



PHOTO: MOMIX ALICE  
CREDIT: SHAREN BRADFORD



**CU PRESENTS 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.

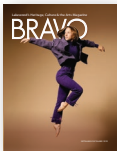


**CU PRESENTS MAGAZINE** engages readers with background on the Artist Series, CU Opera, Takács Quartet and Holiday Festival.



**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 CU Presents 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.

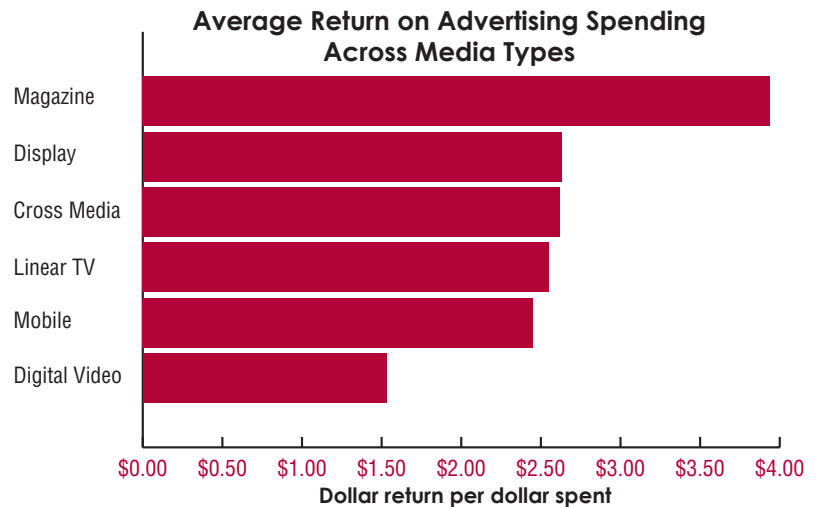
## WHAT NEUROSCIENCE SAYS ABOUT WHY PRINT MAGAZINE ADS WORK

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

## CU PRESENTS MAGAZINE

CU Presents Magazine includes highlights of the programming presented by the Takács Quartet, CU Artists Series, Opera and Holiday Festival. Each season, nearly 20 unique magazines are handed out.

### Potential Audience

55,000 per season

### Frequency

4 issues per season

### CU PRESENTS

CU Presents offers more than 50 ticketed performances each season. An irresistible blend of technique and personality has made the Grammy Award-winning Takács Quartet a favorite for more than 20 years. And the quartet always sells out.



For more than 70 years, the CU Artist Series has brought the world's finest jazz, classical, world music and dance to Boulder. CU Opera is one of the country's

most exciting university programs, highlighting exceptional vocalists.

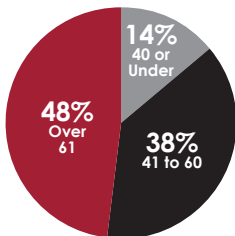
The CU Holiday Festival sells out every year because of lively programming and the atmosphere in Macky Auditorium.

### MACKY AUDITORIUM

With more than 2,000 seats, Macky is an historic concert hall on the University of Colorado campus in Boulder. During the past 100 years, Macky has hosted personalities such as Yo-Yo Ma, Wynton Marsalis, the Dalai Lama and Jerry Garcia.

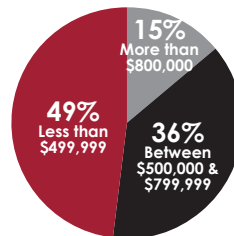
## A DESIRABLE DEMOGRAPHIC

### AGE



**57%** hold advanced degrees

### HOME VALUE



Nearly one in five enjoy a household income of more than **\$151,000 annually**

SOURCE: CU PRESENTS



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

SOURCE: THE DENVER POST

## CU PRESENTS MAGAZINE 2023/2024 SCHEDULE

### Fall 2023 Issue

September 17 - November 2  
Ad Deadline: August 18

#### TAKÁCS QUARTET

September 17-18

#### LILA DOWNS

September 22

#### WHEN YOU WISH UPON A STAR

October 6

#### FALSTAFF

October 27-29

#### NOBUNTU

November 2

### Holiday 2023 Issue

November 5 - December 13  
Ad Deadline: October 6

#### TAKÁCS QUARTET

November 5-6

#### 9 TO 5, THE MUSICAL

November 9-12

#### HOLIDAY FESTIVAL

December 8-10

#### CANADIAN BRASS

December 13

### WINTER 2024 Issue

January 12 - February 19  
Ad Deadline: December 8

#### JOYCE YANG WITH TAKÁCS QUARTET

January 12

#### TAKÁCS QUARTET

January 14-15

#### MOMIX

January 20

#### STEP AFRIKA!

February 2

#### TAKÁCS/JASPER STRING QUARTET

February 18-19

### SPRING 2024 Issue

March 10 - April 29  
Ad Deadline: February 9

#### TAKÁCS QUARTET

March 10-11

#### TITANIC, THE MUSICAL

March 15-17

#### RAY CHEN WITH JULIO ELIZALDE

March 21

#### ASLEEP AT THE WHEEL

April 5

#### AMERICAN STORIES BY AMERICAN WOMEN

April 25-28

#### TAKÁCS QUARTET

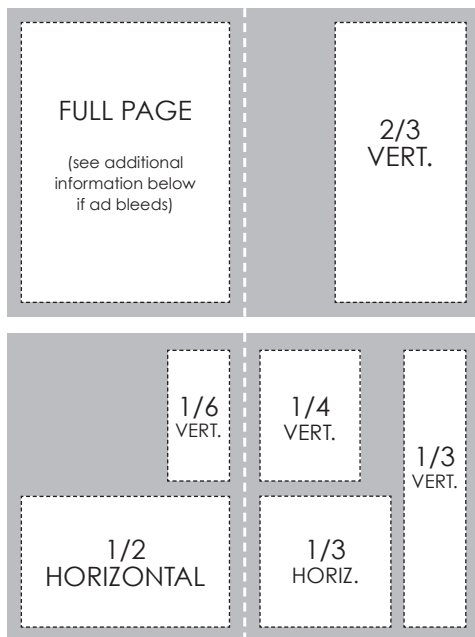
April 28-29

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



PHOTO: JOYCE YANG  
CREDIT: KT KIM

**CU PRESENTS MAGAZINE ADVERTISING SPECIFICATIONS**



**AD SPACE SIZES & DIMENSIONS**

Full Page Trim.....	8.25”w x 10.75”h
Full Page Live.....	7.25w x 9.75h
Full Page Bleed.....	8.5w x 11h
2/3 Vertical.....	4.75w x 9.75h
1/2 Horizontal.....	7.25w x 4.75h
1/3 Horizontal.....	4.75w x 4.75h
1/3 Vertical.....	2.25w x 9.75h
1/4 Vertical.....	3.5w x 4.75h
1/6 Vertical.....	2.25w x 4.75h

**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 8.5”w x 11”h
- Trim Size: 8.25”w x 10.75”h
- Safety Image Area: 7.25”w x 9.75”h

**E-MAIL ADS**

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

ISSUE	RUN DATES	AD DEADLINE
Fall 2023	Sept 17 - Nov 2	Aug 18
Holiday 2023	Nov 5 - Dec 13	Oct 6
Winter 2024	Jan 12 - Feb 19	Dec 8
Spring 2024	Mar 10 - Apr 29	Feb 9