



# ARTISTRY

## THEATER and VISUAL ARTS

### Legally Blonde

July 21 – Aug. 19, 2018  
Circulation: 8,000  
Ads due: 7/03

### Awake and Sing!

Sept. 15 – Oct. 7, 2018  
Circulation: 2,000  
Ads due: 8/28

### Disney and Cameron Mackintosh's Mary Poppins

Oct. 6 – Nov. 4, 2018  
Circulation: 9,000  
Ads due: 9/18

### She Loves Me

Jan. 26 – Feb 17, 2019  
Circulation: 6,000  
Ads due: 1/8

### Victor / Victoria

Apr. 6 – May 5, 2019  
Circulation: 7,000  
Ads due: 3/19

### Tinker to Evers to Chance

May 4 – May 26, 2019  
Circulation: 2,000  
Ads due: 4/16

*Final circulation numbers  
determined at press time.  
All rates are net, agencies add 15%*

■ SCHNEIDER THEATER  
■ BLACK BOX

## 2018–2019 SEASON

From its modest beginnings in the mid-1950s, our theater program now engages the best directors, choreographers, designers, and other theater artists in the region. Artistry produces seven productions per season, including dramas and comedies in the intimate Black Box Theater and large musicals with a critically-acclaimed pit orchestra in the 366-seat Schneider Theater. Our productions draw a combined audience of 35,000+ from across the Twin Cities metro.

## Advertising Rates\* + Mechanical Requirements

Back Cover	4-C	\$750	<b>FULL PAGE</b> <i>without bleed</i> 4.5" x 7.5" <i>with bleed</i> 5.625" x 8.75" <i>safety/live area</i> 0.25" from trim edges <i>trim size</i> 5.375" x 8.5"
Inside Covers <i>(front or back)</i>		\$625	
Full Page		\$525	
1/2 Page <i>(vertical or horizontal)</i>		\$275	
1/4 Page <i>(vertical or horizontal)</i>		\$150	
			<b>1/2 H</b> 4.5" x 3.688"
			<b>1/2 v</b> 2.188" x 7.5"
			<b>1/4</b> 2.188" x 3.688"

\*Discounted pricing available for multiple program insertions in this and in combination with our other programs. See below.

## About Our Theater Audience\*

### Audience Size

4,800–8,500 tickets per production.

### Age\*\*

60% are aged 62+  
22% are aged 31–61  
18% are aged 30 and under

### Geography

25% in Bloomington households  
22% in households in immediately adjacent suburbs  
17% in households in Minneapolis / St. Paul proper  
27% in households in rest of the 7-county Twin Cities Metro  
9% in households outside the 7-county metro

\*Based on the 2017–2018 Season

\*\*Excludes Pay What You Can and Preview audiences, as we won't know age estimates until we survey. Note that PWYC audiences are definitely younger as a whole.



**REPRESENTING:** ORDWAY • MINNESOTA OPERA • THE SAINT PAUL CHAMBER ORCHESTRA • SCHUBERT CLUB  
ARTISTRY • CHANHASSEN DINNER THEATRES • CHILDREN'S THEATRE COMPANY • CANTUS • THE COWLES CENTER  
HENNEPIN THEATRE TRUST'S SPOTLIGHT EDUCATION • MINNESOTA BOYCHOIR • MINNETONKA THEATRE + MORE!  
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