



GATEWAY THEATRE

2010/2011 SEASON  
MainStage Series

Dear Advertiser,

I would like to take this opportunity to offer you the opportunity advertise in one or more of the 2009/2010 in house program magazines for Gateway Theatre MainStage Series productions.

The house publications of the Gateway Theatre aim to inform and entertain patrons with artist biographies, interesting articles, community activity reports and suggestions for learning more, add up to an attractive, well-designed package to enhance patrons' theatre experiences.

The Gateway Theatre, opened in 1984, has become the centre to the performing arts for the growing City of Richmond and its surrounding communities. The theatre is one of the finest in Canada with comfortable seating, great sightlines and good acoustics. Located in a community with a population comprised largely of new Canadians from South East Asia, The Gateway faces unique programming challenges - choices must be popular enough for first time theatre-goers, challenging enough for more experienced patrons and diverse enough to be inclusive of its cultural context.

The 2010/2011 Gateway Theatre Main Stage season meets all these challenges. Over the last decade Gateway Theatre has become renowned for premiering new plays nurtured in SceneFirst, their play development program - this year you'll see a comedic musical fable called **The Forbidden Phoenix**. Also on stage this season is a new adaptation of Dickens' enduring masterpiece **Great Expectations**. These two shows will stand beside Neil Simon's classic comedy **Brighton Beach Memoirs** and the fabulous family musical **Annie**.

The Gateway Theatre program magazines are handed to each patron entering the Gateway Theatre. Advertising in any or all of the Gateway Theatre magazines ensures that your message will reach everyone that attends a performance of their shows. Patrons attending these shows are usually highly affluent, well-educated and sophisticated - a key audience for any advertiser!

If you require any further information about the publications, rates, closing dates, etc. please call 778.294-5881.

For more information on the Gateway Theatre – visit [www.gatewaytheatre.com](http://www.gatewaytheatre.com) or call 604.270.1812

Thanking you in advance,



Alan Slater  
Publisher





## The Gateway Audience

- 58% Female    42% Male
- 66% Married    23% Single
- 48% Age 25 – 45
- 35% Age 55 – 70
- 90% Have Post-Secondary education
- 65% Are University Graduates
- 35% Earn \$100,000 or over
- 40% Earn \$70,000 - \$100,000
- 62% Reside in Richmond
- 29% Reside in Delta/White Rock
- 82% Own their home
- 30% Dine out weekly
- 30% Dine out more than once a week

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