



# Our Readers Your Customers



*Stage Directions* is the primary resource of working theatre professionals to discover and learn about the art and technology available today, and the innovations of tomorrow. Our readers, more than 20,000-strong, know we are the only magazine focused solely on theatre—the products, the services and the people who make it—everywhere they make it. Reaching more than 9,500 theatres, performing arts centers, and training programs. *SD* readers are the seasoned professionals, skilled technical directors, established designers, and early career associates, involved in purchasing decisions. Our unique readership can put you directly in front of your customers.

**Stage Directions offers advertisers the largest qualified audience in the theatre profession**

**Stage Directions Verified Circulation**

**21,557\***

\*VAC statement, December 2016

**Pass-Along Audience**

**66,043\***

\*Publisher Own Data

**94%** of our readership are over 30 yrs. old

**88%** have a college degree

**40%** hold a Masters or PhD

**90%** of our readers recommend or make purchasing decisions

**Stage Directions reaches theater artists, working across all production disciplines, at over 9,500 Venues**

**Nearly 5,500 Lighting, Audio, Scenic, Costume and Make-up Designers read *SD***

**Almost 1/3 of our readership are Technical Directors**

**83% of our readers are working professionals**

**83% of our readers are working professionals across all disciplines**

Our readers scope of work includes:

**84% Lighting**

**77% Audio**

**71% Projection/Video**

**61% Scenic**

**59% Special Effects**

**59% Rigging/Automation**

**48% Props**

**38% Costumes/Makeup**

## Why do theatre professionals read *Stage Directions* each month and pass it along to their colleagues:

### That is why:

**83%** of our readers hold onto, share and refer back to their issues of *Stage Directions*

**73%** learn about new products and technologies in *SD*

**63%** are looking for new ideas for costumes, lighting, audio, projection, video or scenic design

**38%** learn new stagecraft skills through *Stage Directions'* articles

**37%** plan to continue their education and training

**32%** want to learn about perspectives and experiences of other theatre artists

**Stage Directions readership is UNIQUE!**  
**The majority are NOT reached by other publications!**

# Readers take action on what they see in *Stage Directions*

## As a direct result of reading an advertisement in *Stage Directions*:

- 72%** visit the advertiser's website
- 39%** contact the advertiser directly
- 32%** purchase a product or service
- 15%** visit the advertiser at a tradeshow

## As a direct result of reading an article:

- 63%** visit a website
- 36%** make a purchase decision
- 24%** request further information
- 22%** contact a company or educational institution



## Reach theatre professionals that are reading **NO OTHER** magazine in the industry.

- 69%** have NOT read the last 4 issues of *Live Design*
- 59%** have NOT read the last 4 issues of *Lighting & Sound America*
- 78%** have NOT read the last 4 issues of *Live Sound International*
- 72%** have NOT read the last 4 issues of *Pro Sound News*

# Stage Directions Readers have purchasing power!

**90%**

recommend or make purchasing decisions

**79%**

plan to spend up to \$100,000 on products/ services this year

**91%**

get their initial awareness of new products/ services in *Stage Directions*

**85%**

are influenced to make purchasing decisions based on reading *Stage Directions*

Our Readers are making purchasing decisions across all production disciplines.

**83%** Lighting

**73%** Audio

**63%** Expendables

**62%** Staging

**62%** Scenic Elements and Materials

**60%** Projection

**57%** Special Effects

**54%** Props

**51%** Video/LED

**51%** Rigging

**39%** Costumes

**39%** Scripts and Licensing

**34%** Makeup

**29%** Theatre Furnishings

**29%** Flooring

**26%** Automation

**26%** Seating

**24%** Box Office Supplies



# ***Stage Directions* readers ARE your customers!**

**Where do they make their purchases:**

**55%**

**go to local theatrical retailers / dealers and production house**

**38%**

**buy direct from the manufacturer or a manufacturer's representative**

**60%**

**use online retail/dealer catalogue portals**

**You NEED to be in *Stage Directions* Magazine to reach the largest audience of theatre professional**



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