# BROADWAY.COM

# MEDIA KIT

2 0 1 8

Last Updated April 4, 2018

# OUR SERVICES

## Online Ticketing

Browse comprehensive show pages and purchase individual or group tickets online to all Broadway & Off-Broadway shows.

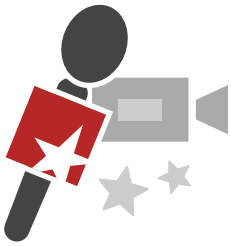
## Customer Service

Call 1.800.BROADWAY to receive expert advice & recommendations from a team of over 40 highly knowledgeable representatives.

## Gift Certificates

Certificates can be redeemed for tickets to all Broadway shows, and they never expire.

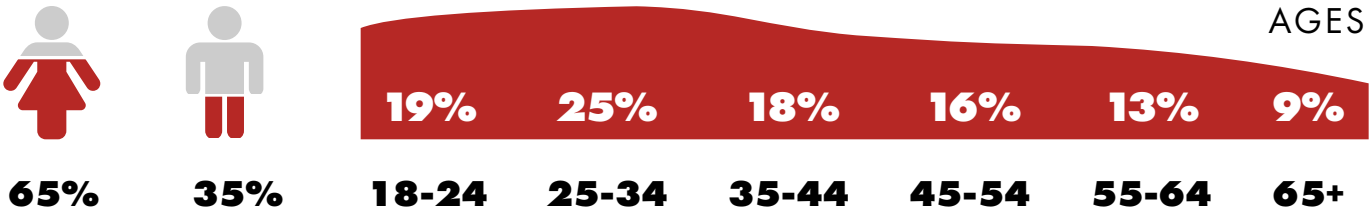
## Broadway Buzz



Unrivaled press coverage of live events, star interviews and in-depth multimedia coverage of the Broadway scene.

# OUR REACH

Over **1 Million Tickets** sold **Annually**
& **15,000** Gift Certificates sold




**82% DOMESTIC** | **18% INT'L**

## TOP FIVE DMAs

| | |
|---|---|
| 37% | **New York City** |
| 5% | **Philadelphia** |
| 4% | **Washington DC** |
| 3% | **Boston** |
| 3% | **Los Angeles** |

## TOP FIVE INT'L

| | |
|---|---|
| **United Kingdom** | 18% |
| **Canada** | 17% |
| **Australia** | 7% |
| **Brazil** | 5% |
| **Mexico** | 4% |

# OUR STATS

## #1 Source for Broadway Information

ACCORDING TO THE BROADWAY LEAGUE AUDIENCE DEMOGRAPHIC REPORT

**240 Million**
PAGE VIEWS/YEAR

**25 Million**
USERS/YEAR

**60 Million**
VIDEO VIEWS/YEAR

**547,000**
LIKES

**258,000**
FOLLOWERS

**266,000**
SUBSCRIBERS

**397,000**
FOLLOWERS

**900,000**
SUBSCRIBERS

**2m 45s**
AVERAGE TIME SPENT ON SITE

**5.8**
AVERAGE PAGES PER VISIT

**5.5M**
PAID SEARCH

**55%**
MOBILE

**9%**
TABLET

**36%**
DESKTOP

FOR MORE INFORMATION, CONTACT

**advertising@broadway.com**