

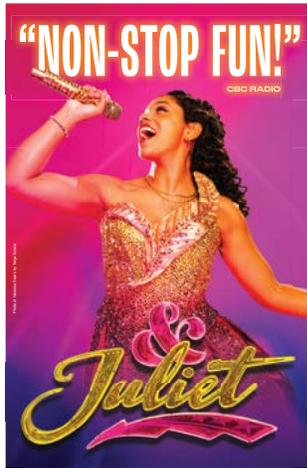
PROGRAMME GUIDE



mirvish

UPCOMING SHOWS

Upcoming Shows



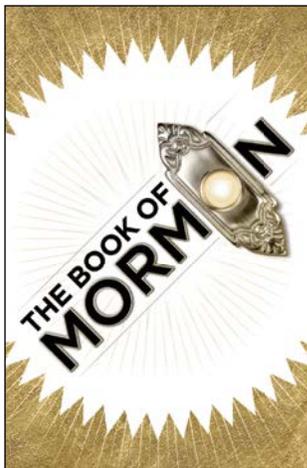
December 3, 2025-June 28, 2026
Royal Alexandra Theatre



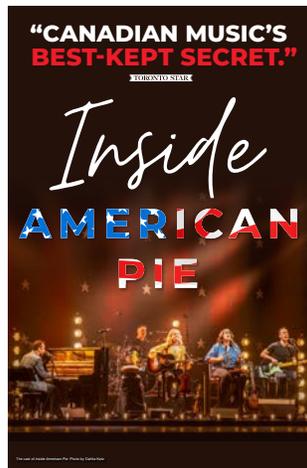
April 1-4, 2026
CAA Ed Mirvish Theatre



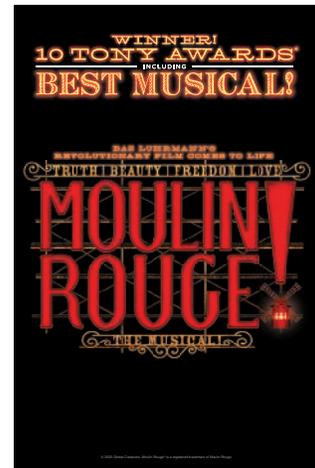
April 7-19, 2026
CAA Ed Mirvish Theatre



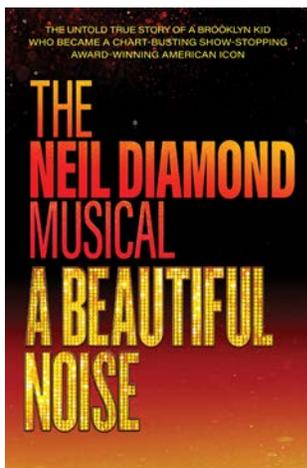
April 7-26, 2026
Princess of Wales Theatre



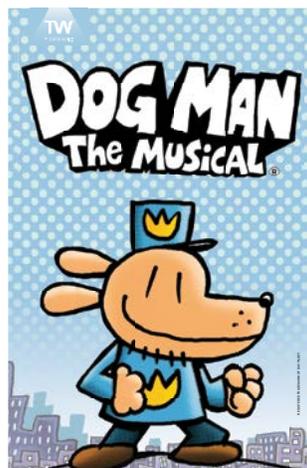
April 14-May 3, 2026
CAA Theatre



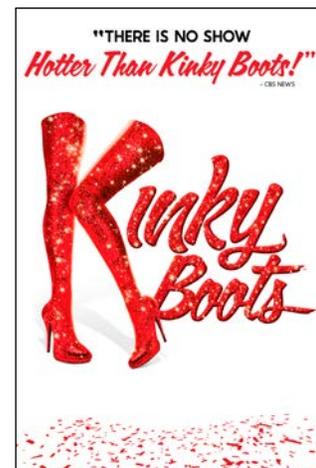
April 22-May 10, 2026
CAA Ed Mirvish Theatre



April 28-June 7, 2026
Princess of Wales Theatre



May 6-June 14, 2026
CAA Theatre

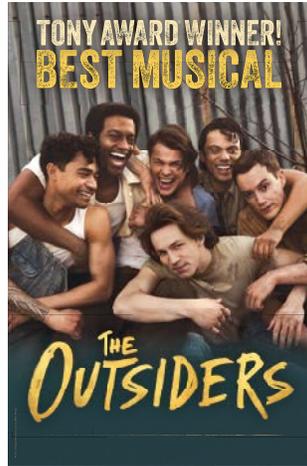


May 12-31, 2026
CAA Ed Mirvish Theatre

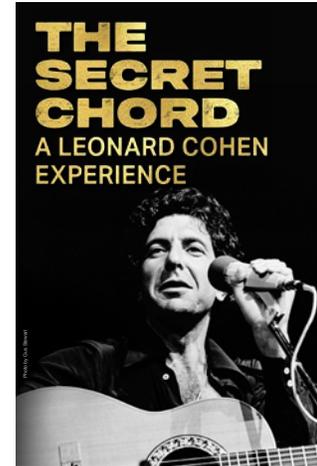
Upcoming Shows



June 9-July 5, 2026
CAA Ed Mirvish Theatre



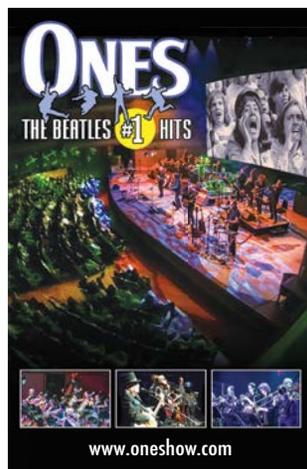
June 17-July 26, 2026
Princess of Wales Theatre



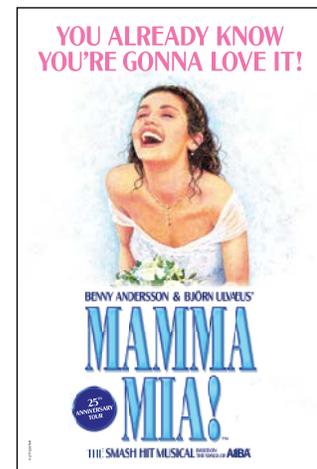
July 3-August 9, 2026
CAA Theatre



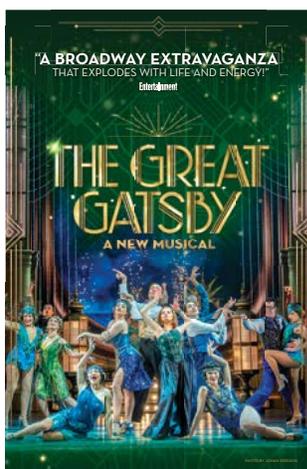
July 7-July 19, 2026
CAA Ed Mirvish Theatre



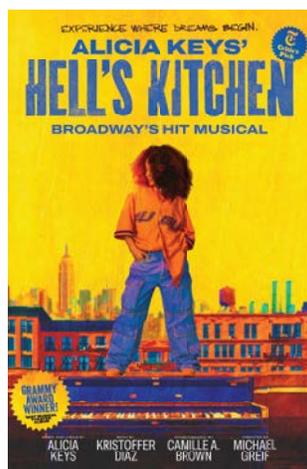
July 28-August 2, 2026
Princess of Wales Theatre



August 4-August 30, 2026
Princess of Wales Theatre



August 4-September 6, 2026
CAA Ed Mirvish Theatre



September 22-October 25, 2026
CAA Ed Mirvish Theatre

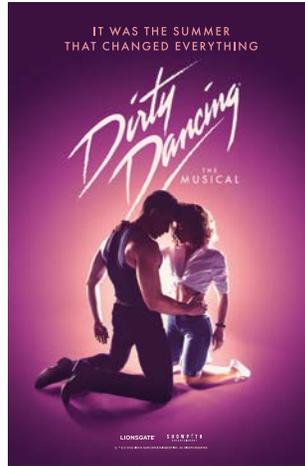


September 26-November 1, 2026
Princess of Wales Theatre

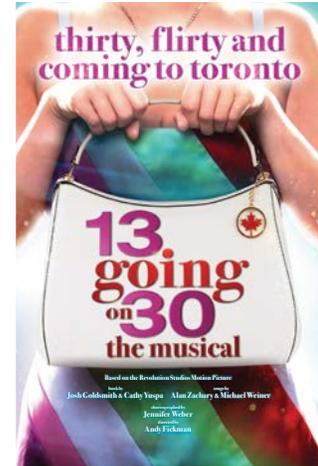
Upcoming Shows



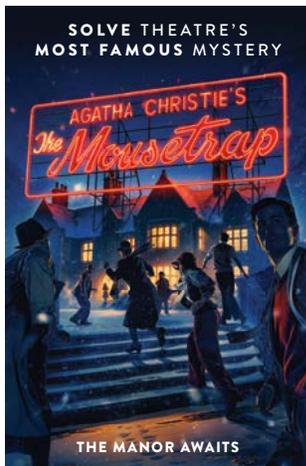
October 27-December 13, 2026
Royal Alexandra Theatre



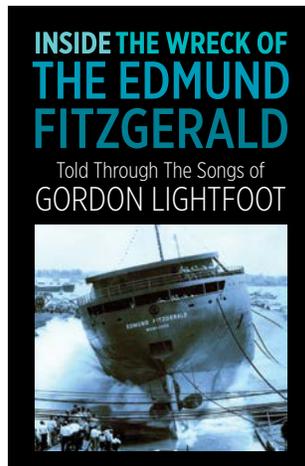
November 24, 2026-January 3, 2027
CAA Ed Mirvish Theatre



November 29, 2026-January 24, 2027
Princess of Wales Theatre



February 2-March 28, 2027
Royal Alexandra Theatre



April 6-May 23, 2027
Royal Alexandra Theatre



June 11-August 1, 2027
Royal Alexandra Theatre

Rates & Dates

PRODUCTION	THEATRE	DATES	CIRCULATION	HALF PAGE RATES	FULL PAGE RATES	OUTSIDE BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	MATERIAL DEADLINE
Bat Out of Hell	CAA EMT	April 1-4, 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
Paranormal Activity	CAAEMT	June 9-July 5, 2026	65,000	\$3,250	\$5,200	\$7,280	\$6,500	\$5,980	May 22
The Outsiders	POW	June 17-July 26, 2026	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	May 28
The Secret Chord	CAAT	July 3-August 9, 2026	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	June 16
Water For Elephants	CAAEMT	July 7 July 19, 2026	28,000	\$1,400	\$2,240	\$3,136	\$2,800	\$2,576	June 19
Ones - The Beatles #1 Hits	POW	July 28-August 2, 2026	12,000	\$600	\$960	\$1,344	\$1,200	\$1,104	July 10
Mamma Mia!	POW	August 4-30, 2026	58,000	\$2,900	\$4,640	\$6,496	\$5,800	\$5,336	July 17
The Great Gatsby	CAA EMT	August 4- September 6, 2026	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	July 17
Hell's Kitchen	CAAEMT	September 22- October 25, 2026	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	September 4
Karate Kid	POW	September 26- November 1, 2026	70,000	\$3,500	\$5,600	\$7,840	\$7,000	\$6,440	September 9
Operation Mincemeat	RAT	October 27- December 13, 2026	70,000	\$3,500	\$5,600	\$7,840	\$7,000	\$6,440	October 9
Dirty Dancing	CAAEMT	November 24, 2026- January 3, 2027	95,000	\$4,750	\$7,600	\$10,640	\$9,500	\$8,740	November 6
13 Going On 30: The Musical	POW	November 29, 2026- January 24, 2027	110,000	\$5,500	\$8,800	\$12,320	\$11,000	\$10,120	November 11
Agatha Christie's The Mousetrap	RAT	February 2- March 28, 2027	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	January 15
Inside The Wreck Of The Edmund Fitzgerald	RAT	April 6-May 23, 2027	70,000	\$3,500	\$5,600	\$7,840	\$7,000	\$6,440	March 18
Salesman In China	RAT	June 11-August 1, 2027	75,000	\$3,750	\$6,000	\$8,400	\$7,500	\$6,900	May 25

- 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:



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

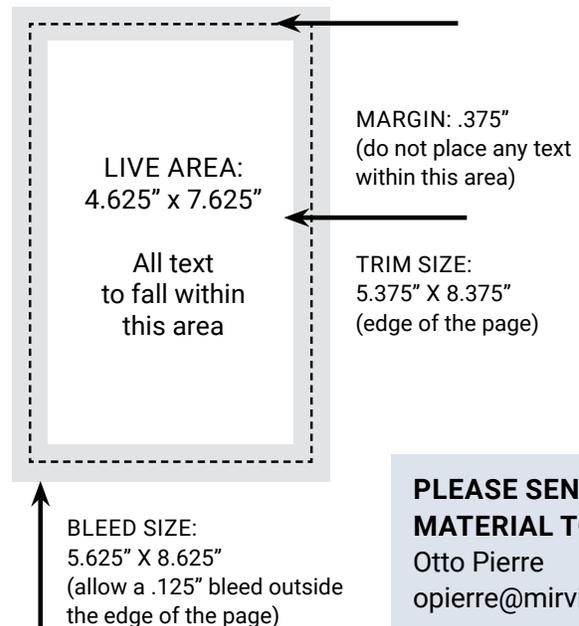
DOUBLE PAGE SPREAD

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.

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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).

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