

# PROGRAMME GUIDE



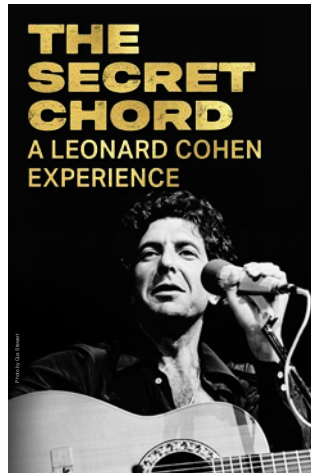
**mirvish**

**UPCOMING SHOWS**

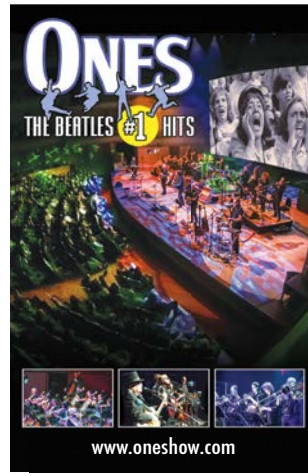
# Upcoming Shows



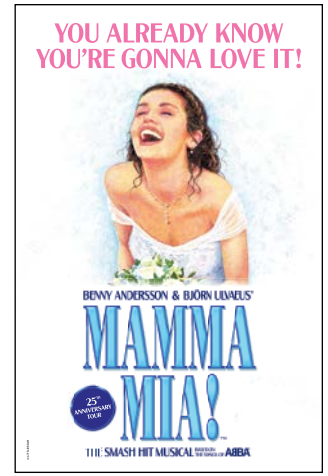
July 7-July 19, 2026  
CAA Ed Mirvish Theatre



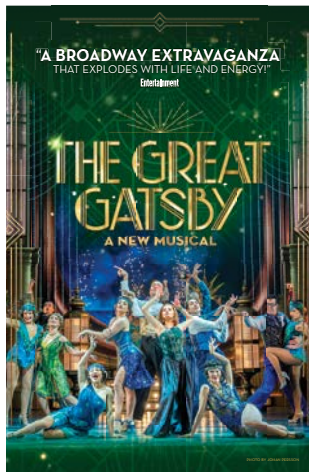
July 8-August 9, 2026  
CAA Theatre



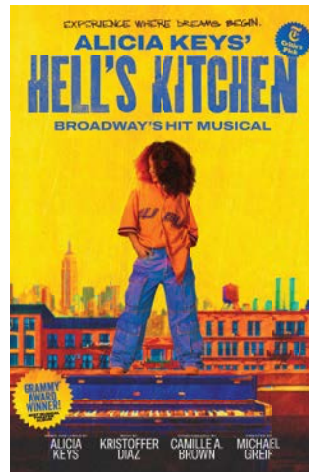
July 28-August 2, 2026  
Princess of Wales Theatre



August 4-August 30, 2026  
Princess of Wales Theatre



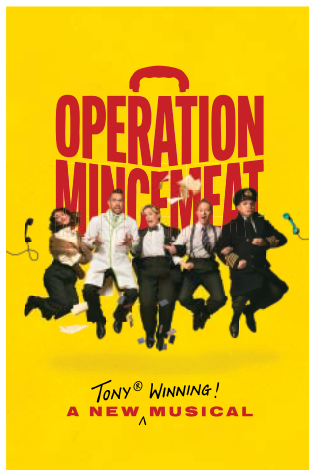
August 4-23, 2026  
CAA Ed Mirvish Theatre



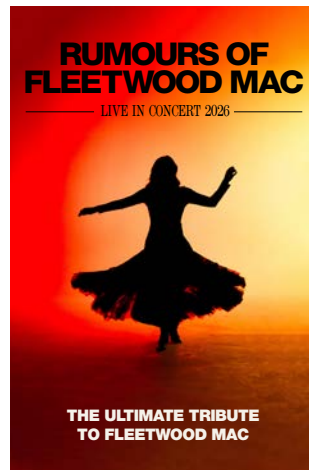
September 22-October 25, 2026  
CAA Ed Mirvish Theatre



September 26-November 1, 2026  
Princess of Wales Theatre



October 27-December 13, 2026  
Royal Alexandra Theatre



November 3-November 8, 2026  
CAA Ed Mirvish Theatre

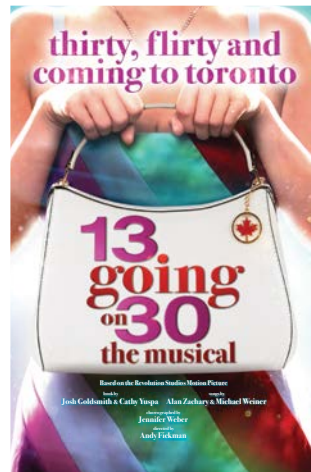


November 3-November 22, 2026  
CAA Theatre

# Upcoming Shows



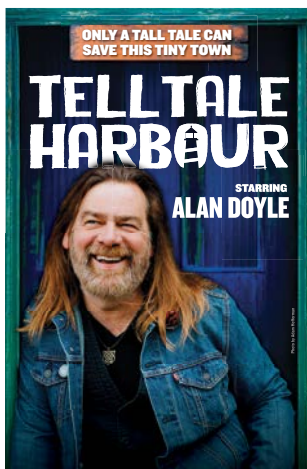
November 24, 2026-January 3, 2027  
CAA Ed Mirvish Theatre



December 1, 2026-January 24, 2027  
Princess of Wales Theatre



December 12, 2026-January 10, 2027  
CAA Theatre



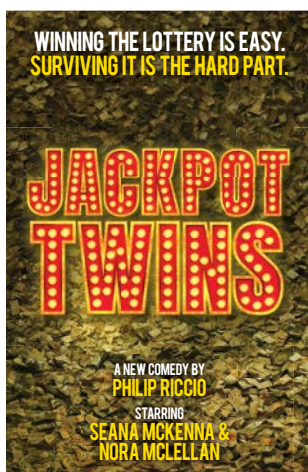
December 22, 2026-January 24, 2027  
Royal Alexandra Theatre



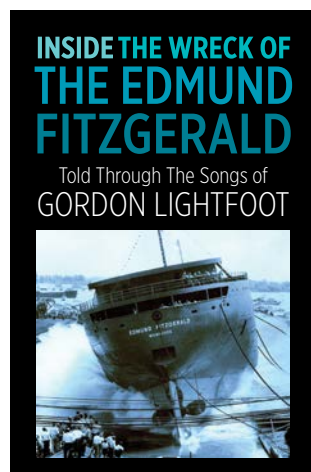
January 20-February 7, 2027  
CAA Theatre



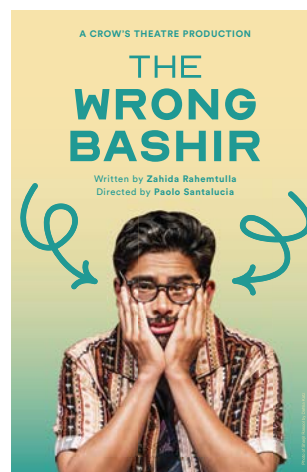
February 2-March 28, 2027  
Royal Alexandra Theatre



March 9-March 28, 2027  
CAA Theatre



April 6-May 23, 2027  
Royal Alexandra Theatre



April 13-May 9, 2027  
CAA 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
Water For Elephants	CAAEMT	July 7-July 19, 2026	28,000	\$1,400	\$2,240	\$3,136	\$2,800	\$2,576	June 19
The Secret Chord	CAAT	July 8-August 9, 2026	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	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 4-23, 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
Rumours of Fleetwood Mac	CAAEMT	November 3-8, 2026	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	October 15
Our Little Secret	CAAT	November 3-22, 2026	12,500	\$625	\$1,000	\$1,400	\$1,250	\$1,150	October 15
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	December 1, 2026-January 24, 2027	110,000	\$5,500	\$8,800	\$12,320	\$11,000	\$10,120	November 11
Goblin:Christmas Carol	CAAT	December 12, 2026-January 10, 2027	18,000	\$900	\$1,440	\$2,016	\$1,800	\$1,656	November 25
Tell Tale Harbour	RAT	December 22, 2026-January 24, 2027	50,000	\$2,500	\$4,000	\$5,600	\$5,000	\$4,600	December 3
Prima Facie	CAAT	January 20-February 7, 2027	12,500	\$625	\$1,000	\$1,400	\$1,250	\$1,150	December 30
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
Jackpot Twins	CAAT	March 9-28, 2027	12,500	\$625	\$1,000	\$1,400	\$1,250	\$1,150	February 18
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
The Wrong Bashir	CAAT	April 13-May 9, 2027	12,500	\$625	\$1,000	\$1,400	\$1,250	\$1,150	March 25
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](mailto:brian.himel@brandsamplified.com)  
 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

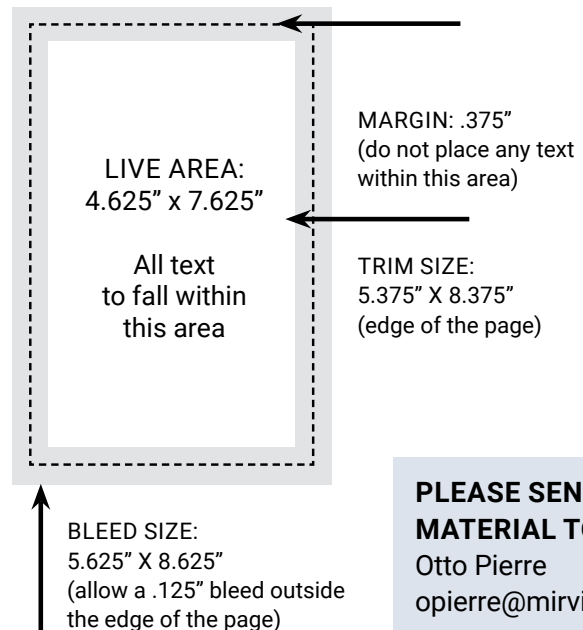
## DOUBLE PAGE SPREAD

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).