

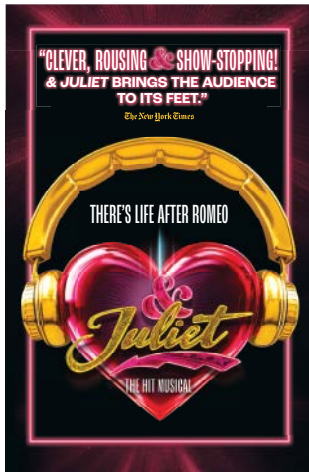


mirvish

PROGRAMME GUIDE

UPCOMING SHOWS

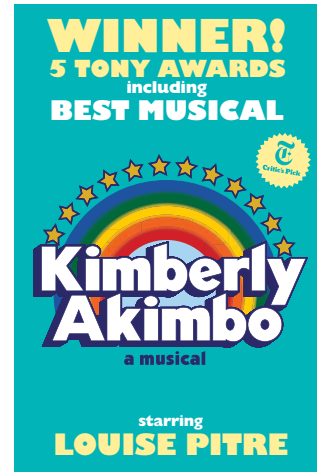
Upcoming Shows



December 3, 2025-June 28, 2026
Royal Alexandra Theatre



January 6-18, 2026
Princess of Wales Theatre



January 15-February 8, 2026
CAA Theatre



February 10-March 15, 2026
CAA Ed Mirvish Theatre



March 3-April 5, 2026
Princess of Wales Theatre



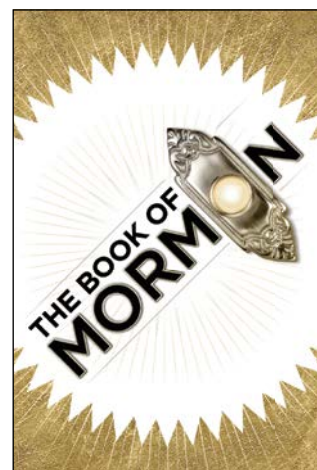
March 14-April 5, 2026
CAA Theatre



March 31-April 5, 2026
CAA Ed Mirvish Theatre



April 7-19, 2026
CAA Ed Mirvish Theatre

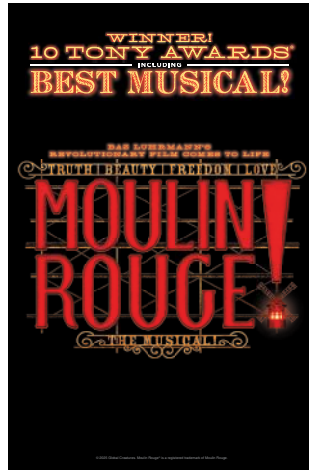


April 7-26, 2026
Princess of Wales Theatre

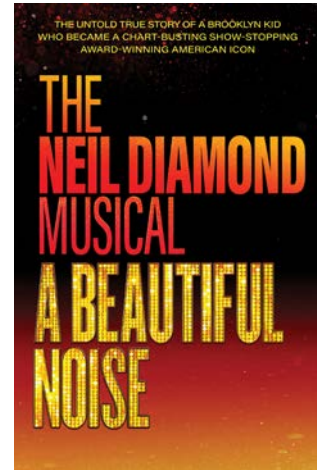
Upcoming Shows



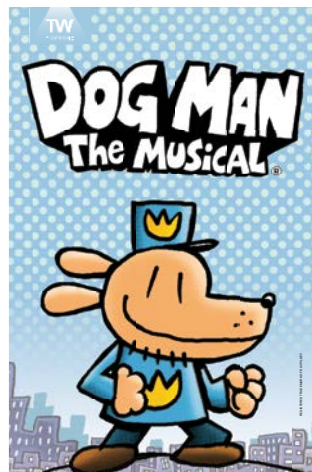
April 14-May 3, 2026
CAA Theatre



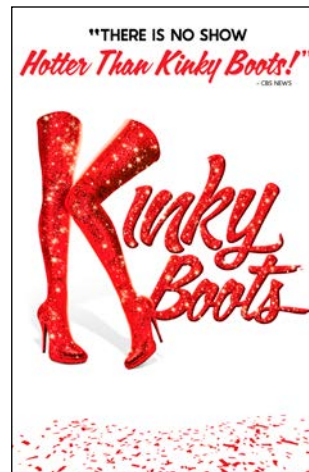
April 22-May 10, 2026
CAA Ed Mirvish Theatre



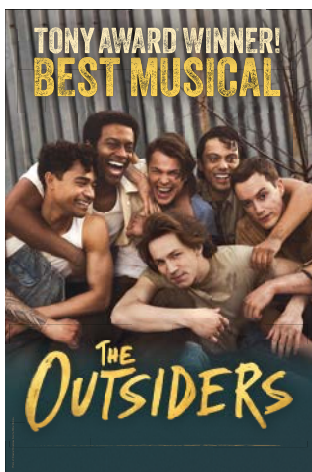
April 28-June 7, 2026
Princess of Wales Theatre



May 6-June 14, 2026
CAA Theatre



May 12-31, 2026
CAA Ed Mirvish Theatre



June 17-July 26, 2026
Princess of Wales Theatre



August 4-September 6, 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 |
|-----------------------------|---------|-----------------------------|-------------|-----------------|-----------------|--------------------|--------------------|-------------------|-------------------|
| Mrs. Doubtfire | POW | January 6-18, 2026 | 30,000 | \$1,500 | \$2,400 | \$3,360 | \$3,000 | \$2,760 | December 19 |
| Kimberly Akimbo | CAAT | January 15-February 8, 2026 | 28,000 | \$1,400 | \$2,240 | \$3,136 | \$2,800 | \$2,576 | December 29 |
| & Juliet (Run 2) | RAT | February 10-April 19, 2026 | 100,000 | \$5,000 | \$8,000 | \$11,200 | \$10,000 | \$9,200 | January 23 |
| 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 5, 2026 | 23,000 | \$1,150 | \$1,840 | \$2,576 | \$2,300 | \$2,116 | February 25 |
| Bat Out of Hell | CAA EMT | March 31-April 5, 2026 | 15,000 | \$750 | \$1,200 | \$1,680 | \$1,500 | \$1,380 | March 13 |
| Chicago | CAA EMT | April 7-19, 2026 | 30,000 | \$1,500 | \$2,400 | \$3,360 | \$3,000 | \$2,760 | March 20 |
| The Book of Mormon | POW | April 7-26, 2026 | 45,000 | \$2,250 | \$3,600 | \$5,040 | \$4,500 | \$4,140 | March 20 |
| Inside American Pie | CAA | April 14-May 3, 2026 | 12,500 | \$625 | \$1,000 | \$1,400 | \$1,250 | \$1,150 | March 27 |
| & Juliet (Run 3) | RAT | April 21-June 28, 2026 | 100,000 | \$5,000 | \$8,000 | \$11,200 | \$10,000 | \$9,200 | April 3 |
| Moulin Rouge | CAA EMT | April 22-May 10, 2026 | 45,000 | \$2,250 | \$3,600 | \$5,040 | \$4,500 | \$4,140 | April 3 |
| A Beautiful Noise | POW | April 28-June 7, 2026 | 100,000 | \$5,000 | \$8,000 | \$11,200 | \$10,000 | \$9,200 | April 9 |
| Dog Man | CAA | May 6-June 14, 2026 | 25,000 | \$1,250 | \$2,000 | \$2,800 | \$2,500 | \$2,300 | April 17 |
| Kinky Boots | CAA EMT | May 12-31, 2026 | 45,000 | \$2,250 | \$3,600 | \$5,040 | \$4,500 | \$4,140 | April 24 |
| The Outsiders | POW | June 17-July 26, 2026 | 100,000 | \$5,000 | \$8,000 | \$11,200 | \$10,000 | \$9,200 | May 28 |
| The Great Gatsby | CAA EMT | August 4-September 6, 2026 | 80,000 | \$4,000 | \$6,400 | \$8,960 | \$8,000 | \$7,360 | July 17 |

- 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**

Brian Himel | 416-305-5654 | brian.himel@brandsamplified.com
Jory Amar | 416-725-1423 | 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 |

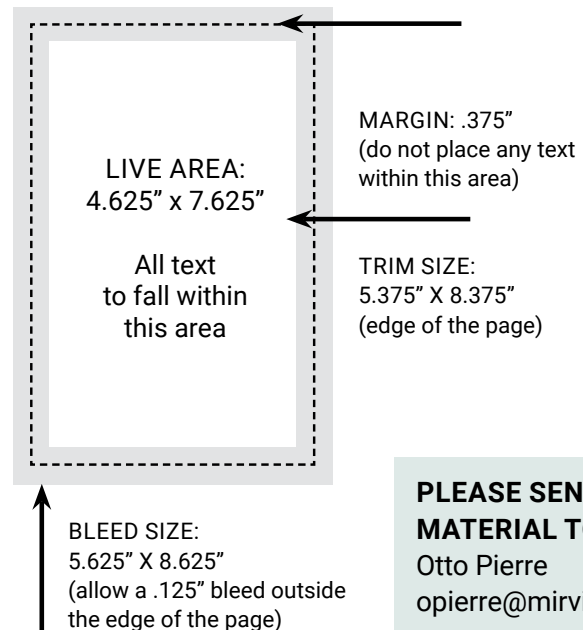
DOUBLE PAGE SPREAD

| 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).