

Your Ticket to Live Entertainment

# THEATERMANIA



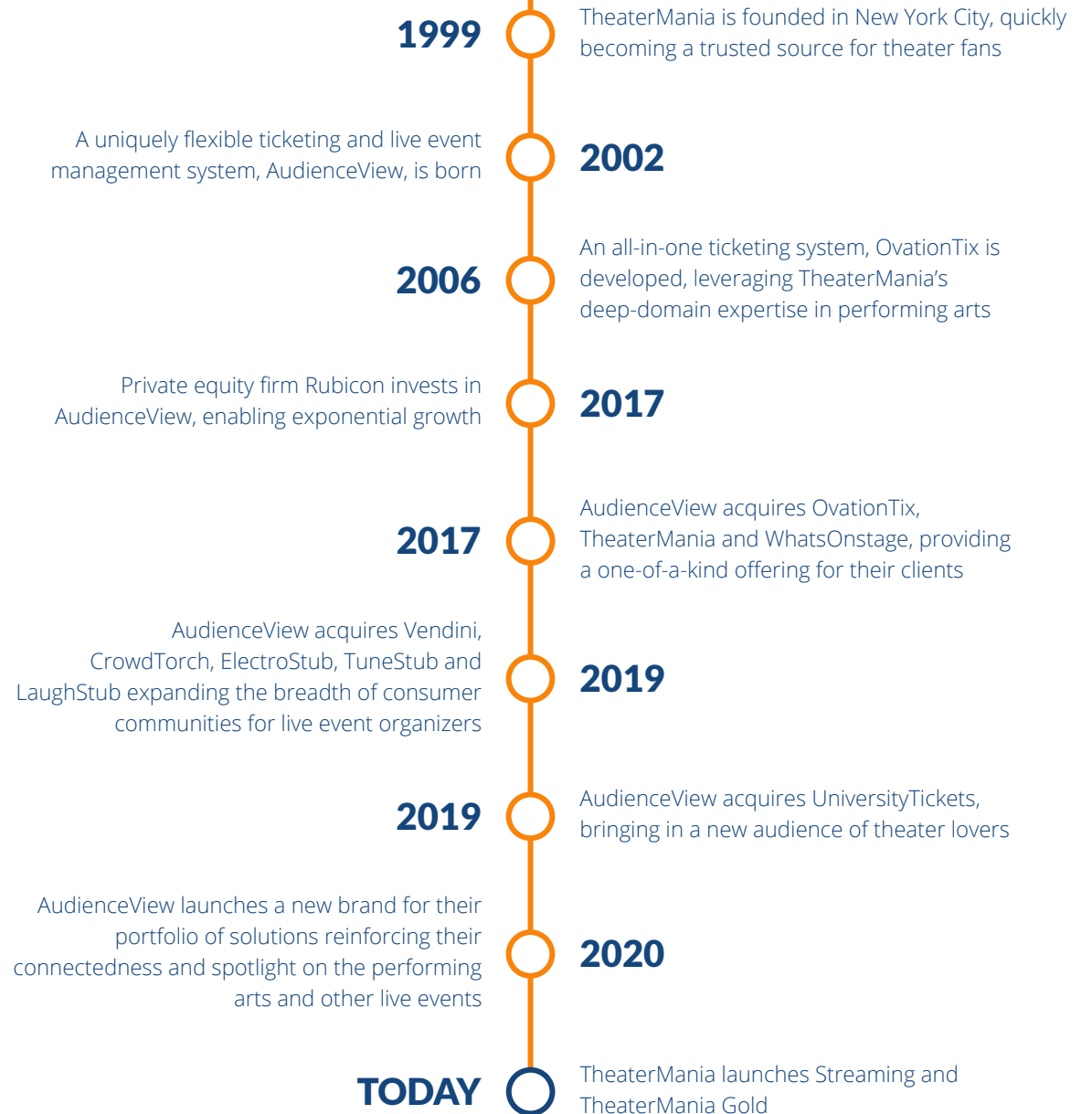
## WHO WE ARE

# Our Story

Since 1999, TheaterMania has brought a passion for live events to our loyal community of patrons. We pride ourselves on being the only digital-first property to offer unique reviews and insights into the world of Broadway, off-Broadway, and across the nation.

In 2017, TheaterMania became a part of the AudienceView family of live entertainment solutions, an integral partner for live event professionals around the world looking to elevate their businesses.

At AudienceView, and TheaterMania, we help our clients' events be **discovered, attended** and **remembered** through our comprehensive solutions, unique consumer communities and strong client relationships.



# The AudienceView portfolio today

A powerful combination of audience and tools, AudienceView's unique portfolio offering of software platforms and consumer communities offers our clients the ability to engage and grow their audience, all with one partner. Thousands of organizations globally and millions of consumers have discovered the power of this all-in-one solution.

**3,502** clients across 9 countries

**110M** tickets per year

**\$3B+** processed in tickets and fundraising per year

**19+** years building ticketing software

**1.8M** consumer newsletter subscribers

**15M** monthly consumer social reach

**2.3M** consumer social media followers

**25** year history in performing arts



# THEATERMANIA

Like your theater-geek best friend, TheaterMania has all the insider info from the world of Broadway and beyond. We provide up-to-the-minute news, insightful reviews, eye-catching videos, hot-button opinion pieces, and more to keep you in the know — not to mention the curated ticket offers. Our loyal audience gets real-time updates from the theater world on our site, through their mobile devices, and on social media. Plus, true devotees can join the TheaterMania Gold Club, a membership community of theater enthusiasts who enjoy free and discounted tickets to the best shows in New York City.

## Why us?

Partners know when working with TheaterMania, a true partnership is formed. We understand the business of theater—from branding to ticket sales and are passionate about delivering results for our clients. We connect our clients with highly targeted and active audiences.



## OUR EDITORIAL ADVANTAGE

# Our editorial voice: informed and impartial

Our editorial team has kept in close dialogue with our audience during the pandemic and has responded by creating more of the types of content people want to see. New features such as our daily “Live” interview series, exclusive streaming content, consumer surveys, a Young Playwrights Festival and other multimedia experiences has continued to connect our consumers with creators.

Organizations can leverage the TheaterMania platform and voice to get in touch with this extremely engaged consumer base through our advertising programs.

The screenshot shows the TheaterMania website interface. At the top, there's a navigation bar with 'Shows & Tickets', 'News & Reviews', 'Theater Clubs', 'Newsletter', and 'Shop'. A search bar is on the right. The main content area features a 'Special Reports' section with the headline 'The Theater Industry Isn't Lacking in Visionary Leaders. They Just Aren't Given Seats at the Table.' Below the headline is a sub-headline 'But the time has come to change that.' and the author 'David Gordon | Broadway | April 19, 2021'. There's a photo of Times Square with a caption 'Times Square (©: Tech Events)'. To the right is a vertical poster for 'BLINDNESS' with the text 'AN EXHILARATING TESTAMENT TO THE POWER AND NECESSITY OF ART... A UNIQUE AND UNFORGETTABLE ACHIEVEMENT.' and 'NOW OPEN BUY TICKETS'. Below the photo and headline is a paragraph of text starting with 'A couple of weeks ago, the Hollywood Reporter published a story about theater and film giant Scott Rudin and the decades of alleged mistreatment that employees suffered at his hands...'. Below that is another paragraph starting with 'Rudin's career on Broadway is unparalleled. Titled now as these shows are by the allegations (which range from the physical violence of throwing objects to verbal emotional abuse), he's responsible for some of my favorite productions of the past years...'. Below that is a third paragraph starting with 'One sentence in the Hollywood Reporter story, penned by critic/broadie Peter Marks, my crew. I've come to realize that it's gotten stuck in a lot of crews since Saturday morning. It read "An exit by Rudin has potentially immense consequences for an industry that is short on visionary leaders." I chewed on that for a day until I read a similar statement by fellow critic/pundit Charles McNulty in the Los Angeles Times a day "In truth," he says, "I fear what Broadway will owe to without his visionary zeal. Our producers can spot a promising new play, but Rudin, with his Hollywood cache and theatrical know-how, brought about that impression the Stribling chairlifts. He could what others would get laughed out of the room for considering?'. Below that is a fourth paragraph starting with 'That is, if others could actually get in the room, which they often cannot. As we all know — and as has been made even clearer over the past year — Broadway is a club for the old guard. Deals are made on handshakes at the Serio's Restaurant bar. Theaters promised to the generosity of the men who have banked resources. It's difficult, near impossible, to gain a foothold if you're not part of the "establishment." It's an all-around problem, not one that's just limited to producing.

At the bottom right, there's a 'THEATERMANIA LIVE' event promotion featuring circular portraits of David Gordon and Heidi Schreck, with the text 'Wednesday, October 21 at 3:30pm ET'.



## THEATERMANIA'S CONSUMER COMMUNITY

# Our global audience: stronger than ever

Over the past 6 months, our consumer engagement is **up 40%** over the same period last year, despite the pandemic. Having been around for over 20 years, we have built a trusted relationship with our audiences across the globe who turn to us for information and access.

### TheaterMania:

*Audience - 3,154 million*

*Engagement - 4,219 million interactions*

### Combined consumer communities:

*Audience - 6,695 million*

*Engagement - 14,747 million interactions*

Source: Google Analytics, Facebook, Instagram, Twitter, average monthly engagement, April - September 2020

The collage features several elements from TheaterMania's digital presence:

- WHATSONSTAGE** website header with navigation: Shows & Tickets, News & Reviews, Theatre Clubs, Newsletter, WOS Awards.
- PHOTOS** section: "First look photos: Donmar Warehouse's socially distanced show *Blindness*" by Alex Wood | London | 07 August 2020. The piece features the voice of Juliet Stevenson.
- REVIEWS** section: "Review: *American Dreams* Turns US Immigration Into a Game Show" by Zachary Stewart | New York City | October 21, 2020. The review describes Leila Buck's online play reimagining citizenship for the age of reality TV.
- FALL FOR DANCE FESTIVAL** poster for the New York City Center, featuring a dancer in a red dress.
- BUY NOW** and **Click Here** buttons.
- BUY PROGRAM 1 & 2** button.
- happen: moments of fresh dance magic.** quote from *The New York Times*.
- A game show-style image with contestants **ADIL**, **USMAN**, and **ALEJANDRO** at a desk, with a score of 0 for each.
- A quote from the review: "Three days prevented my husband from becoming an American citizen in the summer of 2016. While he was in possession of a green card when we married in the summer of 2013 (the permanent resident spouse of an..."

# TheaterMania Audience

## Website:

667k Avg Monthly Unique Visitors  
937k Avg Monthly Visits  
1,413K Avg Monthly Page Views  
60% Access the Site on a Mobile Device

## Email:

1,400K Total Opted-In Email Subscribers

## Social Media:

567K Facebook Followers  
135K Instagram Followers  
126K Twitter Followers  
62K YouTube subscribers

Source: Google Analytics, Facebook, Instagram and Twitter



## THEATERMANIA'S CONSUMER COMMUNITY

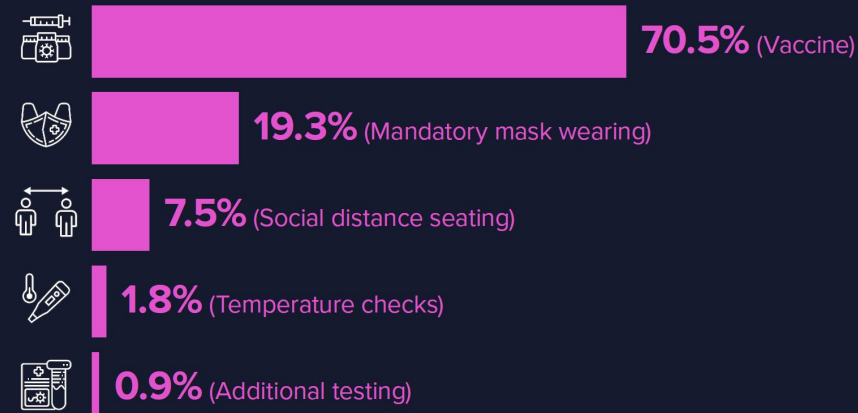
Each quarter we survey our volunteer panelists to get in touch with consumer sentiment. We are happy to share our [survey results](#) with advertising clients. In addition, we offer the ability to:

- Run a private survey to our audience
- Add a question to one of our upcoming surveys

### SAFETY FIRST

RESPONDENTS WERE ASKED TO RANK THE FOLLOWING PROTOCOLS IN TERMS OF WHAT WILL MAKE THEM MOST COMFORTABLE ATTENDING A THEATER EVENT.

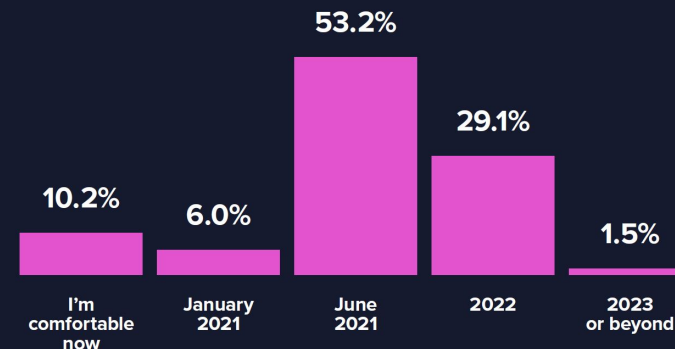
**Breakdown of the safety protocol considered the most important of the items listed:**



### TIME WILL TELL

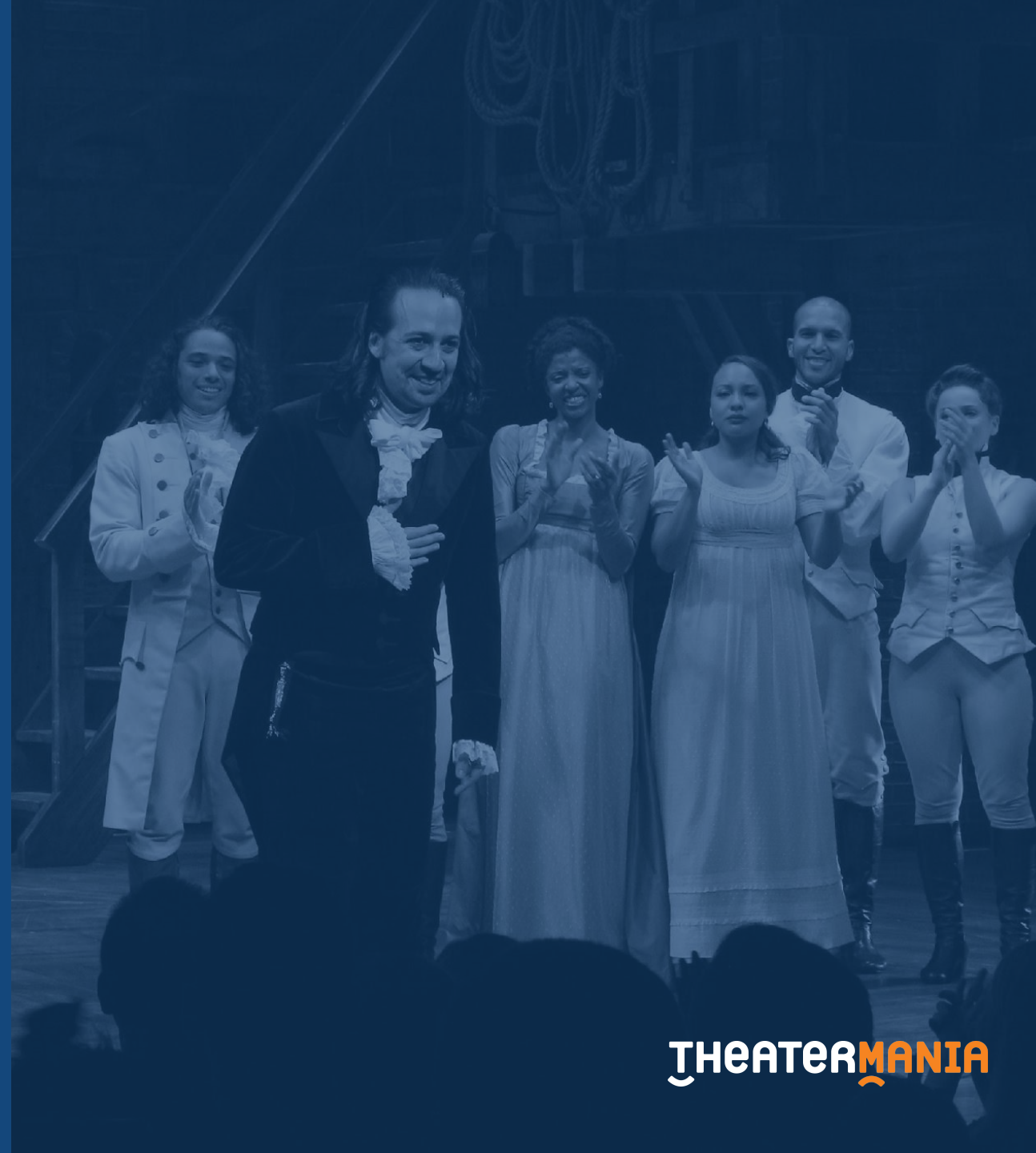
IF ALLOWED BY YOUR STATE OR LOCAL GOVERNMENT, WHEN WILL YOU FEEL COMFORTABLE ATTENDING INDOOR THEATER PERFORMANCES?

**Nearly 70% of arts patrons indicated that they will feel comfortable attending indoor theater performances by June 2021.**





# ADVERTISING OPPORTUNITIES



# Basic Rate Card

This rate card reflects our most popular products, however we would be happy to discuss more customized solutions.

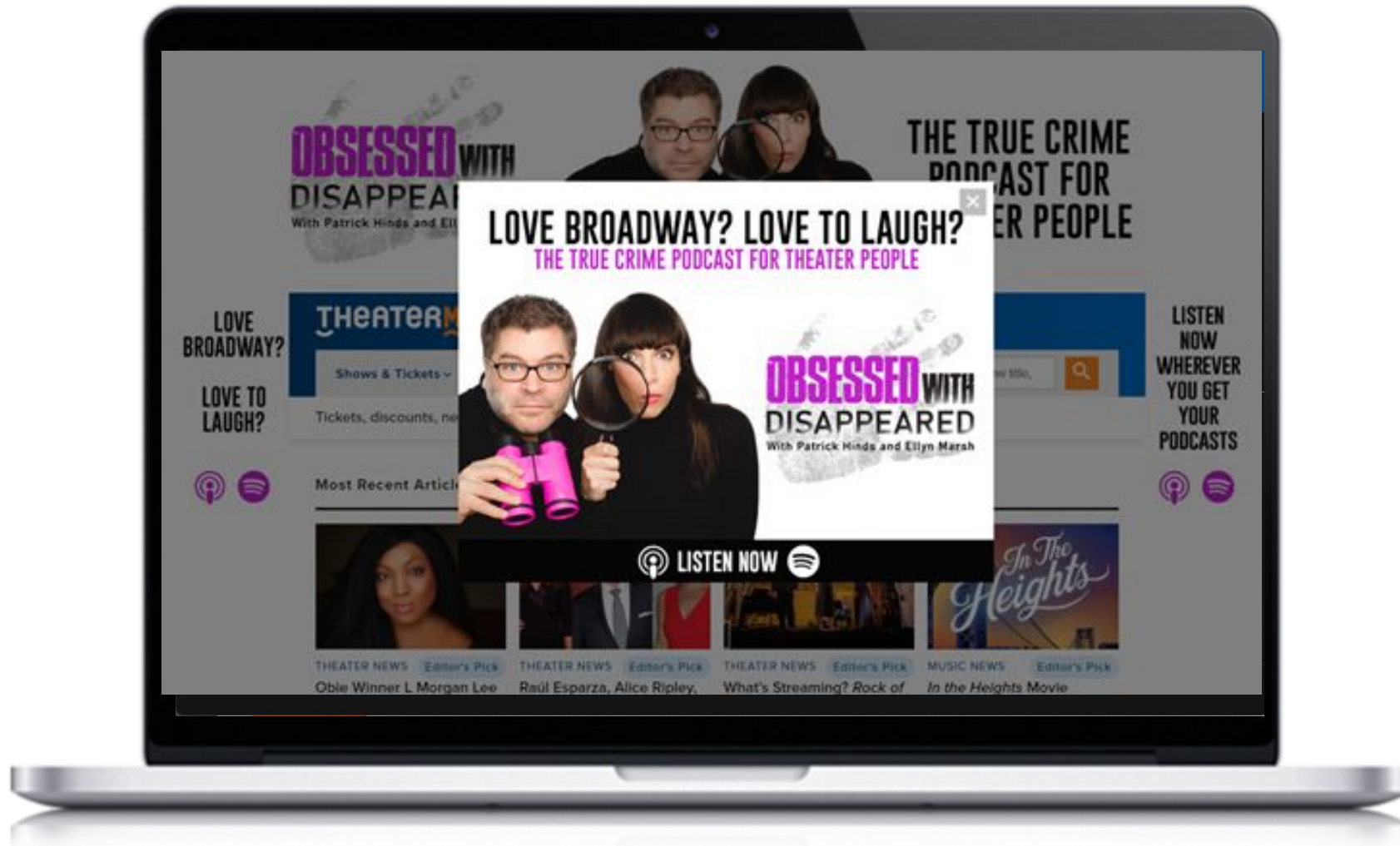
Samples of **some** of our high impact ad units can be viewed on the following pages

\*AudienceView ticketing clients enjoy special discounted rates. Inquire for more information

## THEATERMANIA 2021 RATE CARD

ROS Display Ads .....	\$15/M
Geo-Targeted ROS Ads .....	\$20/M
Billboard Ad .....	\$30/M
Persistent Ad .....	\$30/M
Mobile Adhesion Ad .....	\$15/M
Featured Listing .....	\$500 per week
Persistent Side Rails .....	\$2,500 per day
Welcome Mat .....	\$3,750 per day
<b>Home Page Site</b>	
Skin+ Road Block .....	\$5,750 per day
Daily Newsletter ad takeover .....	\$2,500 per week
National Newsletter takeover .....	\$3,250 per week
Dedicated eblasts .....	\$25/M
Broadway list .....	\$13,500
Off-Broadway list .....	\$6,700
National list .....	\$17,500
Reblast to the opens .....	\$50/M
Facebook/IG ads .....	\$3,000 (300K impressions) \$2,000 (200K impressions)

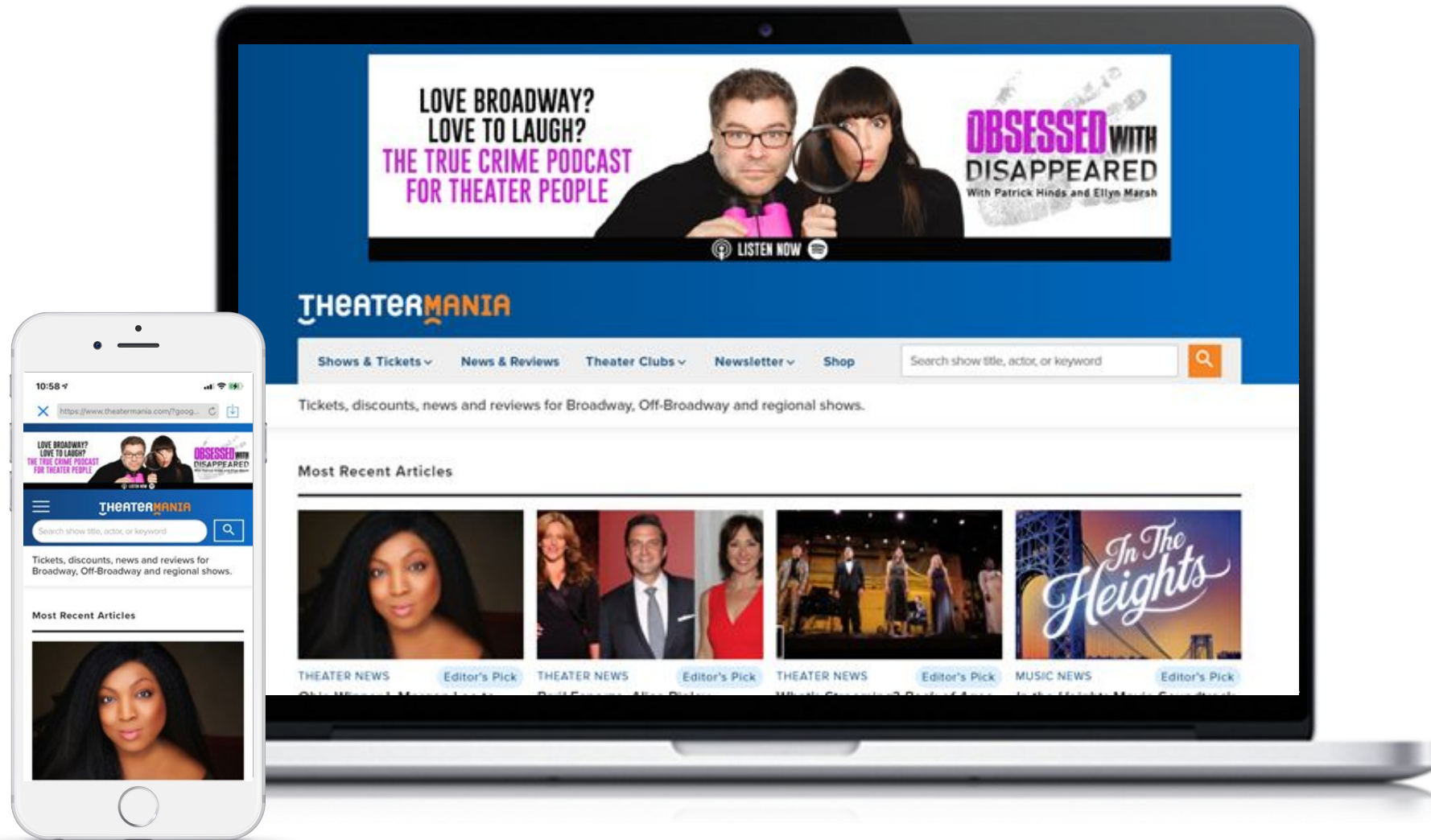
# High Impact Advertising - Site Skin + Welcome Mat



Combination is not required- Advertisers can book these units separately  
Desktop Only ~ Welcome Mat works with Video ads



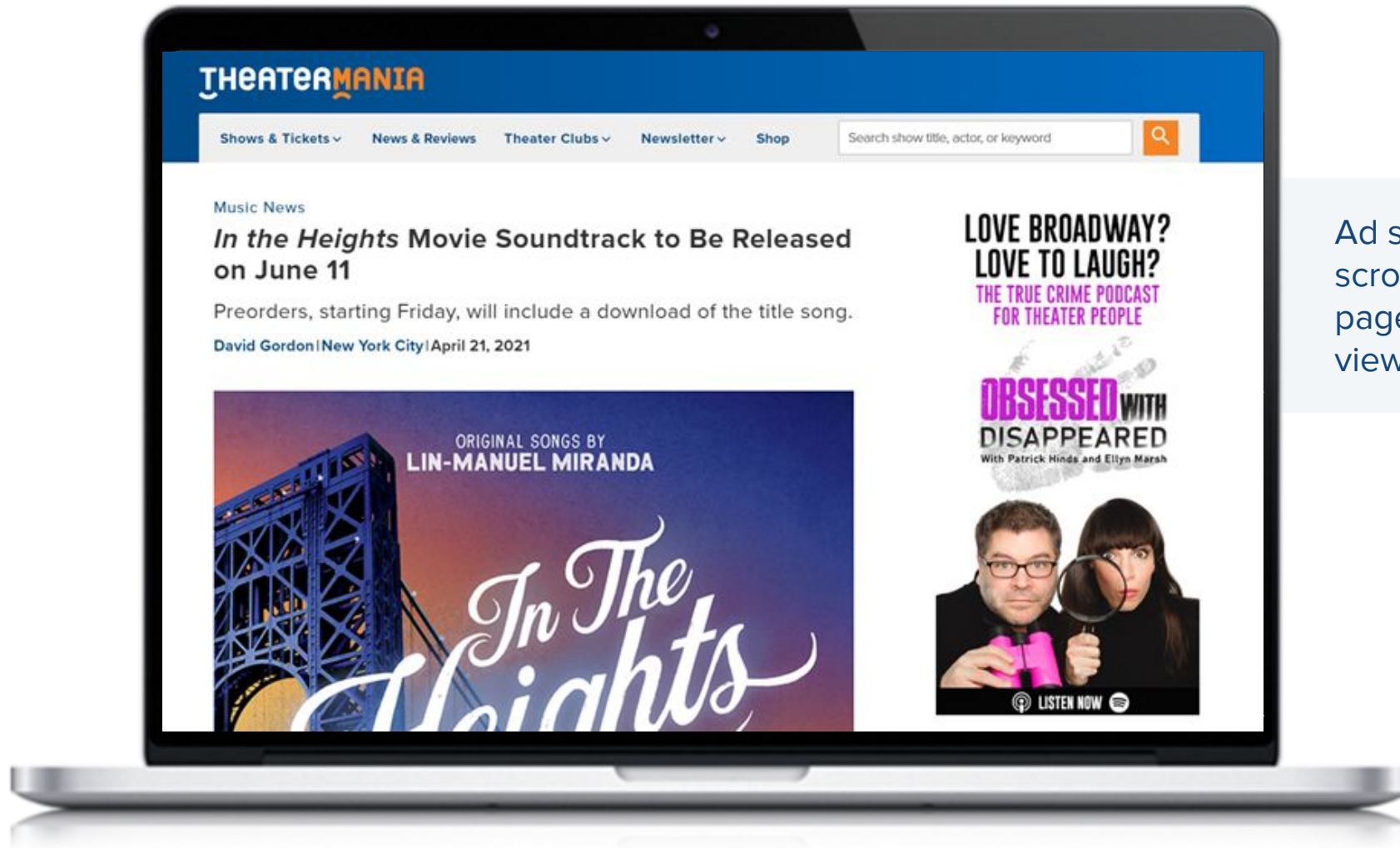
# High Impact Advertising - Billboard Unit



Available on Desktop, Tablet and Mobile

**THEATER**MANIA

# High Impact Advertising - Persistent Ad



Ad sticks as the user scrolls down the page for maximum viewability!

300x600 or 300x250

**THEATERMANIA**

# Dedicated Eblast

Reach our highly engaged audience of over 1.4M opted in email names. Our Dedicated eblasts deliver strong open and click through rates.

We offer two different styles of Dedicated eblasts- using our tried and true template or with your own html.

- Price is a standard \$25/M
- Geo targeting available
- Special Broadway and Off Broadway lists of enthusiasts available
- Ability to re-blast the opens for \$50/M
- Minimum order= \$1K

THEATERMANIA

THE ALL-STAR REUNION CONCERT

FEATURING HITS FROM  
WHITESNAKE  
NIGHT RANGER  
REO SPEEDWAGON  
STARSHIP  
TWISTED SISTER  
FOREIGNER  
PAT BENATAR  
POISON  
... AND MORE!

Stream at the top of your lungs.

**Rock of Ages All-Star Reunion Concert**

ON APRIL 24,  
STREAM AT THE TOP  
OF YOUR LUNGS

The BEST-REVIEWED, MOST-NOMINATED, LONGEST-RUNNING (hair band) musical of all time is BACK...and you deserve a front-row seat.

On April 24th at 8PM EST, party like a pandemic rockstar (on your couch, cracking a cold one) at the virtual Rock of Ages All-Star Reunion concert for just \$33.

It'll be live from the Bourbon Room.

It'll be bi-coastal.

And it'll be a one-night-only shredfest featuring a ridiculous supergroup of Rock of Ages alumni including...

CONSTANTINE MAROULIS  
KERRY BUTLER  
FRANKIE GRANDE  
LAURA BELL BUNDY  
DAN FINNERTY  
KYLE GASS  
CHRIS HARDWICK  
DOT-MARIE JONES  
KATE ROCKWELL  
JAMES SNYDER  
...AND SO MANY MORE.

So get out Dennis Dupree's Good Time Juice (you bet your a\*\* there's a package for that), ready the rock horns, and get your tickets.

[Buy Tickets](#)

P.S. The show streams on-demand for 24 hours, too!

READY THE ROCK HORNS  
#RockofAges

Sample of TheaterMania template

THEATERMANIA

PRE-SALE STARTS NOW!

★★★★★

"Blockbuster digital experience that has taken the art world by storm!"

- Artnet News

"A completely new way of encountering Art!" - ctv

Immersive Van Gogh Exhibit Orlando

From creators of the blockbuster exhibit seen by over 2 million visitors in Paris and after selling over 1 million tickets across North America, the original Immersive Van Gogh Exhibit makes its mark at a super-secret location in the heart of Orlando.

Loose yourself in 300,000 cubic feet of monumental projections animating Vincent van Gogh's oeuvre. Wander through enrapturing, moving images that highlight brushstrokes, detail, and color - truly illuminating the mind of the genius.

You will be immersed in Van Gogh's world - from his many landscapes and night scenes to his portraits and still life paintings. The installation includes the Marguerite de la Perouse (The Potato Eaters, 1865), the Night in Brno (Olympia Night, 1865), Les Femmes d'Alger (Olivier, 1889), and La Chambre à coucher (The Bedroom, 1889), and so much more.

Amplifying in scale and breathtakingly imaginative, you will experience Van Gogh's art in a completely new and unforgettable way.

The exhibit is designed and conceived by Massimo Sestini, with soundtrack by Luca Longobardi, who both pioneered immersive digital art experiences in France.

GET EXCLUSIVE ACCESS TO IMMERSIVE VAN GOGH ORLANDO BEFORE TICKETS GO ON SALE TO THE PUBLIC

[BUY PRE-SALE TICKETS](#)

Sample of an HTML email



# Newsletter Ads

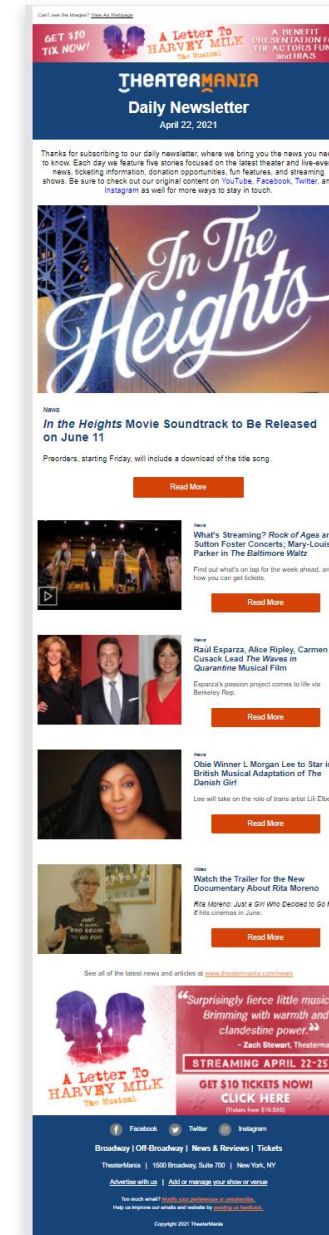
- Daily and Weekly newsletters
- One advertiser per newsletter for 100% share of voice
- Native advertising options

## Daily Pricing:

- \$2,500/week (Monday - Friday) for the display units
- \$750 per day for the Native Unit

## Weekly Pricing:

- \$2,000 per week



# AudienceView Campaign Manager: Self-Serve Advertising

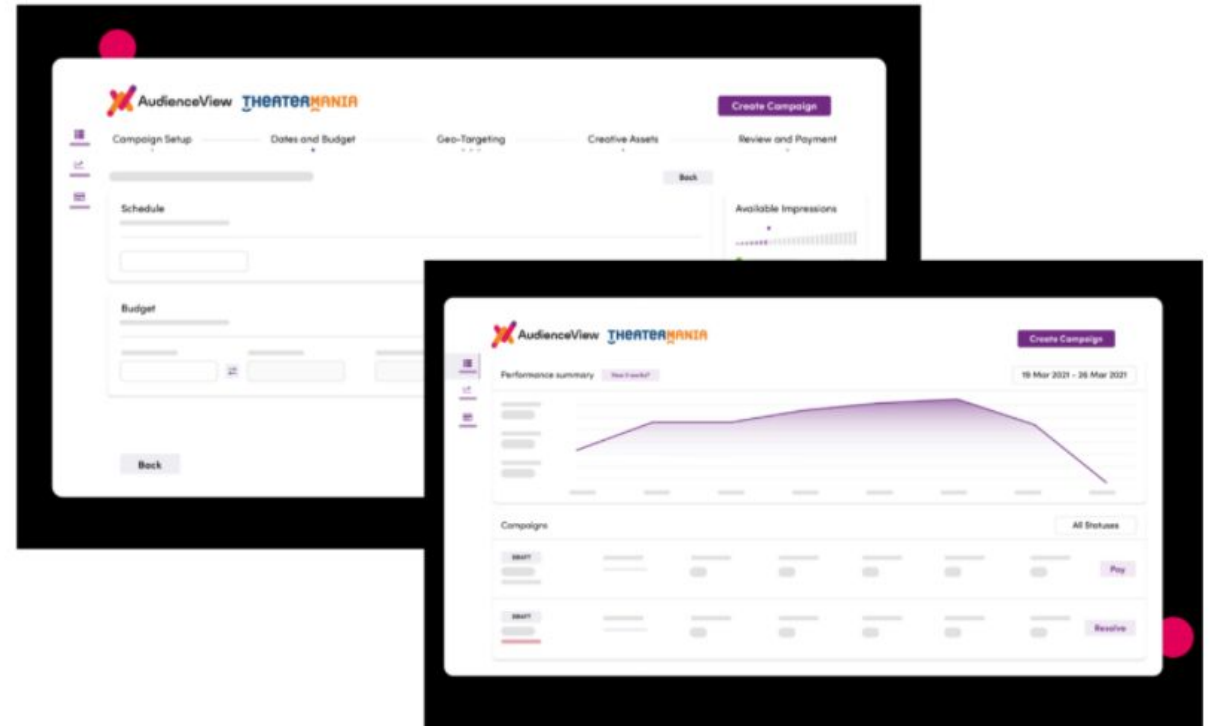
Introducing AudienceView Campaign Manager, our innovative new self-serve advertising platform. You can book your own web ad campaigns to run on theatermania.com by going to [campaignmanager.audienceview.com](https://campaignmanager.audienceview.com).

**Step 1** - Set up your account

**Step 2** - Book your campaign and upload your creative assets or third party tags

**Step 3** - Pay for your campaign with credit card

**Step 4** - Check back any time to view results!



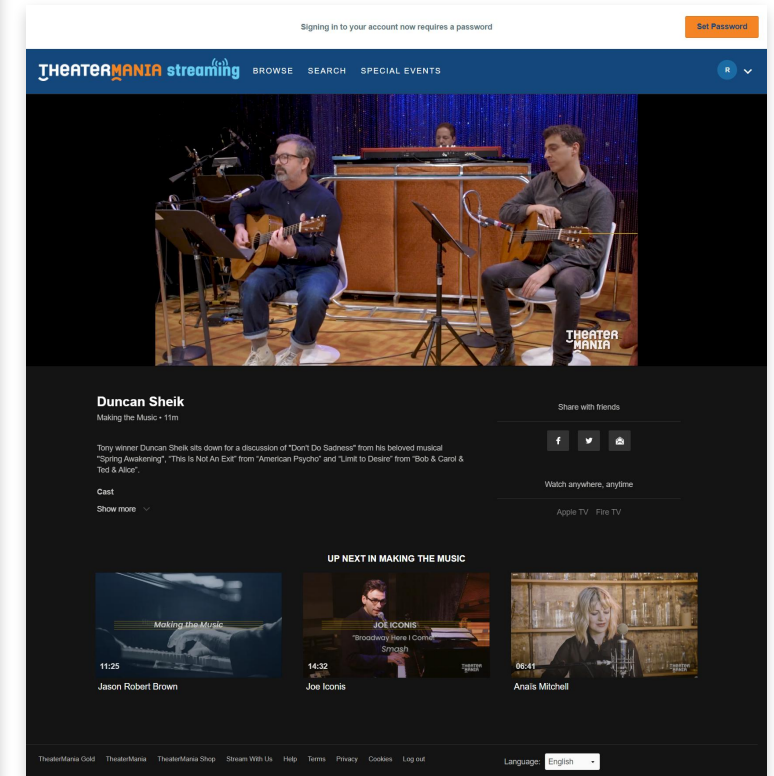
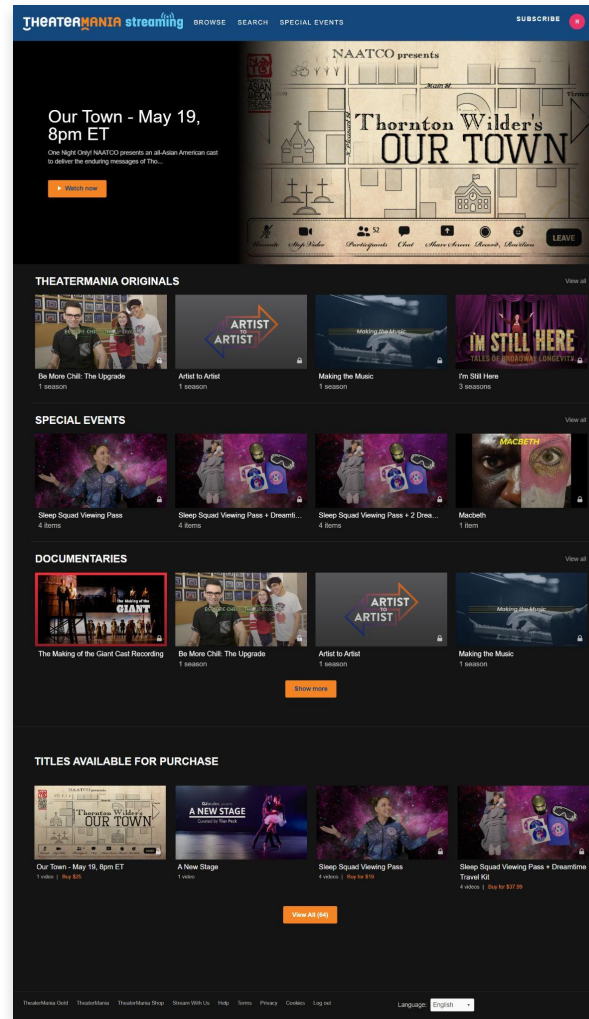
## WHO WE ARE

# Streaming

TheaterMania Streaming is an OTT service available on web, AppleTV and AmazonFireTV. We offer live and on demand programming to our digital audience and our Gold Club members. Let us stream your show and sell tickets to our active audience of over 1.4M users. We make it easy for you to be successful using our team and tools with very low costs and mostly a revenue share.

## Plus

- Post campaign reporting and settlement
- Ability to track shows on an affiliate level
- 4K quality video
- Tech support for your customers





## WHO WE ARE

# TheaterMania Gold

With TheaterMania Gold, you can build buzz and create future audiences, move allotments quickly and discreetly, with offers visible only to our members, fill the house last minute for VIP performances, and energize your audience with our engaging members. And now, all Gold members have access to our new TheaterMania Streaming platform.

With around 5,000 Gold Members, the Club provides members with the opportunity to see a show in NYC every night of the week. When members join, they get access to reserve shows that are curated specifically for Gold, ranging across a number of genres, including plays, musicals, opera, cabaret, concerts, museums, film, dance, and more.

*90% of members regularly recommend that their friends buy tickets to shows they've seen on Gold and 94% say that they would most likely recommend membership of Gold to a friend.*

**THEATERMANIA GOLD** YOUR SHOPPING CART IS EMPTY. [SHOPPING CART](#)

[STREAMING](#) [SHOP](#) [GIFT CARDS](#) [MEMBER LOGIN](#)

Search Events  Event Dates  to  [GO](#)

**EXPERIENCE ENTERTAINMENT EVERYWHERE**

Membership gives you access to TheaterMania Streaming, exclusive content, experiences and discounts.

[JOIN TODAY](#) [MEMBER LOGIN](#)

Pay \$9.99 USD/month or \$79.99 USD/year.

**EXPERIENCE EVENTS, LIKE NEVER BEFORE.**

From Broadway to Comedy, Music to Magic, TheaterMania Gold offers you exclusive content, experiences and discounts. Your membership in TheaterMania Gold gives you access to TheaterMania Streaming with the best live streams and videos on demand in the world of performing arts. Exclusive experiences that bring you up close and personal with artists and creators. Receive exclusive Presale offers as well discounts to both live and virtual events, dining and more!

[JOIN TODAY](#)

Pay \$9.99 USD/month or \$79.99 USD/year.

## WHO WE ARE

# All in One: Ticketing Solutions + Audience Growth

In order to fully realize the power of partnering with AudienceView, we invite you to consider us as your ticketing partner. Ticketing clients enjoy a multitude of benefits in working with us including free, exclusive and reduced price advertising programs. We believe in the power of live events. At AudienceView, our purpose is to ignite the passion for live events around the world. We're the ones who set the stage by giving clients the key to what gets events discovered, attended and remembered -- all with a single partner.

To learn more about our software offerings, visit our website at [www.audienceview.com](http://www.audienceview.com).

## SOFTWARE

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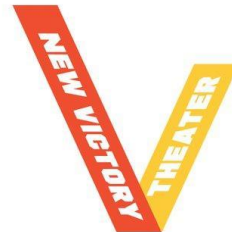
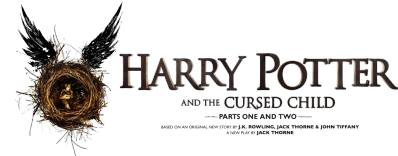


## CONSUMER COMMUNITIES

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# Clients





# Contact Us

[advertising@theatermania.com](mailto:advertising@theatermania.com)

**THEATER****MANIA**