



BROADWAY.COM

MEDIA KIT

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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.



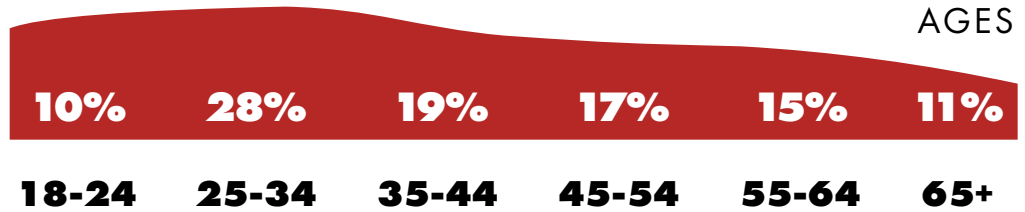
OUR REACH



63%



37%



80% DOMESTIC

20% INT'L

TOP FIVE DMAs

- 32%** New York City
- 9%** New Jersey
- 7%** California
- 5%** Pennsylvania
- 5%** Florida

TOP FIVE INT'L

- United Kingdom 19%**
- Canada 16%**
- Australia 6%**
- Brazil 6%**
- Mexico 4%**

OUR STATS

#1 Source for Broadway Information

ACCORDING TO THE BROADWAY LEAGUE AUDIENCE DEMOGRAPHIC REPORT

260 Million

PAGE VIEWS/YEAR

27 Million

USERS/YEAR

163 Million

VIDEO VIEWS/YEAR



494,000

LIKES



291,000

FOLLOWERS



350,000

SUBSCRIBERS



587,000

FOLLOWERS



900,000

SUBSCRIBERS

2m 36s

AVERAGE TIME
SPENT ON SITE

6

AVERAGE PAGES
PER VISIT

5.5M

PAID SEARCH



60%

MOBILE



8%

TABLET



32%

DESKTOP

FOR MORE INFORMATION, CONTACT

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