PERFECT MEXICAN DAUGHTER

September 27 - November 3

AVAAZ

October 4 - November 17

October - November 2024 Issue

October 16 - November 24
Ad Deadline: September 13

HAMILTON

October 16 - November 24

November - December 2024 Issue

November 22 - December 29
Ad Deadline: October 18

A CHRISTMAS CAROL

November 22 - December 29

RUDOLPH THE RED-NOSED REINDEER: THE MUSICAL

November 29 - December 1

FUNNY GIRL

December 10-22

January - March 2025 Issue

January 17 - March 9
Ad Deadline: December 6

THE RESERVOIR

January 17 - March 9

BACK TO THE FUTURE: THE MUSICAL

January 22 - February 9

THE SUFFRAGETTE'S MURDER

February 7 - March 9

February - April 2025 Issue

February 25 - April 26
Ad Deadline: January 24

MEAN GIRLS

February 25 - March 2

LIFE OF PI

March 18-30

THE WIZ

April 8-26

April - June 2025 Issue

April 11 - May 25
Ad Deadline: March 7

LITTLE SHOP OF HORRORS

April 11 - May 18

THE HOT WING KING

April 25 - May 25

THE ADDAMS FAMILY

May 2-4

THE BOOK OF MORMON

May 6-18

June - August 2025 Issue

June 4 - August 10
Ad Deadline: May 2

& JULIET

June 4-15

MAMMA MIA!

June 25-29

SOME LIKE IT HOT

July 8-20

MOULIN ROUGE! THE MUSICAL

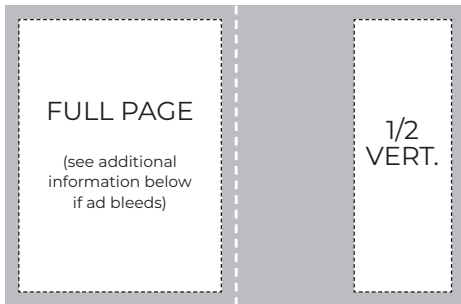
August 5-10

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



(L-R) ROGER BART (DOC BROWN) & CASEY-LIKES (MARTY MCPLY) IN BACK TO THE FUTURE: THE MUSICAL. PHOTO BY MATTHEW MURPHY & EVAN ZIMMERMAN, 2023.

APPLAUSE ADVERTISING SPECIFICATIONS



SUBMISSIONS OF DIGITAL ADVERTISEMENTS

- Please ensure that all photos and artwork used in finished ads are at 300dpi, CMYK process
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

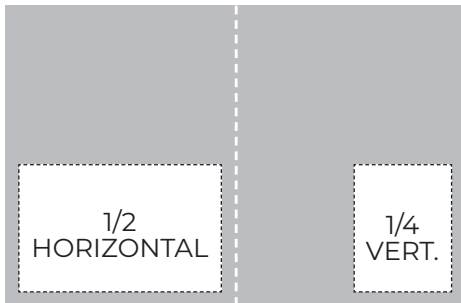
POSITION

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

E-MAIL ADS

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

ISSUE	RUN DATES	AD DEADLINE
Jul-Aug 2024	Jul 24-Aug 25	Jun 14
Sep-Nov 2024	Sep 13-Nov 17	Aug 9
Oct-Nov 2024	Oct 16-Nov 24	Sep 13
Nov-Dec 2024	Nov 22-Dec 29	Oct 18
Jan-Mar 2025	Jan 17-Mar 9	Dec 6
Feb-Apr 2025	Feb 25-Apr 26	Jan 24
Apr-Jun 2025	Apr 11-May 25	Mar 7
Jun-Aug 2025	Jun 4-Aug 10	May 2



AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

Full Page Trim.....	8.25 x 10.75
Full Page Live.....	7.25 x 9.75
Full Page Bleed.....	8.5 x 11
1/2 Horizontal.....	7.25 x 4.75
1/2 Vertical.....	3.5 x 9.75
1/4 Vertical.....	3.5 x 4.75
Dining Guide.....	2.5 x 2.75

FULL-PAGE ADS

- Bleeds: Add 1/8" all sides beyond trim size
- Keep text & graphics a minimum of .375" away from trim edge

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

\$2.6 BILLION
ECONOMIC IMPACT OF DENVER METRO ARTS

— Colorado Business Committee for the Arts

Reach thousands of engaged and affluent arts patrons through Colorado's Performing Arts Publications. Every message is hand-delivered throughout the venue in our engaging, high-quality magazines. A new captive audience peruses every magazine before, during and after each show.

\$4
RETURN PER DOLLAR SPENT ON PRINT ADVERTISING (COMPARE TO \$2.50 FOR TV OR \$1.50 FOR DIGITAL VIDEO)

— Nielsen Catalina Solutions study of 1,400 ad campaigns

47 %
OF SHOPPERS ARE MOST LIKELY TO START AN ONLINE SEARCH AFTER SEEING A MAGAZINE AD

— The Retail Advertising and Marketing Associates

82 %
OF CONSUMERS TRUST PRINT ADS THE MOST WHEN MAKING A PURCHASE DECISION

— Harvard Business Review

PRINT ADVERTISING MAKES A LASTING IMPACT. IT REQUIRES LESS COGNITIVE EFFORT AND RESULTS IN GREATER BRAND RECALL THAN DIGITAL MESSAGES.



PHOTO: DENVER CENTER FOR THE PERFORMING ARTS

“Our ad more than paid for itself and we both gained new supporters and reached some donors that had lapsed in their giving in recent years. In fact, the ad was so successful that we are placing ads in additional publications with Colorado’s Performing Arts.”

— Melissa Grosjean
Longmont Humane Society

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.



SOUNDINGS MAGAZINE

goes behind the scenes to provide Colorado

Symphony audiences with high points of every diverse performance.



OPERA COLORADO MAGAZINE

provides devoted patrons all the

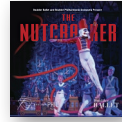
fine points to enhance a grand opera production.



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.



CU PRESENTS MAGAZINE

engages readers with background on the Artist

Series, CU Opera, Takács Quartet and Holiday Festival.



THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE

provides patrons with behind-the-scenes details that enhance every summer performance in Boulder.



THE COLORADO MUSIC FESTIVAL MAGAZINE

is the definitive source for all things related to Boulder's premier summer music festival.

THIRST MAGAZINE



THIRST MAGAZINE

explores the diverse Colorado experience

by highlighting our distinct lifestyles and the dedication of our state's craft artisans. We guide adventurers to the people, destinations, events and experiences that deepen their appreciation of the Centennial State.



THIRSTCOLORADO.COM delivers timely features, events and a comprehensive calendar designed to keep readers out until after dark.

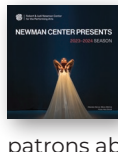
SOUTH & WEST METRO ARTS



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.



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.



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.

MOUNTAIN ARTS



BRAVO! VAIL

spotlights the diverse and acclaimed performances of Eagle County's destination summer music festival, which draws national crowds to several Vail venues each summer.