

# BACKSTAGE™

**Backstage**—the Talent Resource—is thrilled to announce its exciting print and digital relaunch. Building on more than 50 years as the go-to destination for actors, dancers, singers, and performing artists of all stripes, **Backstage** is reinventing itself as an exciting new **full-color glossy magazine** and **24/7 multi-platform new-media presence**. This evolution will only happen once. Join us on the journey, and benefit from this industry-changing transformation.

## THE MAGAZINE

The collage shows several magazine pages. On the left, there's a page for 'Scene Partner 2.0' with a photo of a smartphone. In the center, a large '5' is featured with the headline 'THE BEST of the WEEK AHEAD' and a photo of Daniel Tosh. To the right, there's a 'HEY ACTORS!' section featuring a large photo of Anthony Michael Hobbs and a smaller photo of a young boy. Other pages include 'VIDEO STAR' and '3rd Annual Emmy Awards'.

## THE WEBSITE

The collage displays multiple screenshots of the Backstage website. One prominent screenshot shows the article 'The Taming of the Shrew' with a photo of a man and a woman. Another screenshot shows 'Today's Top Casting Calls' with a list of roles and casting directors. There are also screenshots of 'Actorfest Detroit' and a 'Looking for Auditions?' section with a search bar and filters. The website layout includes navigation menus at the top and various content blocks.

# PREMIUM AD UNITS **PACKAGE TO INCLUDE A TEN (10) ISSUE COMMITMENT**

10 (CONSECUTIVE) PRINT ISSUES	PRINT RATE CARD	STRATEGIC DIGITAL COMPLIMENT	DIGITAL RATE CARD	PACKAGE DISCOUNT	TOTAL SAVINGS
<b>Back Cover</b>	\$3,600/ issue	200k imp. + homepage pre-stitial 2 daily eNewsletters (100% SOV)	\$5,600 / ad	<b>\$6,000</b>	\$3,200
<b>Inside Front Cover</b> opposite TOC	\$3,400/ issue	200,000 impressions ROS / week 2 daily eNewsletters (100% SOV)	\$4,400 / ad	<b>\$5,400</b>	\$2,400
<b>Inside Back Cover</b> opposite Member Spotlight	\$3,400/ issue	200,000 impressions ROS / week 2 daily eNewsletters (100% SOV)	\$4,400 / ad	<b>\$5,400</b>	\$2,400
<b>2-Page Center Spread</b>	\$4,600/ issue	150,000 impressions ROS / week 1 daily eNewsletter (100% SOV)	\$2,800	<b>\$5,600</b>	\$1,800
<b>Section Openers</b> — Full Page, 4-color ad TAKE 5            NEWS            ACTOR 101 CASTING            REVIEWS	\$3,200/ issue	100,000 impressions / week 1 daily eNewsletter (100% SOV)	\$2,200	<b>\$4,800</b>	\$600
<b>Section Categories</b> — Full Page, 4-color ad CASTING NEWS    STAGE NEWS    SCREEN NEWS TECH + DIY        STAGE REVIEWS    SCREEN REVIEWS	\$2,700/ issue	100,000 impressions / week 1 daily eNewsletter (100% SOV)	\$2,200	<b>\$4,300</b>	\$600
<b>1/2 Page Vertical Unit</b> opposite Masthead	\$2,300/ issue	50,000 impressions ROS / week	\$1,600	<b>\$3,450</b>	\$450

## FEATURED EDITORIAL



### TAKE 5

Each issue of the new Backstage kicks off with page 5 — featuring our top picks for the week. Sure to become a destination page for readers, it's a permanent position of value for advertisers.



### NEWS OPENER

The newly imagined News section greets readers with the biggest story of the week in the business world of performing, followed by the latest buzz about casting, stage and screen.



### ACTOR 101 OPENER

Need advice? We've got it. Actor 101 offers performers a wealth of information and the expert guidance they'll need to elevate their careers to the next level.



### CASTING OPENER

The reorganized Casting section is the ultimate collection of work opportunities for performers looking to ply their trades. Nobody does Casting like Backstage!



### REVIEWS OPENER

From Broadway to L.A., from the stage to the screen, our Reviews section clues readers in to the hottest of what's happening and the top tickets around.



### MEMBER SPOTLIGHT

Performers take center stage on the last page of Backstage, where we profile a member of the Backstage community who could be the next big star of tomorrow.

## EDITORIAL CALENDAR

ISSUE DATE	SPECIAL ISSUE	AD DEADLINE	ISSUE DATE	SPECIAL ISSUE	AD DEADLINE
08.30	<b>RELAUNCH</b>	<b>08.23</b>	10.04	<b>FEMALE PERFORMERS</b>	<b>09.27</b>
09.06	<b>TORONTO FILM FEST</b>	<b>08.30</b>	10.11	<b>L.A. ACTING SCHOOLS</b>	<b>10.04</b>
09.13	<b>N.Y. ACTING SCHOOLS</b>	<b>09.06</b>	10.18	<b>L.A. ACTORFEST</b>	<b>10.11</b>
09.20	<b>FALL TV TUNE-IN SPECIAL</b>	<b>09.13</b>	10.25	<b>NATIONAL COLLEGE GUIDE</b>	<b>10.18</b>
09.27	<b>DANCE SCHOOLS</b>	<b>09.20</b>	11.01	<b>2012 CASTING DIRECTORS</b>	<b>10.25</b>