

A man and a woman are walking together at night. The woman, on the left, is wearing a dark green knit scarf and a maroon leather jacket. She is holding a yellow program guide with a lion's head logo and the word "Programme" on it. The man, on the right, is wearing a dark grey blazer over a dark shirt and a dark scarf. He is looking down at the program guide. The background is a blurred city street at night with warm lights.

mirvish

PROGRAMME GUIDE

UPCOMING SHOWS

Upcoming Shows



Now through August 30, 2025
Princess of Wales Theatre



May 24-June 8, 2025
CAA Theatre



June 3-July 19, 2025
CAA Ed Mirvish Theatre



July 15-August 24, 2025
Royal Alexandra Theatre



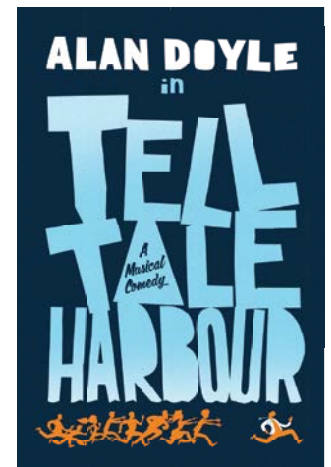
July 22-August 17, 2025
CAA Theatre



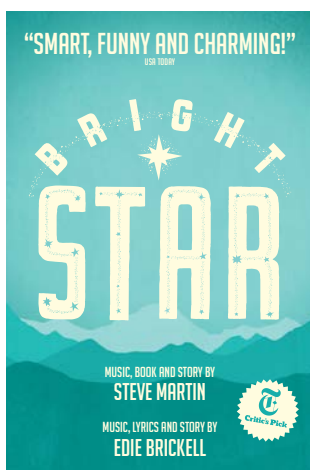
July 23-August 31, 2025
CAA Ed Mirvish Theatre



September 16-November 2, 2025
CAA Ed Mirvish Theatre



September 23-November 2, 2025
Royal Alexandra Theatre



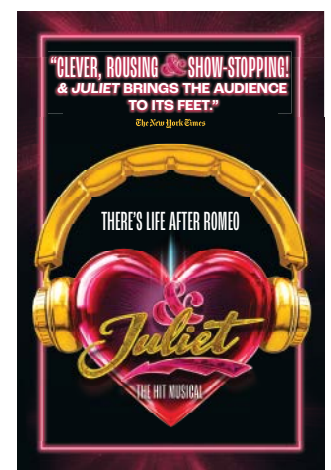
September 30-November 2, 2025
CAA Theatre



November 4-9, 2025
CAA Ed Mirvish Theatre



November 4-30, 2025
CAA Theatre

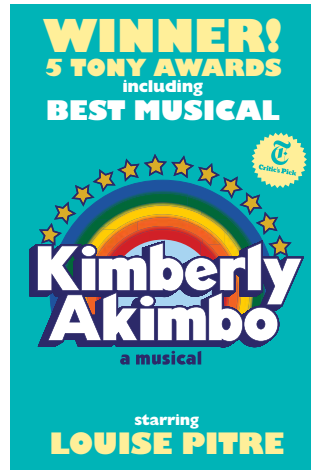


November 30, 2025-February 8, 2026
Royal Alexandra Theatre

Upcoming Shows



December 2, 2025-January 4, 2026
CAA Theatre



January 15-February 15, 2026
CAA Theatre



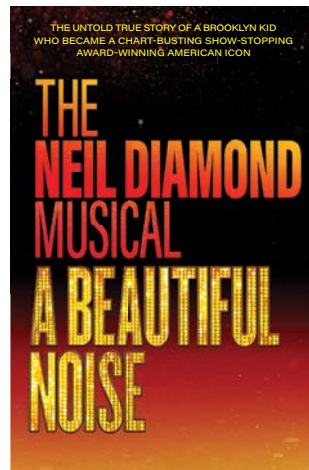
February 10-March 15, 2026
CAA Ed Mirvish Theatre



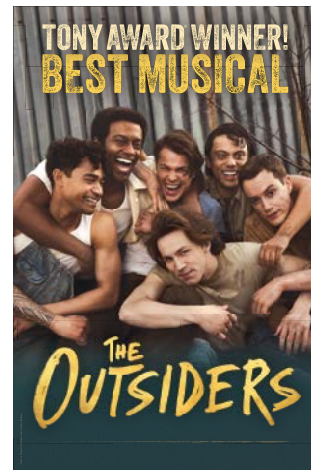
March 3-April 5, 2026
Princess of Wales Theatre



March 14-April 12, 2026
CAA 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
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
Pride & Prejudice	CAAT	July 22-August 17, 2025	23,000	\$1,150	\$1,840	\$2,576	\$2,300	\$2,116	July 4
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 23-November 2, 2025	70,000	\$3,500	\$5,600	\$7,840	\$7,000	\$6,440	August 28
Bright Star	CAAT	September 30-November 2, 2025	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	September 12
Rain: A Tribute to the Beatles	CAA EMT	November 4-November 9, 2025	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	October 17
Ava: The Secret Conversations	CAAT	November 4-November 30, 2025	28,000	\$1,400	\$2,240	\$3,136	\$2,800	\$2,576	October 17
& Juliet (Run 1)	RAT	November 30, 2025-February 8, 2026	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	November 12
The Woman in Black	CAAT	December 2, 2025-January 4, 2026	28,000	\$1,400	\$2,240	\$3,136	\$2,800	\$2,576	November 14
Kimberly Akimbo	CAAT	January 15-February 15, 2026	28,000	\$1,400	\$2,240	\$3,136	\$2,800	\$2,576	December 29
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
Cyrano	CAAT	March 14-April 12, 2026	23,000	\$1,150	\$1,840	\$2,576	\$2,300	\$2,116	February 25
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

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Mechanical Specifications (Printed Programme)

FULL PAGE

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

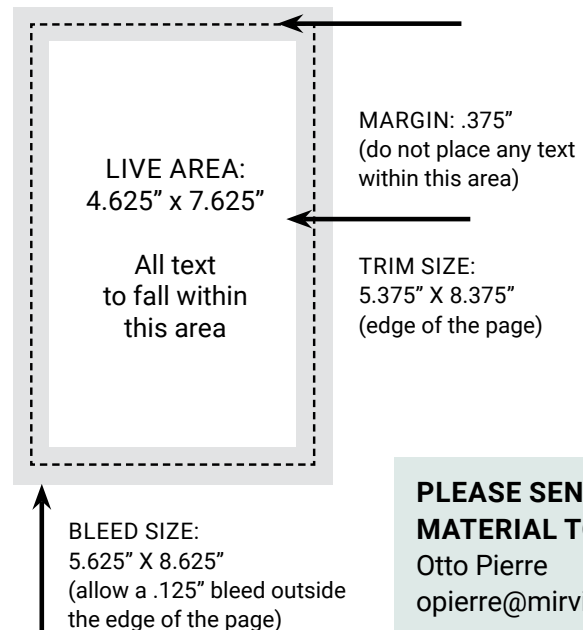
DOUBLE PAGE SPREAD

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

FRACTIONAL ADVERTISEMENT

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