

NEWMAN CENTER PRESENTS MAGAZINE

2024/2025 MEDIA KIT



COMPAGNIE HERVÉ KOUBI
PHOTO NATHALIE STERNALSKI

NEWMAN CENTER PRESENTS MAGAZINE

Utilizing a distinct square format, the Newman Center Presents Magazine offers a synopsis of the season's performances. Additionally, readers will find insight from the executive director, and information about a variety of arts available on the University of Denver campus. A program insert for each performance customizes the magazines and provides a reference for season subscribers and new attendees.

Potential Audience
25,000

Frequency
1 per season



AUDIENCE DEMOGRAPHICS

62%
61 OR OLDER

70%
HAVE A BACHELOR'S
DEGREE OR GREATER

44%
HAVE A HOUSEHOLD INCOME
OF GREATER THAN \$117,000

SOURCE: NEWMAN CENTER PRESENTS SURVEY,
ANNUALLY ADJUSTED

NEWMAN CENTER PRESENTS MAGAZINE 2024/2025 SCHEDULE

2024/2025 Season Issue

TO BE ANNOUNCED



MARTHA GRAHAM DANCE COMPANY

NEWMAN CENTER PRESENTS ADVERTISING RATES & 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	RELEASE DATE	AD DEADLINE
2024/2025 Season	TBA	TBA

AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

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

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.



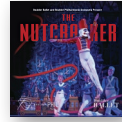
OPERA COLORADO MAGAZINE provides devoted patrons all the

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.



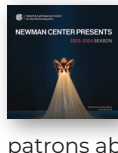
THIRSTCOLORADO.COM delivers timely features, events and a comprehensive calendar designed to keep readers out until after dark.

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.



THE PUBLISHING HOUSE

303.428.9529

sales@pub-house.com

ColoradoArtsPubs.com