

BROADWAY BRANDS

2025/2026 MEDIA KIT



BROADWAY BRANDS is a theater media company, with products including the highly-regarded industry newsletter **Broadway Briefing**, and the website **Broadway News**.

Advertising with Broadway Brands provides a unique opportunity to create enthusiasm both within the theater community, as well as Broadway Fans across the country!

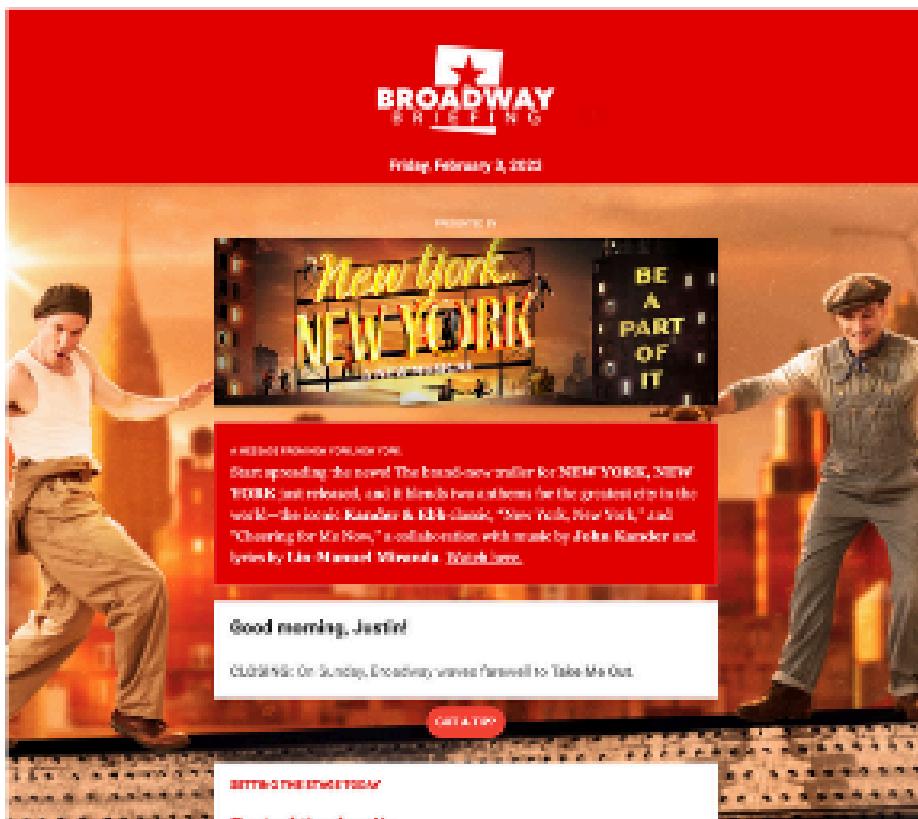
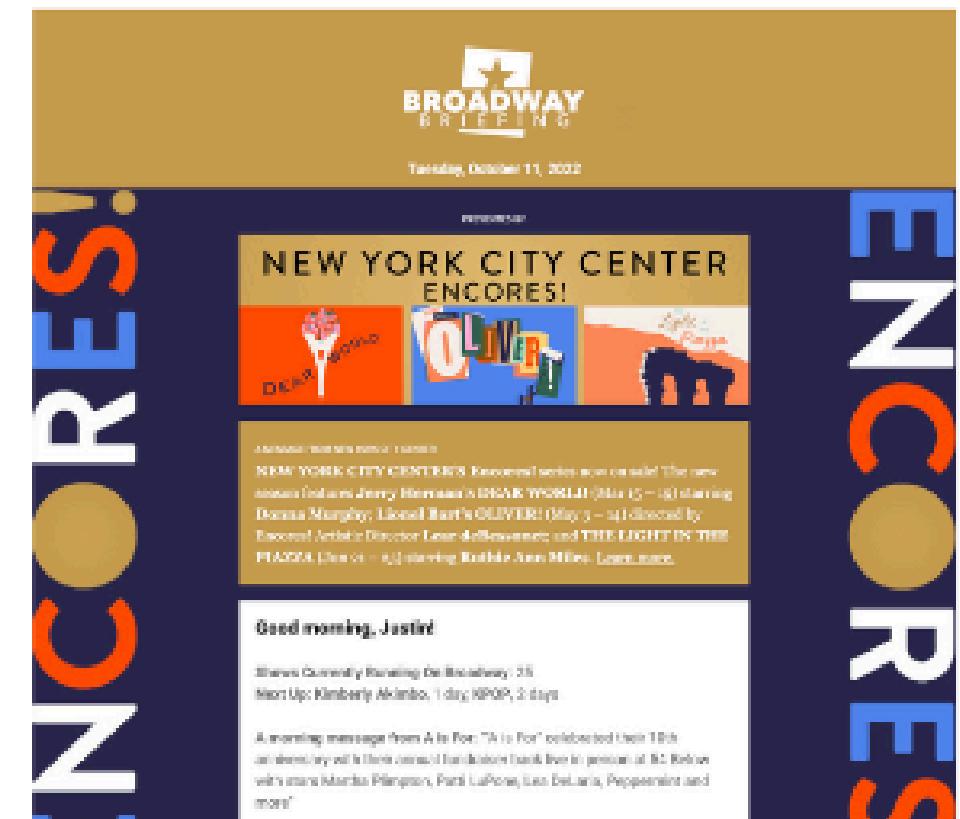
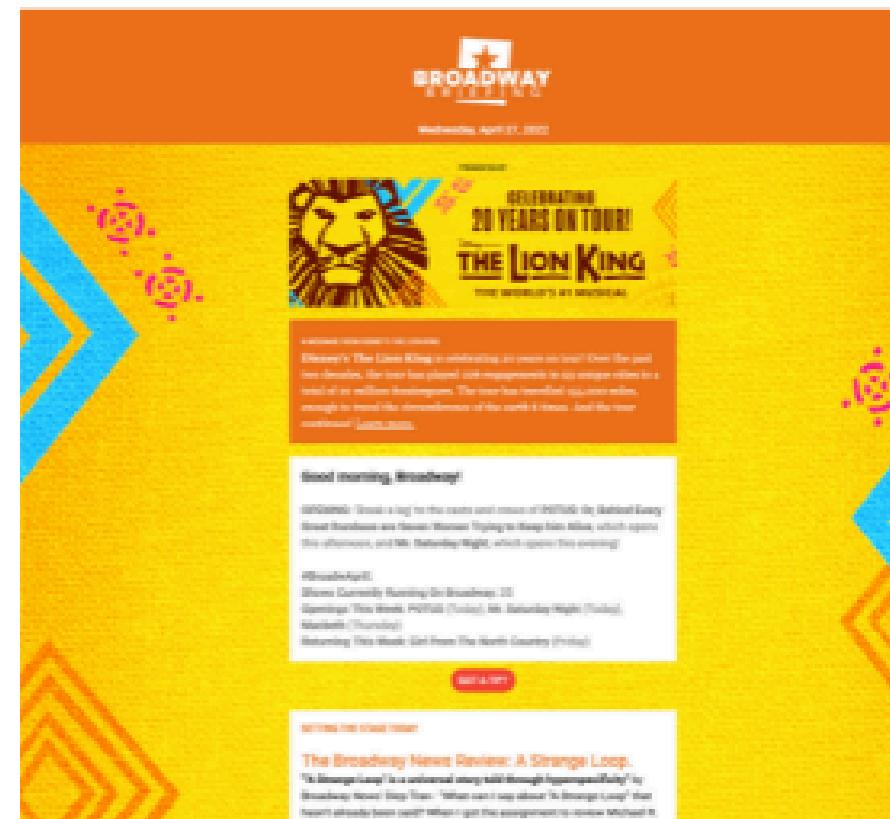
Reach the most influential audience on Broadway.



Broadway Briefing, known as “the Broadway to start your day,” is the must-read morning newsletter informing the daily conversation among knowledgeable Broadway professionals. This morning tipsheet reaches a unique and dedicated readership of the most influential players, business owners, and thought leaders in theater (who are, after all, Broadway’s biggest fans, too).

Who reads the Briefing?

Broadway Briefing currently has over 26,500 subscribers, with a typical open rate of 57%-63% each morning. Our dedicated global readership includes people in the press, theater workers on Broadway and regionally, and students studying theater at programs around the country.



Sponsorship Opportunities



Custom Takeovers

Starting at \$5,000/issue

Make the Briefing your own with a complete custom takeover! Our famous Custom Takeover is the best way to make a splash in the Briefing and catch the eye of the biggest players on Broadway. Custom Takeover Sponsorships are sold on an exclusive, daily basis.

Includes

- Subject line mention
- Key art
- Top text block
- Dedicated text block
- Media block (Advertising image, or link to a YouTube video)
- Custom header color
- Custom background skin or color

[EXAMPLE 1](#), [EXAMPLE 2](#)

Sponsorship Opportunities



Premium Weekend Briefing Starting at \$8,000/issue

Make the Briefing completely your own with a totally customizable Premium Weekend Briefing! This new offering is the best way to get your preferred messaging across. Premium Briefings are currently only available on Weekends.

[EXAMPLE 1](#), [EXAMPLE 2](#)

Includes

- All included in a Custom Takeover
- 1 Top Story item including a redline pun of up to 40 characters, and text of up to 1,000 characters including Headline and Byline.
- Up to 10 Article Pulls in a News and Notes section, 500 characters each, including headline and byline. (Labelled in the image below)
- 1 Stage Door Item at the end of the Briefing, including a sentence of up to 150 Characters. (Labelled in the image below).
- Email Subject Line to be "SPECIAL EDITION: "SHOW TITLE" in Brief - Today's Briefing presented in full by Show Title"



Sponsorship Opportunities

Presented By Sponsorships

Starting at \$2,000/issue

Be the first to say good morning to Broadway's best and brightest by sponsoring a daily Briefing! Make an impression on the theater industry's top professionals as they start their day. "Presented By" Sponsorships are sold on an exclusive, daily basis.

Includes

- Subject line mention
- Top of Briefing art banner
- Highlighted text block

EXAMPLE



The Outsiders

Adapted from S.E. HINTON's seminal novel and FRANCIS FORD COPPOLA's iconic film, this thrilling new Broadway musical features a book by ADAM RAPP with JUSTIN LEVINE, music and lyrics by JAMESTOWN REVIVAL (Jonathan Clay & Zach Chance) and JUSTIN LEVINE, music supervision, orchestration, and arrangements by JUSTIN LEVINE, choreography by RICK KUPERMAN & JEFF KUPERMAN, and direction by Tony Award® winner DANYA TAYMOR. The New York Post calls it "The Best New Musical of the Season."

[Learn more.](#)



The **Broadway News + Monthly** newsletter is currently sent to over 130,000 subscribers as a benefit for **Broadway Across America** season ticket holders. This curated newsletter includes top Broadway stories and features to help ticket buyers from across the country stay on top of the latest buzz. It also features Broadway News interviews and deep dives, with the goal of making readers feel like Broadway insiders.

Broadway News Monthly Sponsorships Starting at \$1,000/issue

Reach theatergoers across the country with the Broadway News Monthly Newsletter.

Includes

- Subject line mention
- 2 Key arts
- Dedicated text block

Contact Info

For more information, reach out to the team at Broadway Brands

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