

LIVE THEATER SAMPLING

Program Description

- Up to 2 million samples distributed to upscale adults / females
- Samples hand-distributed by ushers

This program offers targeted sampling through participating theaters across the country. They attract a target audience of upscale, educated and active adults who like to see and be seen. Ushers hand-deliver samples to your target consumer during intermission.



Productions such as Jersey Boys, Hair, Wicked, 9 to 5, Rock of Ages, Shrek, Mary Poppins, Billy Elliot and many more are currently touring.

The Traveling Broadway Theater Series Program women are primarily:

- Age 30+
- Higher income with an average household income of \$100,000+
- Educated with a college degree or higher