

PRODUCTIONS

Show Choir Products and News

media guide 2024

**CONNECTING ADVERTISERS TO SHOW CHOIR
DIRECTORS & BOOSTERS**

PRODUCTIONS

Show Choir Products and News

GET YOUR PRODUCT INFORMATION IN FRONT OF **OVER 13,000 ENGAGED READERS.**

Our core audience consists of Directors, Assistant Directors, Booster Club officers, and school officials at the high school, middle school, and collegiate levels. Your audience includes all those who make or influence the buying decisions for these dynamic performance groups. Beyond our US readers, we also have subscribers from the United Kingdom, Canada, Italy, Ireland and Australia.

In addition to featuring several show choirs every year, we also offer Celebrity Interviews from people connected to Show Choir: Since we launched in August 2012, we have featured Lance Bass, Miss America 2013 Mallory Hagan, the star of VH1's "Off Pitch," singer Shelly Fairchild, and Tyne Stecklein from "Dancing with the Stars."

Most importantly, *Productions* offers pertinent and trusted editorial and product information on all products and services relevant to our audience: Costuming and Props, Staging, Acoustics and Sound, Videography Equipment, Auditoriums, Music and Custom Music Arrangements, Travel, Camps, Competitions, Fundraising, and more. Additionally, features are searchable through an on-site search engine, making it easy for visitors to find related articles or vendor directory listings by topic. Editorials and features can even be linked to the Vendor Directory.

EDITORIAL CALENDAR 2023

ISSUE	ARTWORK DUE	FEATURES	PRODUCT SHOWCASE
February	1/17/24	Choir Management, Software, and Travel	Buyer's Guide
April	3/16/24	Acoustics, Camps, and Clinics	Staging Equipment
June	5/16/24	Fundraising and Travel	Set Design, Sound, and Music
August	7/17/24	"Back to School"	Costuming and Auditoriums
October	9/15/24	Staging and Competitions	Fundraising
December	11/16/24	Lighting and Sound FX	Musical Arrangements and Sheet Music





Since we started in 2012,
we have become the go-to,
trusted source for everything
show choir.



Not Bound By Geography or Rapid Changes to The Field

Because we can offer unlimited digital versions, our intended audience has rapidly grown in some ways we anticipated (with more and more show choir members subscribing) but in some surprising ways too. We wanted any show choir members to have access to the magazine, and we have hundreds of subscribers from that demographic. We are also delighted to see that show choir members from other countries continue to subscribe. Finally, we have continued developing our connections to Musical Theatre educators, “regular” Choir directors, and even Band Directors and Boosters. Perhaps most importantly for advertisers, the digital issues also broaden your reach by encouraging sharing from e-blasts and social networking sites. The magazines are shared and re-shared for several weeks after each release date and are permanently archived on our site.

Digital Interaction is Perfect for this Mobile, Active, and Creative Culture

Because Show Choir booster officers and members are often changing every few years, or even annually, it's crucial they have a simple and quick way to guarantee their subscriptions arrive without fail. Additionally, they can view their digital issues at any time and place and return with one click to issues when they are ready to focus on a task: whether that be choosing costuming, purchasing risers, or looking for tips to mic a stage.

***PRODUCTIONS
IS THE ONLY
SHOW CHOIR
MAGAZINE IN
THE INDUSTRY.***

ADVERTISING HIGHLIGHTS

Digital issue advertisements in the magazine are live linked with your contact information and/or multiple webpages connected to a variety of products your company offers. With certain packages, you can have a no-cost Product Showcase, where you have space to offer detailed information about one of your products or services.

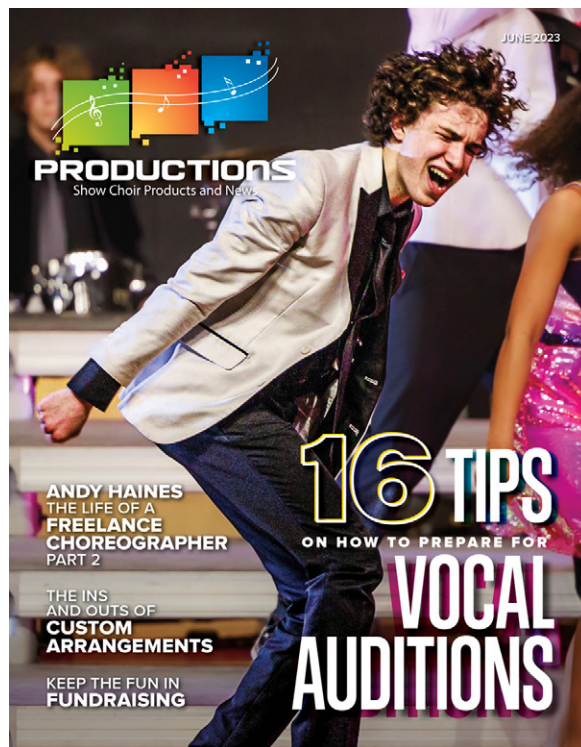
Other Digital Advertising Options include billboard squares, leaderboard banners, spotlight squares, and targeted skyscrapers. We also offer a Vendor Directory listing.

All past issues are archived at productionsmag.com, where visitors can also find a community of products and services tailored to show choir. Digital ads are targeted to those categories for both vendor directory listings and for articles.

Exclusive issue sponsorship and themed-eblast sponsorship for the following categories: Costuming, Staging, Fundraising, Travel, Music Arranging, and Lights/Sound.

FEBRUARY BUYER'S GUIDE

The Buyer's Guide will be one of the most read and re-read issues of the year. In addition to editorial, we will have a detailed listing of products and services in the Marketplace categories; we also offer clients an opportunity for an Enhanced Buyer's Guide Listing.



Reach your audience across multiple platforms

RATES

	1X	3X	6X
Full Page	1495	1180	1035
Two Page Spread	2900	2320	2030
1/2 Page Island	875	700	615
1/2 Page	825	660	580
1/3 Page	600	480	420
1/4 Page	465	370	325
Inside Front Cover	1900	1560	1410
Inside Back Cover	1650	1320	1170
Back Cover	2100	1680	1530

ONLINE

	COST	SIZE
Banner	\$1000/month	728px x 90px
Spotlight Square	\$500/month	180px x 150px
Billboard Square	\$1,200/month	300px x 250px
Targeted Skyscraper	\$2400/month	300px x 600px
Vendor Directory	\$600/year	Logo +100 words

SPECS

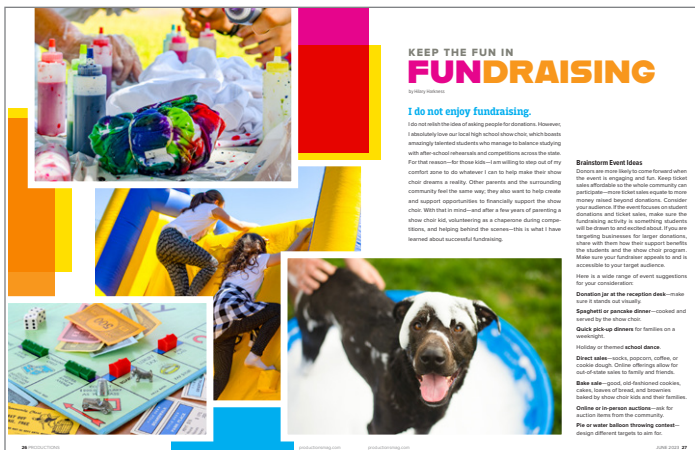
	LIVE AREA	TRIM	BLEED
Full Page	7.625" x 10.125"	8.375" x 10.875"	8.625" x 11.125"
Two-page Spread	16" x 10.125"	16.75" x 10.875"	17" x 11.125"
1/2 Island	—	4.875" x 7.625"	—
1/2 Horizontal	—	7.75" x 4.875"	—
1/2 Vertical	—	3.75" x 9.875"	—
1/3 Square	—	4.875" x 4.875"	—
1/3 Vertical	—	2.25" x 9.875"	—
1/4 Square	—	3.75" x 4.875"	—



WHAT WE COVER

Staging and Auditoriums, Choreography, Music and Custom Music Arrangements, Lighting, Acoustics, Fundraising, Travel, Show Choir Website Design, Costuming, Choir Spotlights, Celebrity Interviews, and more!

Whether we are reaching choral departments with hundreds of students or those who work with smaller collegiate-level or middle-school show choirs, we hit the directors and booster organizations of nearly every show choir in the nation.





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