

# 2014 BROADWAY.COM MEDIA KIT

## SERVICES



### Online Ticketing

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



### Hotel Packages

With the best selection of hotels in the theater district, it's easy to find a great deal



### Customer Service

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



### Gift Cards

They can be redeemed for tickets to all Broadway & Off-Broadway shows, and they never expire



### Broadway Buzz

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

## REACH

**OVER 1 MILLION**  
TICKETS SOLD ANNUALLY

**13,000**  
GIFT CERTIFICATES SOLD

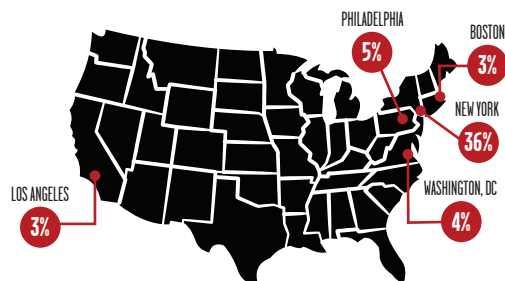


BROADWAY.COM TICKET BUYERS  
**73% DOMESTIC** **27% INT'L**

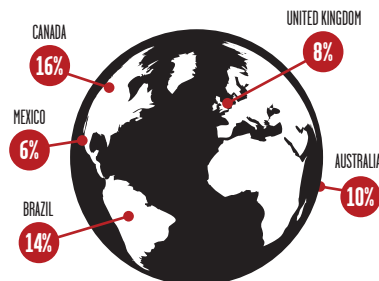


**125 COUNTRIES**  
REPRESENTED BY OUR TICKET BUYERS

### TOP 5 DMA's



### TOP 5 INTERNATIONAL



## STATS

**#1 SOURCE**  
FOR BROADWAY INFORMATION  
ACCORDING TO THE BROADWAY LEAGUE AUDIENCE DEMOGRAPHIC REPORT

**24.5 MILLION**  
USERS PER YEAR

**140 MILLION**  
PAGE VIEWS PER YEAR

**15 MILLION**  
VIDEO VIEWS PER YEAR



**205,000**  
FACEBOOK LIKES



**118,000**  
TWITTER FOLLOWERS



**43,000**  
INSTAGRAM FOLLOWERS



**88,000**  
YOUTUBE SUBSCRIBERS



**790,000**  
EMAIL SUBSCRIBERS



**55%** DESKTOP  
VISITS



**15%** TABLET  
VISITS



**30%** MOBILE  
VISITS

AVERAGE TIME SPENT ON SITE  
**2 MIN. 58 SEC.**

AVERAGE NUMBER OF PAGES  
**3.24 PER VISIT**

2.2 MILLION HOURS ANNUAL TIME SPENT ON BROADWAY.COM

THE BROADWAY.COM BRAND

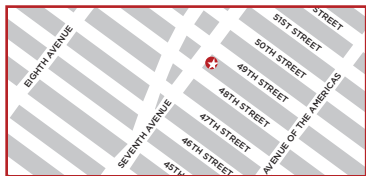
 **MAY 1, 2000** ANNIVERSARY

**156 EMPLOYEES**

**52% FEMALE**   
**48% MALE** 

**60% OF EMPLOYEES**  
SAW THEIR FIRST BROADWAY SHOW  
BEFORE THEY WERE  
**15 YEARS OLD**

LOCATED IN THE  OF TIMES SQUARE



**23% OF EMPLOYEES**  
HAVE WORKED AT BROADWAY.COM  
FOR 10 YEARS OR MORE

WE SPEAK  
**12**  
LANGUAGES

ENGLISH DEUTSCH  
একটি বাংলা ESPAÑOL  
РУССКИЙ 한국  
עברית ITALIANO  
FRANÇAIS PORTUGUÊS  
TAGALOG 



ACCESS TO GREAT THEATER  FREE BREAKFAST ON FRIDAYS   
BAR CART FRIDAYS  OUR WONDERFUL RECEPTIONIST, TERRY!   
CASUAL WORK ENVIRONMENT  GREAT COLLEAGUES 

**WE'RE AN INTERESTING AND TALENTED BUNCH.  
HERE ARE JUST A FEW OF THE REASONS WHY!**

RAN THE NYC MARATHON ONCE  
BUT HAVE TWO MEDALS  
CAN REMEMBER BROADWAY.COM  
WHEN IT WAS JUST A LANDING PAGE  
WITH CURTAINS AND  
A PHANTOM MASK  
BREW MY OWN BEER  
AT HOME  
HAVE LIVED IN 17 CITIES WITHIN 3 COUNTRIES  
SAW THE ORIGINAL PRODUCTION  
OF RENT 17 TIMES  
CAN SAY THE ABC'S  
BACKWARD  
BEEN RUNNING  
1000+ DAYS  
IN A ROW  
FASHION STYLIST FOR RAP ARTIST  
AND REALITY TV PERSONALITIES  
IN MY SPARE TIME  
FREELANCE MAKEUP ARTIST  
CAN BALANCE A TOOTHPICK  
ON THE END OF MY NOSE  
NOT A DAY GOES BY THAT I DON'T  
SLIP A STEPHEN SONDHEIM REFERENCE  
INTO CASUAL CONVERSATION  
HAVE WORKED ON LAND, AIR, AND SEA  
GRANDPARENTS AND FATHER ARE/WERE ACTORS THEIR ENTIRE LIVES  
CAN REMEMBER BROADWAY.COM  
WHEN IT WAS JUST A LANDING PAGE  
WITH CURTAINS AND  
A PHANTOM MASK  
SANG AND PLAYED THE PIANO  
AT THE WHITE HOUSE  
PLAY THE SAXOPHONE  
LIKE A BOSS  
WORKING IN OUR BUSINESS FOR 53 YEARS  
TAUGHT MY DOG HOW TO CLOSE  
THE DOOR BEHIND HIM  
AFTER HE LETS HIMSELF IN  
CAN QUOTE THE ENTIRE  
JURASSIC PARK FILM  
FROM MEMORY  
HAVE SEEN 369 BROADWAY PERFORMANCES  
AND 110 OFF-BROADWAY PERFORMANCES  
CLIMBED THE GREAT WALL  
OF CHINA IN THE SNOW  
CAN TUVAN  
THROAT SING

✉ FOR MORE INFORMATION, CONTACT: [ADVERTISING@BROADWAY.COM](mailto:ADVERTISING@BROADWAY.COM)