

# playboard®

Your Informative Guide to the Live Arts

Dear Advertiser,

I would like to take this opportunity to offer you the chance to advertise in **Playboard**, Vancouver's oldest monthly live arts theatre magazine. **Playboard** has been published since 1965 and is an informative guide to the live arts in the Greater Vancouver area.

**Playboard** is prominently displayed and distributed free in all the Vancouver civic theatres, the Arts Club theatres, the Richmond Gateway Theatre and all the other major theatres in Vancouver and surrounding areas. **Playboard** is also distributed at the Vancouver International Airport, Tourism Vancouver offices, selected hotels and restaurants.

Our editorial columns include articles and information on up coming and presently showing shows as well as features on young stars and celebrities from ballet, Broadway shows, classical theatre, opera, symphonies and pop concerts. We also have regular features on the arts, the film industry and restaurants.

Advertising in a **Playboard** magazine will help you reach the local patrons as well as the ever increasing number of visitors to Vancouver that attend live arts theatres in the greater Vancouver area.

If you require any further information about the publication, advertising rates, closing dates, etc, please call 778.294.5881.

Thanking you in advance,



Alan Slater  
Publisher



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Email: [theatre@shawbiz.ca](mailto:theatre@shawbiz.ca) Website: [www.playboardmag.com](http://www.playboardmag.com)

Arch-Way Publishers is a Division of Canadian Best Publishers Ltd.

Published since 1965

# **PLAYBOARD TARGETED MARKET**

**Playboard** Magazine's targeted market is based on an analysis of the attendance patterns and profiles of the patrons of live theatre, opera, ballet and symphony concerts.

In Vancouver a monthly average of 245,000 patrons attend various performing arts shows, of these:

- 57% have household income of \$35,000 or more
- 32% have household income of \$50,000 or more
- 14% have household income of \$75,000 or more
- 46% are University or professional college graduates
- 79% own their own private residence
- 33% are professional, managers and/or entrepreneurs
- 60% are between 25 and 49 years of age
- 55% are female, 45% male
- 53% bank with Trust Companies or Credit Unions
- 38% have savings or other types of bonds
- 32% have term deposits, mutual funds or guarantee investment certificates
- 30% have Registered Retirement Savings Plans
- 80% dine out more than once a month
- 61% prefer imported red wines
- 39% prefer imported white wines
- 68% prefer domestic white wines
- 32% prefer domestic red wines
- 56% spend four or more nights on pleasure travel or luxury resort hotels annually
- 40% spend one to three nights on pleasure travel or luxury resort hotels annually

## **PLAYBOARD DISTRIBUTION**

- **THEATRES**

Queen Elizabeth Theatre  
Vancouver Playhouse  
Orpheum Theatre  
The Centre in Vancouver for Performing Arts  
The Stanley Industrial Alliance Theatre  
Arts Club Theatre (Granville Island Stage)  
Performance Works Theatre  
Waterfront Theatre  
Festival House  
Pacific Theatre  
Metro Theatre  
Norman Rothstein Theatre  
Roundhouse Community Centre  
Vancouver East Cultural Centre  
Jerico Arts Centre  
Firehall Arts Centre  
The Chan Centre for the Performing Arts  
Vogue Theatre \*  
Gateway Theatre (Richmond)  
Capilano College Performing Arts Centre (North Van)  
Centennial Theatre (North Vancouver)  
Presentation House Theatre (North Vancouver)  
Shadbolt Centre for the Arts (Burnaby)  
SFU Theatre (Burnaby)  
Michael J. Fox Theatre (Burnaby)  
Massey Theatre (New Westminster)  
The Surrey Arts Centre Theatre (Surrey)  
The Bell Centre Performing Arts Centre (Surrey)  
The Evergreen Cultural Centre (Coquitlam)  
Terry Fox Theatre (Port Coquitlam)  
Maple Ridge Arts Centre & Theatre (Maple Ridge)  
Coast Capitol Playhouse (White Rock)  
TheatreOne (Nanaimo)  
Belfry Theatre (Victoria)  
Royal Theatre (Victoria)  
McPherson Playhouse (Victoria)  
North Peach Cultural Centre (Fort St. John)  
Other Theatres on a rotation basis or when requested

- **HOTELS AND RESTAURANTS**

Fairmont Hotel, Vancouver  
The Georgia Hotel  
The Hyatt Regency Hotel  
Fairmont Waterfront Centre Hotel  
The Georgian Court Hotel  
The Sutton Place Hotel  
The Pacific Palisades Hotel  
The Empire Landmark Hotel  
The Inn at False Creek  
The Century Plaza Hotel

- **HOTELS AND RESTAURANTS (Cont.)**

Rosies on Robson  
White Spot Restaurant (Seymour St.)

- **TRAVEL, CONVENTION & BUSINESS**

The Vancouver Visitors & Convention Bureau –  
Burrard Street  
New Westminster Visitors Info Centre (New West)

- **OTHER**

Alliance for Arts & Cultural Centre  
Biz Books  
Burrard Street Skytrain Station  
Club Interwest  
Sears Centre - Guest Services  
Vancouver International Airport  
Vancouver School of Music  
Waterfront Skytrain Station

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Vancouver's Oldest and Best Lively Arts and Entertainment Magazine  
Published since 1965

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## RATE CARD – No. 41

### SPECIAL POSITIONS:

Outside Back Cover (4C)	\$ 1,500.00
Inside Back Cover (B/W)	\$ 1,250.00

	COLOUR PAGE	BLACK AND WHITE
Full Page	\$ 1,300.00	\$ 1,150.00
2/3 Vertical	\$ 1,150.00	\$ 1,000.00
1/2 Horizontal or Island	\$ 950.00	\$ 800.00
1/3 Vertical or Square	\$ 750.00	\$ 600.00
1/6 Vertical or Horizontal	\$ 500.00	\$ 400.00

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### MECHANICAL REQUIREMENTS

<b>SIZES (In Inches)</b>	<b>WIDE</b>	<b>HEIGHT</b>	<b>SIZES</b>	<b>WIDE</b>	<b>HEIGHT</b>
Type Page	7-1/8	10-	1/6 Horizontal	4-5/8	2-1/4
2/3 Vertical	4-5/8	10-	1/6 Vertical	2-1/4	4-15/16
1/2 Horizontal	7-1/8	4-15/16	Trim size	8-1/8	10-3/4
1/3 Square	4-5/8	4-15/16	Bleed Size	8-1/2	11-1/8
1/3 Vertical	2-1/4	10-			

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Printed Heatset Web Offset, CTP.

Ad files can be supplied electronically (Max 10 meg. file) or on disc in Quark Xpress or Adobe Illustrator format with all high-resolution images & fonts. Ad files can also be supplied as a high-resolution PDF file (No negatives)

Ad materials that do not meet specifications are subject to production charges.

Rates quoted are for the insertion of the advertisement only and do not include applicable taxes.

Rates quoted are per issue.

Rates are subject to change without notification.

Space and ad material deadline: 15<sup>th</sup> of month prior to the month of publication.

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### ARCH-WAY PUBLISHERS

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