

September/October

Sept. 17 – Oct. 30, 2011

Circulation: 27,000

Space reservation: Aug. 30

Ads Due: Sept. 6

November

Nov. 1 – Dec. 3, 2011

Circulation: 28,000

Space reservation: Oct. 11

Ads Due: Oct. 17

December

Dec. 6–18, 2011

The December issue of *Showcase* contains the Minnesota Orchestra's four-color annual report and is direct-mailed to contributors.

Circulation: 25,000

Space reservation: Nov. 16

Ads Due: Nov. 22

January

Jan. 6–28, 2012

Circulation: 25,000

Space reservation: Dec. 19

Ads Due: Dec. 23

February/March

Feb. 4 – March 31, 2012

Circulation: 48,000

Space reservation: Jan. 18

Ads Due: Jan. 24

April

Mar. 31 – Apr. 29, 2012

Circulation: 30,000

Space reservation: Mar. 14

Ads Due: Mar. 20

May/June

May 3 – June 15, 2012

Circulation: 40,000

Space reservation: Apr. 13

Ads Due: Apr. 19

Sommerfest

July 13–29, 2012

The Minnesota Orchestra's summer festival.

Circulation: 10,000

Space reservation: June 22

Ads Due: June 28

Final circulation numbers determined at press time
All rates are net, agencies add 15%



Minnesota Orchestra

Osmo Vänskä, Music Director

Advertising Rates

	4-color	b&w
Back cover	\$3,000	
Inside covers	2,750	2,575
Full page	2,500	2,325
2/3 page	2,125	1,950
Junior or 1/2 page	1,800	1,625
1/3 page (vertical or square)	1,325	1,150
1/6 page (vertical or horizontal)	975	800
1/12 page	600	425

FREQUENCY DISCOUNTS AVAILABLE for multiple-program insertions within and across all of our publications:

Bloomington Civic Theatre • Chanhassen Dinner Theatres • Children's Theatre Company
The Cowles Center for Dance & the Performing Arts • IVEY Awards • Minnesota Opera
Minnesota Orchestra • Ordway Center for the Performing Arts • Penumbra Theatre Company
The Saint Paul Chamber Orchestra • The Schubert Club • and more

Audience Demographics

Average Age

56

Education

83% have a Bachelor's degree or higher

50% have a Master's degree or higher

Average Annual Income

\$91,000

Ad Sizes

Full Page
without bleed
7" x 10"
with bleed
8.25" x 11.125"
safety/live area
0.25" from trim edges
trim size
8" x 10.875"

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4.625" x 10"

1/3 v
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1/6 v
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2011–2012 season

minnesota orchestra

showcase concert magazine



September/ October

Sept. 17 – Oct. 30, 2011

- ◆ Ben Folds with the Minnesota Orchestra
- ◆ Vänskä opens the season: Boléro
- ◆ Jazz at Lincoln Center Orchestra with Wynton Marsalis
- ◆ Vänskä Conducts: A Hero's Life
- ◆ Nadja Returns: Piazzolla and Copland
- ◆ An Evening with Herbie Hancock
- ◆ Bride of Frankenstein with the Minnesota Orchestra plus Mel Brooks' Young Frankenstein
- ◆ Kings of Salsa

November

Nov. 1 – Dec. 3, 2011

- ◆ A Carnegie Hall Reprise: Hough plays Tchaikovsky
- ◆ Midori plays Sibelius
- ◆ Shostakovich: Symphony No. 5
- ◆ Rosanne Cash with the Minnesota Orchestra
- ◆ Yesterday Once More: A Tribute to the Music of The Carpenters, with the Minnesota Orchestra
- ◆ Hansel and Gretel
- ◆ Chris Botti in Concert
- ◆ Time For Three with the Minnesota Orchestra

December

Annual Report Issue

Dec. 6–18, 2011

- ◆ Handel's Messiah
- ◆ Jingle Bell Doc: Doc Severinsen with the Minnesota Orchestra
- ◆ Tonic Sol-fa
- ◆ Jim Brickman with the Minnesota Orchestra
- ◆ A Celtic Woman Christmas with the Minnesota Orchestra
- ◆ A Scandinavian Christmas

January

Jan. 6–28, 2012

- ◆ Osmo Vänskä conducts Future Classics
- ◆ Brian Stokes Mitchell with the Minnesota Orchestra
- ◆ Bravo Brahms! Ehnes plays the Violin Concerto
- ◆ Bravo Brahms! Serkin and Piano Concerto No. 1
- ◆ Bravo Brahms! Serenade and Song
- ◆ Bravo Brahms! Serkin and Piano Concerto No. 2
- ◆ Golden Dragon Acrobats
- ◆ My Father Knew Charles Ives
- ◆ Target Free Family Concert: Worlds of Music

February/March

Feb. 4 – Mar. 31, 2012

- ◆ WARNER BROS. PRESENTS: Bugs Bunny at the Symphony with the Minnesota Orchestra
- ◆ Target Free Family Concert: Pictures at an Exhibition
- ◆ Ross, Prokofiev and Tchaikovsky
- ◆ Chamber Music at MacPhail: Mozart and Ravel
- ◆ A Russian Spectacular: Prokofiev and Shostakovich
- ◆ Home Away from Home: A New Venue Preview
- ◆ Lizz Wright and Kurt Elling: Be My Valentine
- ◆ Schumann's Piano Concerto
- ◆ Ballroom with a Twist with the Minnesota Orchestra
- ◆ Springtime in Paris with the Minnesota Orchestra
- ◆ The Chieftains
- ◆ Vänskä Conducts Sibelius
- ◆ The King's Singers
- ◆ Chamber Music at MacPhail: Schubert and Aho
- ◆ Varga, Haydn and Schumann
- ◆ Greenstein: A Musical MicroCommission
- ◆ Target Free Family Concert: Petrushka

April

Mar. 31 – Apr. 29, 2012

- ◆ A Love Letter to New Orleans with Irvin Mayfield and Soledad O'Brien
- ◆ Big Bad Voodoo Daddy
- ◆ Vänskä Conducts Beethoven
- ◆ Target Free Family Concert: Petrushka
- ◆ Skrowaczewski Conducts Bruckner
- ◆ Sweet Honey in the Rock: Affirmations with the Minnesota Orchestra
- ◆ Daphnis and Chloe

May/June

May 3 – June 15, 2012

- ◆ Järvi Conducts Rachmaninoff
- ◆ Chamber Music at MacPhail: Brahms and Villa-Lobos
- ◆ Romeo and Juliet
- ◆ Vänskä, Sudbin and Mozart
- ◆ Preservation Hall Jazz Band and New Orleans Jazz Orchestra: An Orchestra Hall Commemoration Concert
- ◆ Target Free Family Concert: Peter and the Wolf
- ◆ An Orchestra Hall Celebration: Deborah Voigt Sings Salome
- ◆ Season Finale: An Evening of Tribute and Surprise

Sommerfest

July 13–29, 2012

As Orchestra Hall will be under renovation, Sommerfest will be held this summer on the Ted Mann Terrace at the University of Minnesota. Highlights of the 33rd annual festival include performances of Dvořák's *New World* Symphony, Tchaikovsky's First Piano Concerto and Beethoven's *Eroica* Symphony, a waltz-themed "Summer in Vienna" program, concerto solo debuts of Concertmaster Erin Keefe and British pianists Danny Driver and Benjamin Grosvenor, a patriotic Star-Spangled Salute to America; a tribute to American songwriter Harold Arlen; the Beatles tribute band "1964"; and a concert performance of the beloved Verdi opera *Rigoletto*.