



COLORADO BALLET MAGAZINE

2024/2025 MEDIA KIT

2024/ 2025 *season*



AUDIENCE DEMOGRAPHICS

81%
FEMALE

53%
44 OR YOUNGER

93%
ATTENDEES READ THE PROGRAM
AT THE PERFORMANCE

SOURCE: COLORADO BALLET

COLORADO BALLET MAGAZINE

Colorado Ballet magazine is hand-delivered for each production and always includes production information and detailed biographies on dancers, choreographers and others behind the magic on stage.

Potential Audience
95,000 per season

Frequency
4 issues per season

21-22 NUTCRACKER
PHOTO CREDIT: ALEXANDER ROY BY RACHEL NEVILLE

COLORADO BALLET MAGAZINE 2024/2025 SCHEDULE

Fall 2024 Issue

October 4-13
Ad Deadline: August 30

THE SLEEPING BEAUTY

October 4-13

Holiday 2024 Issue

November 30 - December 29
Ad Deadline: October 25

THE NUTCRACKER

November 30 - December 29

Winter 2025 Issue

January 31 - February 9
Ad Deadline: January 3

CASANOVA

January 31 - February 9

Spring 2025 Issue

March 7 - April 20
Ad Deadline: January 31

ALICE (IN WONDERLAND)

March 7-16

BALLET MASTERWORKS

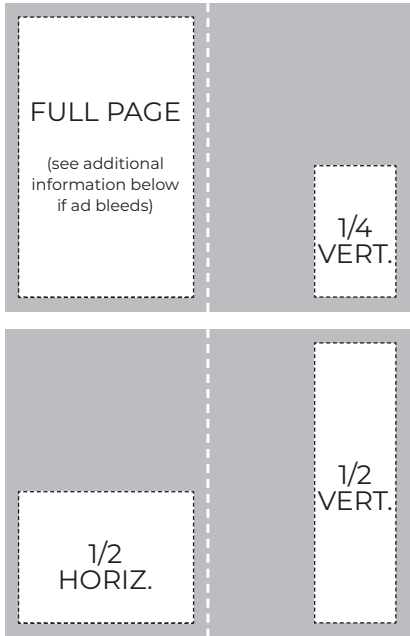
April 11-20



“With a standing ovation as the final curtain fell, Colorado Ballet has delivered a masterpiece yet again.”

— Eric Fitzgerald, OnStage Colorado

COLORADO BALLET 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
Fall 2024	Oct 4-13	Aug 30
Holiday 2024	Nov 30 - Dec 29	Oct 25
Winter 2025	Jan 31 - Feb 9	Jan 3
Spring 2025	Mar 7 - Apr 20	Jan 31

AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

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

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: DON PEITZMAN

“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.

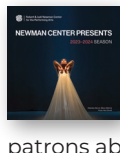
SOUTH & WEST METRO ARTS



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.



THE PUBLISHING HOUSE

303.428.9529

sales@pub-house.com

ColoradoArtsPubs.com