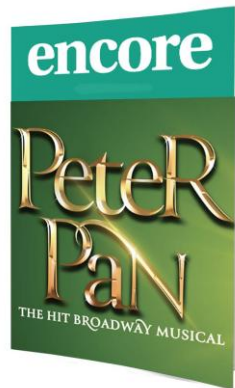


# Encore Magazine – VISIT FLORIDA COOP

Presented by Maria E. Coyne Inc. 305.975.9234/mecoyne@mecoyneinc.com



## Encore Magazine

**Encore Magazine** is the official performing arts program, the 'playbill' in 15 US markets. Following are **Encore's** capabilities in the multiple venues and the exciting new shows that are on tap for the upcoming season.



## Multiple Markets

**Encore** VISIT FLORIDA PROGRAM is available in 7 markets. With one media buy, advertisers can reach the most affluent, cultural and engaged audiences in print!



## Comprehensive Coverage

**Encore** is the exclusive Performing arts program, the 'playbill,' for all Broadway shows in Atlanta, Boston, Baltimore, Charlotte, Cincinnati, Houston, and San Antonio.

# 2025-2026 Performing Arts Season

## VISIT FLORIDA COOP – Closing Aug 25, 2025/Materials Sept 12, 2025

### BROADWAY IN ATLANTA FULL SEASON

NON PARTNER RATE

**\$45,000**

Distribution: 525,000

**PARTNER RATE  
50%OFF**

**\$22,500**

Distribution: 525,000

### BROADWAY IN CINCINNATI FULL SEASON

NON PARTNER RATE

**\$40,000**

Distribution: 460,000

**PARTNER RATE  
50%OFF**

**\$20,000**

Distribution: 460,000

### BROADWAY IN CHARLOTTE FULL SEASON

NON PARTNER RATE

**\$35,000**

Distribution: 420,000

**PARTNER RATE  
50%OFF**

**\$17,500**

Distribution: 420,000

### BROADWAY IN BALTIMORE FULL SEASON

NON PARTNER RATE

**\$22,000**

Distribution: 235,000

**PARTNER RATE  
50%OFF**

**\$11,000**

Distribution: 235,000

### BROADWAY IN BOSTON FULL SEASON

NON PARTNER RATE

**\$45,000**

Distribution: 525,000

**PARTNER RATE  
50%OFF**

**\$22,500**

Distribution: 525,000

### BROADWAY IN HOUSTON FULL SEASON

NON PARTNER RATE

**\$20,000**

Distribution: 220,000

**PARTNER RATE  
50%OFF**

**\$10,000**

Distribution: 220,000

### BROADWAY IN SAN ANTONIO FULL SEASON

NON PARTNER RATE

**\$18,000**

Distribution: 190,000

**PARTNER RATE  
50%OFF**

**\$9,000**

Distribution: 190,000



### All 7 Broadway Markets COMBINED

OPEN RATE

**\$225,000**

Distribution: 2,575,000

**VF PARTNER RATE- 55% DISCOUNT**

**\$50,000 – Half Season Oct-February 2026**

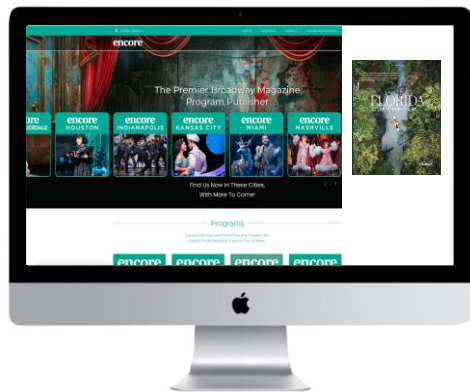
Distribution: 1,287,500

**\$100,000 Full Season – Oct-June 2026**

Distribution: 2,575,000

IN PARTNERSHIP WITH **VISIT FLORIDA®**

# Added Value --Digital for Visit Florida Participant – Value: \$25,000



## Banner Ads on the Encore Magazine website

Encore Magazine will feature banner ads that will run for 10 months on the Encore Magazine website.

250,000 guaranteed impressions.



## A Digital Feature on the Encore Magazine website

Encore Magazine will provide a feature of up to 100 words of copy to reside on our website.

This feature will run for 10 months and is guaranteed to garner 50,000 impressions



## 2 E-Newsletter Blasts 2 Social Media Posts

Encore Magazine will feature Visit Florida in 2 e-newsletter blasts with 15,00 opt-in subscribers per month.

Plus 2 social media take-over posts:  
One each: Facebook & Instagram