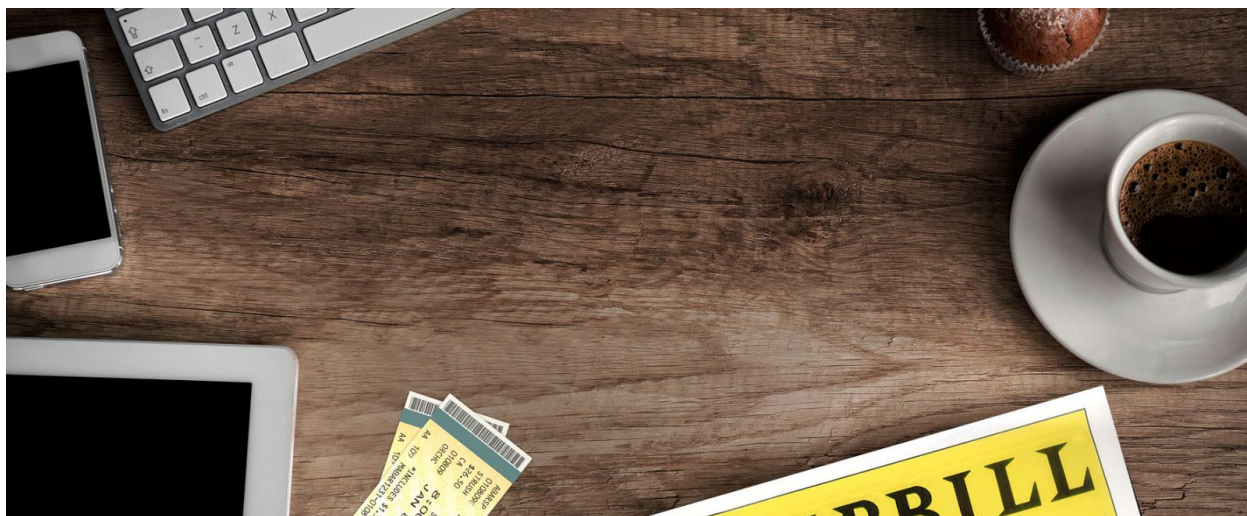




## 2018 ADVERTISING



### Reach the most influential audience on Broadway.

**Broadway Briefing**, known as “the Broadway to start your day,” is the must-read morning newsletter informing the daily conversation among knowledgeable Broadway professionals. This morning tipsheet reaches a unique and dedicated readership of the most influential players and thought leaders in theater (who are, after all, Broadway’s biggest fans, too).

# BROADWAY BRIEFING ADVERTISING | OVERVIEW

## Who is getting Briefed?

Broadway Briefing reaches the most influential audience on Broadway – from top theater producers to savvy awards voters. The Briefing has a smart and affluent audience of more than 9,000 elite readers who are 50% male, 50% female, and 100% too busy to collect this news on their own.

-- **Brief fact:** 97% of industry members surveyed consider Broadway Briefing their most important source of Broadway news.

## What is in the Briefing?

Each Briefing includes a daily, curated roundup of top news headlines, box office reports, opening and closing announcements, and much more at a glance. There's even a daily planner so that readers know which openings, parties, and ceremonies to attend. The content is broken down to present the news you need without the fluff, in an easy-to-read-and-get-on-with-your-day format.

-- **Brief fact:** The Briefing also breaks exclusive industry news that can't be found anywhere else.

## When is it sent?

The Briefing is sent every weekday morning between 6 AM and 10 AM. Readers enjoy it on the subway, with a cup of coffee, or even while still in bed! They have made the Briefing an indispensable part of their morning routine. This unique relationship has resulted in incredibly high loyalty and engagement. Many offices have even reported that they start every day with a morning meeting about the Briefing.

-- **Brief fact:** Over 80% of readers open the Briefing within the first hour after it is sent.

## Where is it being read?

In addition to reaching a top list of producers, investors, and award voters, the Briefing's hyper-targeted list of readers includes folks at: The Broadway League, NYC Mayor's Office, law firms, accounting firms, advertising firms, media companies, union and trade associations, academic institutions, and countless other theater-related offices. You know, the places where Broadway buzz spreads quickly.

-- **Brief fact:** The Briefing is required reading material at Columbia, NYU, and other producing programs.

## Why is it different?

Broadway Briefing is unlike any other theater eblast out there. This isn't the place for ticket discounts or frenzied fans. The Briefing delivers text-based stories – whereas in other eblasts you might promote a 30% discount, the Briefing is your opportunity to tell the stories that you want Broadway influencers to be repeating.

-- **Brief fact:** Readers say they actually enjoy our sponsored content. You don't hear that about a lot of advertising!

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For additional information, questions, availability, and to book your advertising with Broadway Briefing, please contact [advertising@broadwaybriefing.com](mailto:advertising@broadwaybriefing.com).

# BROADWAY BRIEFING ADVERTISING | OPTIONS

## “Presented By” Sponsorship | starting at \$1,000/issue

Be the first to say good morning to Broadway’s best and brightest by sponsoring a daily Briefing! With a subject line mention, a key art block at the top of the Briefing, and a dedicated text block, make an impression on the theater industry’s top professionals as they start their day. “Presented By” Sponsorships are sold on an exclusive, daily basis.

Includes:

- Subject line mention (Up to 20 characters)
- Key art (1200x400px)
- Text block (Up to 300 characters plus link)

## Custom Sponsorship | starting at \$5,000/issue

Make the Briefing your own with a complete custom takeover! With custom color and background selection, media block inclusion, and a text block more than 3x larger than that in a Presenting Sponsorship, a Custom Takeover is the best way to make a splash in the Briefing and catch the eye of the biggest players on Broadway. Custom Sponsorships are sold on an exclusive, daily basis.

Includes:

- Subject line mention (Up to 20 characters)
- Key art (1200x519px)
- Text block (Up to 1000 characters with links)
- Media block (Photo with text caption, or link to a YouTube video)
- Custom color (select a custom color for the Broadway Briefing header and section titles)
- Custom skin (select the background art "wallpaper" surrounding content blocks)

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