

A man and a woman are walking together at night. The woman is on the left, wearing a dark leather jacket over a green scarf and holding a yellow program booklet with a lion logo. The man is on the right, wearing a dark blazer and a dark scarf. They are both smiling and looking at each other. The background is a blurred city street at night with many warm lights.

# mirvish

## PROGRAMME GUIDE

**UPCOMING SHOWS**



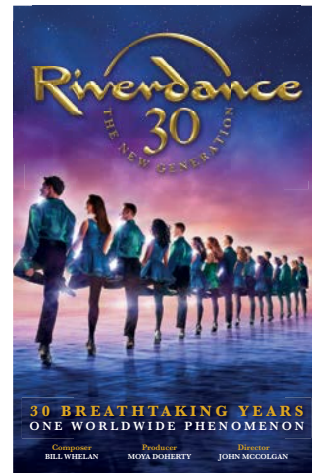
# Upcoming Shows



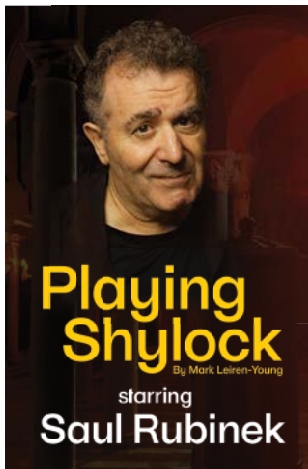
Now through August 30, 2025  
Princess of Wales Theatre



March 12-30, 2025  
CAA Theatre



March 18-23, 2025  
CAA Ed Mirvish Theatre



April 1-6, 2025  
CAA Theatre



April 12-May 4, 2025  
CAA Theatre



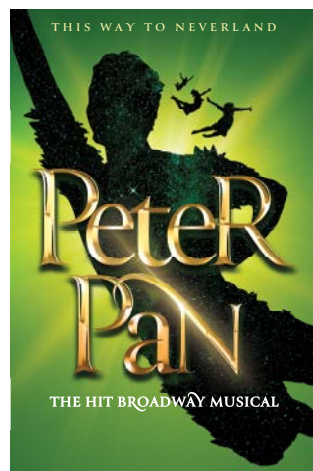
April 16-May 4, 2025  
CAA Ed Mirvish Theatre



May 6-11, 2025  
CAA Theatre



May 6-11, 2025  
CAA Theatre



May 21-June 1, 2025  
CAA Ed Mirvish Theatre



May 24-June 8, 2025  
CAA Theatre



June 3-July 19, 2025  
CAA Ed Mirvish Theatre

# Upcoming Shows



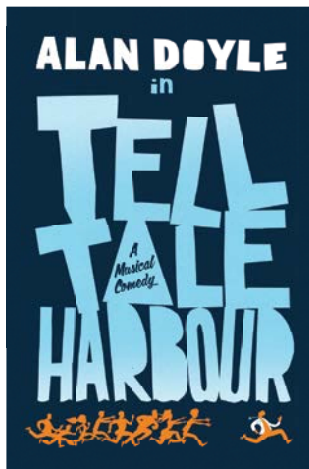
July 15-August 24, 2025  
Royal Alexandra Theatre



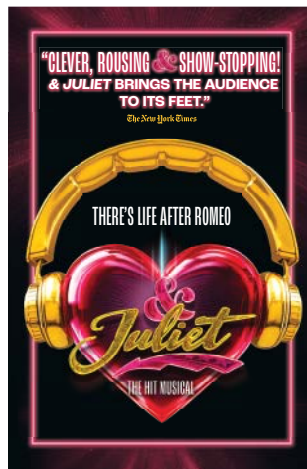
July 23-August 31, 2025  
CAA Ed Mirvish Theatre



September 16-November 2, 2025  
CAA Ed Mirvish Theatre



September 16-November 2, 2025  
Royal Alexandra Theatre



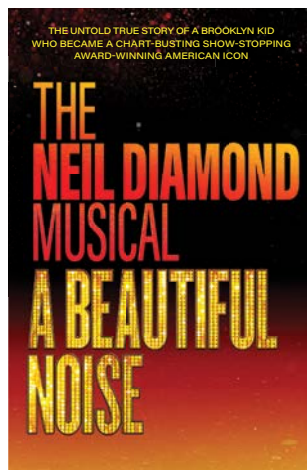
November 30, 2025-February 8, 2026  
Royal Alexandra Theatre



February 10-March 15, 2026  
CAA Ed Mirvish Theatre



March 3-April 5, 2026  
Princess of Wales Theatre



April 28-June 7, 2026  
Princess of Wales Theatre



June 16-July 26, 2026  
CAA Ed Mirvish Theatre



# Rates & Dates

PRODUCTION	THEATRE	DATES	CIRCULATION	HALF PAGE RATES	FULL PAGE RATES	OUTSIDE BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	MATERIAL DEADLINE
Inside American Pie	CAAT	March 12-March 30, 2025	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	February 24
Riverdance 30 - The New Generation	CAA EMT	March 18-March 23, 2025	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	February 28
The Lion King (Run 4)	POW	March 19-May 2, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	February 28
Playing Shylock	CAAT	April 1-April 6, 2025	5,000	\$250	\$400	\$560	\$500	\$460	March 13
Cat Kid	CAAT	April 12-May 4, 2025	25,000	\$1,250	\$2,000	\$2,800	\$2,500	\$2,300	March 26
Life After	CAA EMT	April 16-May 4, 2025	45,000	\$2,250	\$3,600	\$5,040	\$4,500	\$4,140	March 28
The Lion King (Run 5)	POW	May 3-June 17, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	April 15
6 Guitars/Nashville Hurricane	CAAT	May 6-May 11, 2025	4,000	\$200	\$320	\$448	\$400	\$368	April 17
Peter Pan	CAA EMT	May 21-June 1, 2025	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	April 30
Made in Italy	CAAT	May 24-June 8, 2025	7,500	\$375	\$600	\$840	\$750	\$690	May 7
Beetlejuice	CAA EMT	June 3-July 19, 2025	110,000	\$5,500	\$8,800	\$12,320	\$11,000	\$10,120	May 15
The Lion King (Run 6)	POW	June 18-August 4, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	May 30
Natasha, Pierre & The Great Comet of 1812	RAT	July 15-August 24, 2025	60,000	\$3,000	\$4,800	\$6,720	\$6,000	\$5,520	June 26
Back to the Future	CAA EMT	July 23-August 31, 2025	90,000	\$4,500	\$7,200	\$10,080	\$9,000	\$8,280	July 4
The Lion King (Run 7)	POW	August 5-August 30, 2025	60,000	\$3,000	\$4,800	\$6,720	\$6,000	\$5,520	July 18
MJ The Musical	CAA EMT	September 16-November 2, 2025	110,000	\$5,500	\$8,800	\$12,320	\$11,000	\$10,120	August 28
Tell Tale Harbour	RAT	September 16-November 2, 2025	70,000	\$3,500	\$5,600	\$7,840	\$7,000	\$6,440	August 28
& Juliet (Run 1)	RAT	November 30, 2025-February 8, 2026	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	November 12
Some Like It Hot	CAA EMT	February 10-March 15, 2026	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	January 23
Shucked	POW	March 3-April 5, 2026	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	February 13
A Beautiful Noise	POW	April 28-June 7, 2026	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	April 9
The Outsiders	CAA EMT	June 16-July 26, 2026	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	May 28

- Premium Position Pricing Includes:  
Outside Back Cover = Full Page Rate plus 40%  
Inside Front Cover = Full Page Rate plus 25%  
Inside Back Cover = Full Page Rate plus 15%
- All rates shown are NET rates. Taxes extra.

- Additional shows are added throughout the season. Programme publishing schedule is subject to change.
- Double Page Spread = Double Full Page Rate, less 15%.
- Programme Inserts - Please contact us for more information.

FOR MORE INFORMATION ABOUT MIRVISH OPPORTUNITIES, PLEASE CONTACT:



**Brands  
Amplified**

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Jory Amar | 416-725-1423 | [jory.amar@brandsamplified.com](mailto:jory.amar@brandsamplified.com)

322 King Street West, Suite 400, Toronto, Ontario M5V 1J2



# Mechanical Specifications (Printed Programme)

## FULL PAGE

Trim Size	Bleed Size	Live Area
5.375" wide 8.375" high	5.625" wide 8.625" high	4.625" wide 7.625" high

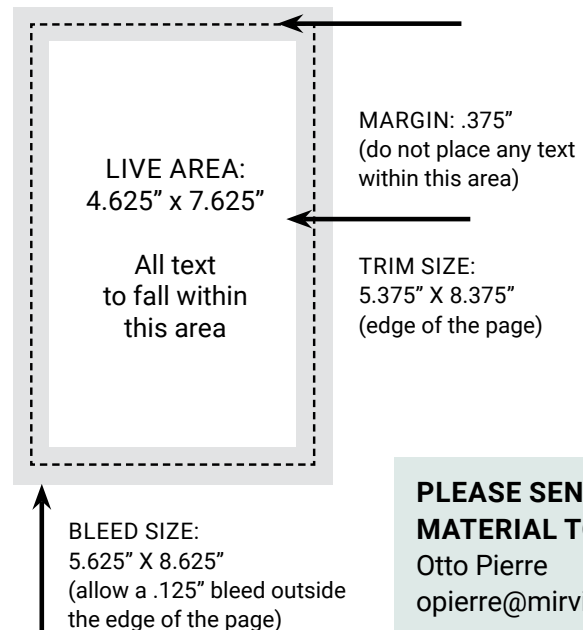
## DOUBLE PAGE SPREAD

Trim Size	Bleed Size	Live Area
10.75" wide 8.375" deep	11" wide 8.625" deep	10" wide 7.625" deep

## FRACTIONAL ADVERTISEMENT

1/2 Horizontal	1/2 Vertical	1/4 Vertical
4.625" wide 3.75" high	2.25" wide 7.625" high	2.25" wide 3.75" high

## FULL PAGE WITH BLEEDS



**PLEASE SEND MATERIAL TO:**  
Otto Pierre  
opierre@mirvish.com

- All critical matter must be kept within .375" from trim edges.
- Preferred file format: high resolution PDF (PDFX-1a).
- Please be sure to include trim, crop marks and bleed on your proof.
- Allow for a .125" bleed outside the trim.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Mirvish Productions is not responsible for reproduction of type in sizes smaller than those mentioned above.
- We reserve the right to add a keyline to floating ads to differentiate them from editorial.
- Double page spread creative must be supplied as two single page units with bleed.
- Production charges will apply for material not to specifications or alterations.

**FOR MORE INFORMATION ABOUT MECHANICAL SPECIFICATIONS, PLEASE CONTACT:**

Otto Pierre | opierre@mirvish.com | 322 King Street West, Suite 400, Toronto, Ontario M5V 1J2, Canada

# Mechanical Specifications (Digital Programme)



**1/4 PAGE**  
600 x 280 pixels



**1/2 PAGE**  
600 x 560 pixels



**3/4 PAGE**  
600 x 840 pixels



**FULL PAGE**  
600 x 1120 pixels

- JPG, PNG and GIF files, including animated GIFs.
- 150 dpi
- Maximum file size: 5 MB (images under 1 MB recommended).