

PROGRAMME GUIDE



mirvish

UPCOMING SHOWS

Upcoming Shows



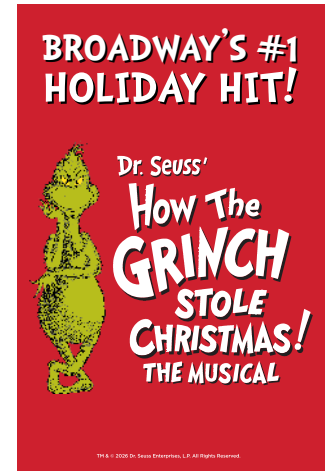
October 27-December 13, 2026
Royal Alexandra Theatre



November 3-November 8, 2026
CAA Ed Mirvish Theatre



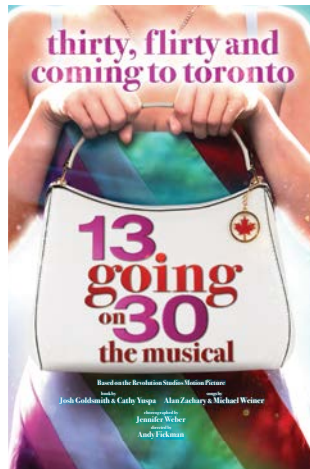
November 3-November 22, 2026
CAA Theatre



November 10-November 22, 2026
CAA Ed Mirvish Theatre



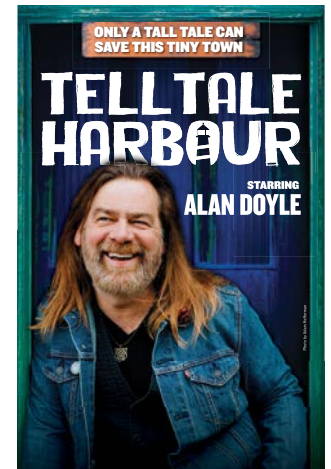
November 24, 2026-January 3, 2027
CAA Ed Mirvish Theatre



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 21-February 7, 2027
CAA Theatre



January 26-31, 2027
CAA Ed Mirvish Theatre



January 30-March 28, 2027
Royal Alexandra Theatre



March 3-14, 2027
Princess of Wales Theatre

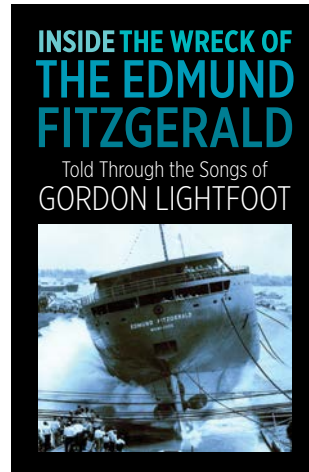
Upcoming Shows



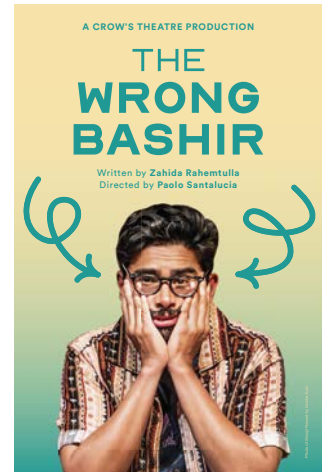
March 9-March 28, 2027
CAA Theatre



March 24-28, 2027
Princess of Wales Theatre



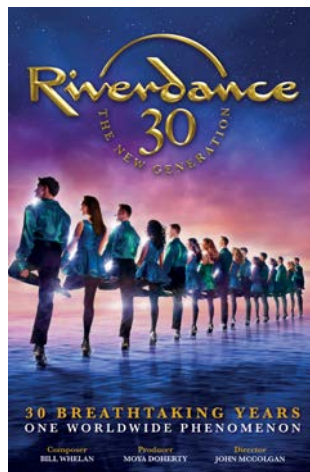
April 6-May 23, 2027
Royal Alexandra Theatre



April 13-May 2, 2027
CAA Theatre



April 20-25, 2027
CAA Ed Mirvish Theatre



April 27-May 9, 2027
CAA Ed Mirvish Theatre



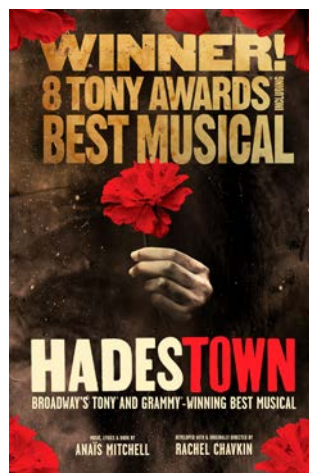
May 6-August 15, 2027
Princess of Wales Theatre



May 25-30, 2027
Princess of Wales Theatre



June 8-July 25, 2027
Royal Alexandra Theatre



June 16-27, 2027
CAA Ed Mirvish Theatre



July 27-August 29, 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
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
Dr. Seuss' How the Grinch Stole Christmas	CAAEMT	November 10-22, 2026	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	October 23
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 13
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 21- February 7, 2027	12,500	\$625	\$1,000	\$1,400	\$1,250	\$1,150	January 4
The Who's Tommy	CAAEMT	January 26-31, 2027	16,000	\$800	\$1,280	\$1,792	\$1,600	\$1,472	January 8
Agatha Christie's The Mousetrap	RAT	January 30- March 28, 2027	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	January 14
Waitress	POW	March 3-14, 2027	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	February 15
Jackpot Twins	CAAT	March 9-28, 2027	12,500	\$625	\$1,000	\$1,400	\$1,250	\$1,150	February 18
Beetlejuice	POW	March 24-28, 2027	10,000	\$500	\$800	\$1,120	\$1,000	\$920	March 5
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
The Wiz	CAAEMT	April 20-25, 2027	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	April 2
Riverdance	CAAEMT	April 27-May 9, 2027	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	April 9
Spirited Away (Run 1)	POW	May 6-June 30, 2027	110,000	\$5,500	\$8,800	\$12,320	\$11,000	\$10,120	April 20
The Bodyguard	POW	May 25-30, 2027	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	May 7
Salesman In China	RAT	June 11-August 1, 2027	75,000	\$3,750	\$6,000	\$8,400	\$7,500	\$6,900	May 21
Hadestown	CAAEMT	June 16-27, 2027	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	May 28
Spirited Away (Run 2)	POW	July 1-August 15, 2027	110,000	\$5,500	\$8,800	\$12,320	\$11,000	\$10,120	June 14
Heathers	RAT	July 27-August 29, 2027	50,000	\$2,500	\$4,000	\$5,600	\$5,000	\$4,600	July 9

- 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	5.625" wide	4.625" wide
8.375" high	8.625" high	7.625" high

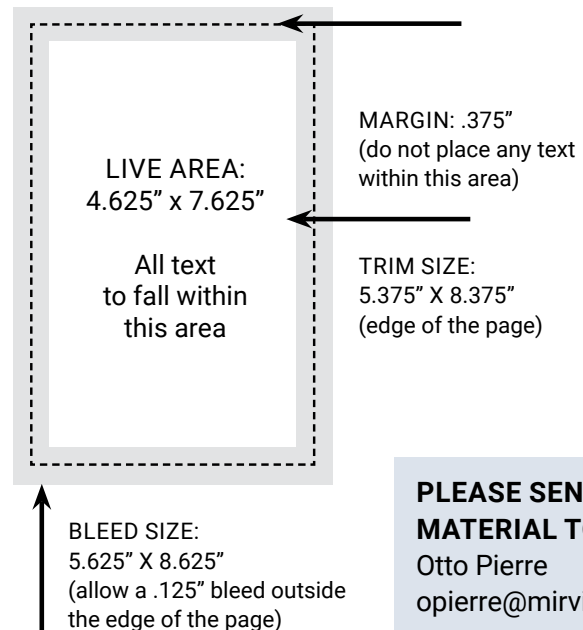
DOUBLE PAGE SPREAD

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).

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