

encore50 years



Who is Encore?

Advertising with Encore

Encore Media Group is a family-owned business with 50 years of experience in publishing, advertising sales and marketing. We create and provide theatre & performance programs for 22 diverse organizations in the Greater Seattle Area and San Francisco Bay Area. Although each of our publications is unique, each is, like our audience, acutely focused on ARTS, CULTURE and COMMUNITY.

Encore arts programs are our most distinct and well-received products, as they transcend media to become an integral part of the theatre experience. Our programs connect over 1.3 million patrons to the storylines, casts and performances, enriching the emotion and connection they feel during the shows. Our programs become the souvenirs that audiences collect, share and look back upon when they want to remember all the feelings

from that performance. As an advertiser, you take this journey with each patron.

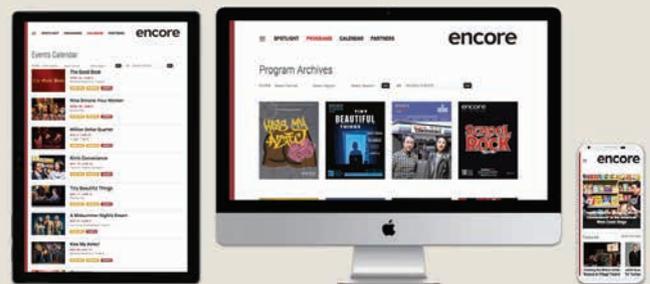
Per performance etiquette norms, each venue asks their patrons to turn off their cell phones to be a part of the experience and thoroughly relish in the program. As an Encore arts program advertiser, you are able to directly engage with an affluent, educated and undistracted audience excited about the performance and passionate about the arts. After the show, Encore offers all programs digitally on our website Encore Spotlight, to enjoy for years to come.

We invite your business to become a part of the arts community by advertising with Encore. To find out more or view our collection of past programs, visit us at encoremediagroup.com.

Encore Spotlight

Encore Spotlight is the digital hub for performing arts in the Greater Seattle Area and San Francisco Bay Area. It was created as an extension of Encore's arts programs and provides a new platform of engagement for curious audiences and seasoned arts patrons. Encore Spotlight offers compelling content, access to digital Encore arts programs, and local performance calendars. The site is a compelling way for visitors to engage with their local performance arts communities, giving them the ability to learn more about performing arts organizations' current and upcoming seasons alongside the general happenings of our cultural communities.

Encore Spotlight is an easy way to extend your advertising to arts patrons, through display



and email marketing, in the Greater Seattle Area, San Francisco Bay Area, or both. Encore Spotlight is a great avenue to reach general audiences, in a measurable way, without having to select a singular venue or performance.

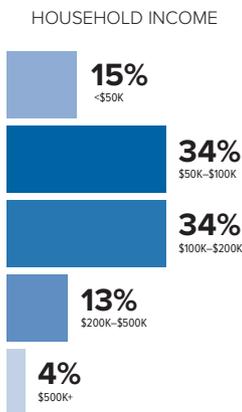
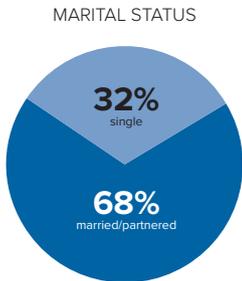
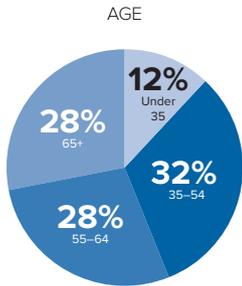
Encore Spotlight offers digital marketing and advertising opportunities to enhance accessibility to targeted audiences and arts patrons to increase brand visibility, boost consideration and drive action.

Audience Demographics

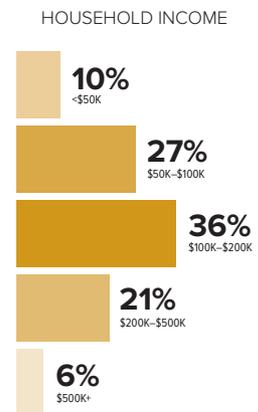
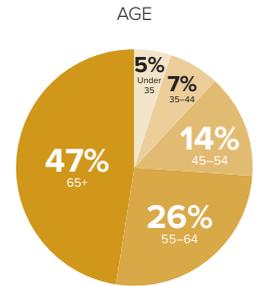
Audiences that enjoy our Encore arts programs are diverse in age and interest, however, are bound by their engagement in the arts. In general, the art patrons are well-educated, affluent and active within their communities.

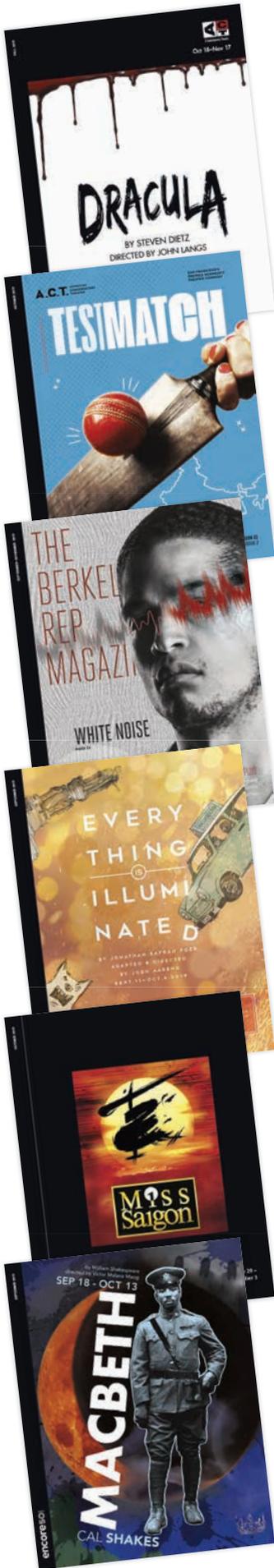
Greater Seattle Area

San Francisco Bay Area



70%	 Are female
84%	 Graduated from a 4-year college/university
83%	 Travel domestically
81%	 Make annual philanthropic contributions
63%	 Dine out before/after a performance
82%	 Own a home





A Contemporary Theatre

Seattle, WA

Founded in 1965, A Contemporary Theatre (ACT) is dedicated to producing relevant works on contemporary themes, nurturing artists and collaborating with promising playwrights and local performing artists working in a variety of media. They have multiple initiatives to engage audiences, develop new works and keep the arts accessible; **ACT's Mainstage has presented many world, American and West Coast premieres.**



San Francisco, CA

Since 1965, American Conservatory Theater (A.C.T.) has nurtured the art of live theatre through dynamic productions, intensive actor training in its Conservatory and an ongoing engagement with its community. **Today, A.C.T.'s performance, education and outreach programs annually reach more than 250,000 people in the Bay Area** at the Geary and Strand Theatres.



berkeley rep

Berkeley, CA

Berkeley Rep has grown from a storefront stage to an international leader in innovative theatre, receiving the Tony Award for Outstanding Regional Theatre in 1997. Known for its ambition, relevance and excellence, as well as its adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. **Since its founding, over 5.5 million people have enjoyed nearly 500 shows at Berkeley Rep, which have gone on to win a host of national awards.**



Seattle, WA

Book-It was founded in 1986 by a group of theatre artists who love to read and are passionate about literacy. Since then, **Book-It has produced over 100 world premiere adaptations of literature**, many of which are classics of Western literature's canon. Support from Corporate Council for the Arts (now ArtsFund), Theatre Puget Sound and Seattle Center enabled this thriving company to move to The Armory at Seattle Center in 2000.



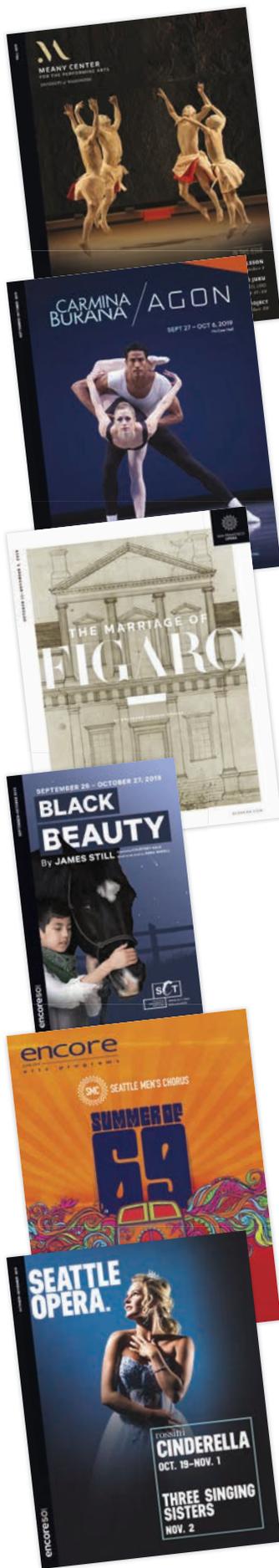
Seattle, WA

Working with Broadway Across America, **Broadway at The Paramount brings the lavish and acclaimed musicals from Broadway to Seattle's own Paramount Theatre** in nine shows throughout the year, with some attracting audiences of 100,000 throughout their run.

CAL SHAKES

Orinda, CA

California Shakespeare Theater (Cal Shakes) redefines classical theatre for the 21st century, making works of extraordinary artistry that engage with our contemporary moment. Over four decades, Cal Shakes has become a cornerstone of Bay Area's summer theatre, producing works from the Shakespeare canon and beyond, including new classics that expand and reframe the concept and ownership of "classic theatre."



MEANY CENTER
FOR THE PERFORMING ARTS
UNIVERSITY OF WASHINGTON

Seattle, WA

University of Washington's Meany Center for the Performing Arts fosters innovative performances that advance public engagement, cultural exchange and learning. Meany Center provides opportunities for diverse artists, community, students and faculty to connect in the discovery and exploration of the arts to create positive change in the world. **Performances by world-renowned artists take place in the 1,200 seat Meany Hall, acclaimed for its acoustics.**



Seattle, WA

Founded in 1972, Pacific Northwest Ballet (PNB) is one of the largest and most highly-regarded ballet companies in the United States. **PNB and its company of nearly 50 dancers epitomizes excellence in more than 100 performances each year at McCaw Hall in Seattle.**



SAN FRANCISCO
OPERA

San Francisco, CA

San Francisco Opera, **one of the world's leading opera companies for more than 90 years**, is synonymous with what the Bay Area is known for—entrepreneurship, innovation and community involvement. The War Memorial Opera House has been the Opera's home since 1932 where they continue to commission numerous world premieres and train some of opera's greatest young artists.



SEATTLE
CHILDREN'S
THEATRE

Seattle, WA

One of the most prominent theatres for young audiences in the country, Seattle Children's Theatre (SCT) is internationally recognized as a leading producer of professional theatre, educational programs and new works. At the close of its 44th season in 2018, **SCT has produced 263 plays, 113 of which were world premieres, entertaining, inspiring and educating over 4 million children.**



SEATTLE MEN'S CHORUS
SEATTLE WOMEN'S CHORUS

Seattle, WA

More than just a choir, Seattle Men's Chorus and Seattle Women's Chorus have been dedicated advocates for the LGBTQ community in Seattle and across the country since their founding in 1979 and 2002, respectively. **Combined, Seattle Men's Chorus and Seattle Women's Chorus are the largest community choral organization in North America.**



Seattle, WA

Founded in 1963, Seattle Opera is recognized internationally for the quality of its productions. The company is committed to advancing the cultural life in the Pacific Northwest with performances of the highest caliber through innovative education and community programs. **Each year, more than 95,000 people attend Seattle Opera performances.**



SEATTLE REP

Seattle, WA

From its 1963 inception through today, Seattle Repertory Theatre has been a vital source for creative thought and conversation. **One of the largest and most renowned regional theatres in the country**, Seattle Rep produces a mix of classics, recent Broadway hits and contemporary works, receiving the Tony Award for Outstanding Regional Theatre in 1990.



SEATTLE
SHAKESPEARE

Seattle, WA

Seattle Shakespeare Company is **Puget Sound's year-round, professional, classical theatre**. The company's success stems from a deep belief in the power and vibrancy of the time-tested words and ideas of classical playwrights along with a commitment to artistic excellence. Their combined programs—indoor and outdoor productions, regional tours and educational programs—reach across barriers of income, geography and education to bring classical theatre to Washington.



SEATTLE SYMPHONY

Seattle, WA

Voted 2018 Orchestra of the Year by Gramophone Classical Music Awards, the Seattle Symphony is one of America's leading symphony orchestras and is internationally acclaimed for its innovative programming and extensive recording history. **The Grammy-winning Symphony is enjoyed by more than 500,000 people each year through live performances.** The Symphony performs at S. Mark Taper Auditorium, one of two acoustically state-of-the-art venues at Benaroya Hall.



Seattle, WA

Seattle Theatre Group (STG) is a non-profit organization which presents more than 400 shows annually, most taking place at The Paramount, The Moore and The Neptune. As steward of these historic venues, STG is focused on making them accessible to all artists and audiences. With a mission to make diverse performing arts and education an integral part of the region's rich cultural identity, **STG's shows are top quality and pull audiences from across the region.**



STANFORD LIVE

Stanford, CA

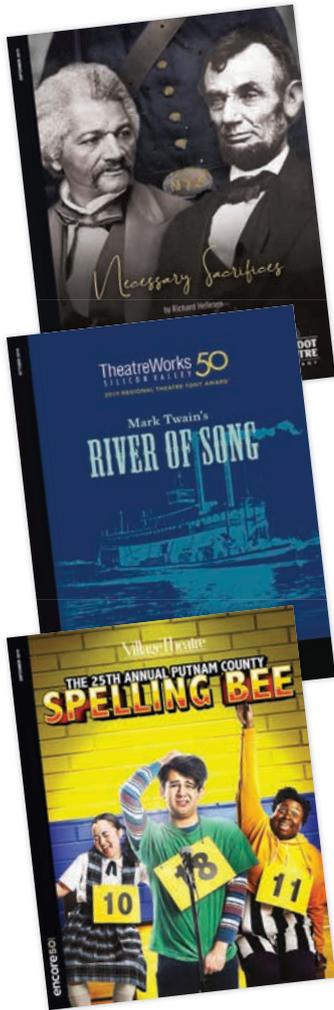
Stanford Live presents the finest in performance from around the world, fosters a vibrant learning community and provides distinctive experiences through the performing arts. Stanford Live is simultaneously a public square, a sanctuary and a lab, drawing on the breadth and depth of Stanford University to connect its more than 100 performances each season to the significant issues, ideas and discoveries of our time.



TACOMA
ARTS LIVE

Tacoma, WA

Tacoma Arts Live (formerly Broadway Center for the Performing Arts) in Tacoma's historic Theater District is **a central hub for arts and performance in the South Sound.** Tacoma Arts Live offers Broadway musicals plus a wide range of diverse performance genres, including modern circus and magic acts, music, film, lecture, dance and theatre.



Seattle, WA

From its humble beginnings as a touring group founded in 1976 by six friends, Taproot Theatre Company is now Seattle's largest mid-size theatre company. Today, **Taproot Theatre serves over 150,000 people annually throughout the Pacific Northwest** with its Jewell Mainstage and Isaac Studio Theatre seasons, Touring programs and Acting Studio.

TheatreWorks SILICON VALLEY

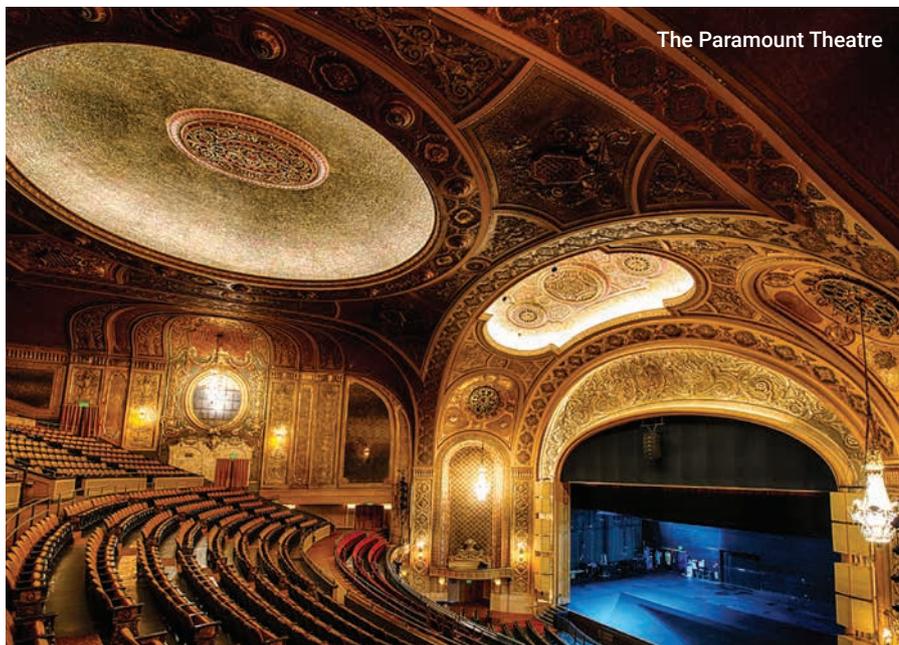
Mountain View/Palo Alto, CA

Over the course of 47 years, **TheatreWorks has evolved from humble beginnings to become one of America's outstanding professional theatres and the third largest repertory theatre in the Bay Area.** Chartered by the City of Palo Alto in 1970 to create a performance company that reflected the concerns and diversity of the community, TheatreWorks celebrates the human spirit through innovative productions, new works and education programs.

Village Theatre

Issaquah/Everett, WA

Based in Issaquah, with performances also in Everett, Village Theatre has been a leading producer of musical theatre in the Pacific Northwest since 1979. Nationally recognized for its contribution to the development of new musicals, **Village Theatre is one of the region's best-attended professional theatres**, with over 20,000 subscribers.



The Paramount Theatre

CREDITS

Front cover: photo courtesy of Stanford Live
 Back cover: photo by John Ulman, courtesy of Book-It Repertory Theatre
 Right: photo by Bob Cerelli, courtesy of Seattle Theater Group



Book-It Repertory Theatre

The Encore Advantage

Encore has the audience and the reach to help you develop a strong and strategic media marketing mix. Let us help you connect to an audience of receptive, affluent influencers to create a credible and warm engagement with the arts patrons in the Greater Seattle Area and San Francisco Bay Area.

Encore arts programs and Encore Spotlight offer niche marketing opportunities for companies and organizations that are looking to reach a diverse, affluent and educated audience. In a world of a constantly evolving media landscape, here are five reasons that you should integrate Encore into your marketing strategy.

Why digital?

Premium products: While our print products garner respect from your target consumer, with Encore Spotlight we can develop a companion campaign to ensure that your brand reaches its target audience and achieves success—whether that be increased traffic, brand awareness, conversions or more. Encore is here to help you understand and evaluate the best campaign options for your brand and price point.

Why print?

Welcomed, not forced: Each program is warmly received as it is personally handed to attendees at each performance. According to our 2014 audience survey, 72% of patrons take their programs home as a souvenir of their experience.

Leverage credibility: Our programs consistently offer readers high-quality, reliable content which develops credibility with our audience. Our advertisers can easily leverage this credibility with readers to make lead generation and sales much easier.

Print sways influencers: An American Consumer study found that “influencers,” those who have the ability to sway others, are influenced by print ads, with 51% being influenced by magazines and 53% influenced by newspapers.

Why both?

Two halves of a whole: Your print and digital advertising are more effective when both channels are utilized. Influencing a consumer on multiple media platforms drives them from awareness to action. With our print and digital options bundled together, we can build a cohesive campaign to reach your target audience during each stage of the decision-making process.

