



# Performing Arts



**Publication Date:** October 7 **Booking Deadline:** September 23 **Material Deadline:** September 30

This autumn, just as temperatures begin to fall, Toronto's performing arts scene promises to heat up the city with a dazzling line up of world-class entertainment.

Offering a comprehensive view into Toronto's dazzling fall and winter 2010 performing arts season this supplement will explore sterling examples of the hottest shows and the talented people – on stage and behind the scenes – that make Toronto one of North America's most vibrant live-entertainment cities.

Among its topics this report will showcase:

**THEATRE.** Thanks to the work of storied organizations such as the Tarragon Theatre, Factory Theatre and Theatre Passe Muraille, this year celebrating their 40th and 42nd seasons respectively, to offerings presented by the Canadian Stage Company, Soulpepper, Nightwood Theatre and countless other production houses Toronto audiences can once again count on a bold line up of live theatre. Among this season's productions: More Fine Girls, Forever Yours Mary-Lou, St. Carmen of the Main, Mirvish Productions' highly anticipated Priscilla Queen of the Desert the musical, and many others.

**SYMPHONY.** The moment it kicks off its 89th season with Mahler's Second Symphony "Resurrection" the Toronto Symphony Orchestra promises to delight Toronto with blissful symphonic music. Among other TSO highlights this fall, a new concert series "Exposed: Unveiling Great Music," three concerts that take

music lovers on a journey into major works.

**DANCE.** From modern dance to classical forms, Toronto dance scene springs into action with fall highlights ranging from The National Ballet of Canada's performances of James Kudelka's imaginative re-conception "Cinderella," and acclaimed British choreographer Wayne McGregor's "Chroma," to maverick choreographer Alain Platel's "Out of Context – for Pina," and much more.

**POP ENTERTAINMENT.** Whether it's stand up comedy, leading-edge jazz or blues performances Toronto teams with popular entertainment. This fall season's highlights range from the annual Scotiabank Nuit Blanche to world music concerts including the Canadian debut of Spanish superstar Buika to Broadway legend Barbara Cook, and jazz legend Hugh Masekela and countless others.

**THE PASSION.** Behind the scenes, passionate, creative and talented individuals drive Toronto's performing arts scene and bring it to life. Through in-depth profiles and interviews we will offer insight into the legends who make it happen.

All this and more in this special feature.

Performing Arts will also appear on globeandmail.com for one month starting October 7, 2010.

**2010  
ADVERTISING FEATURE  
FALL**



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## RESEARCH:

- » The Ontario Edition of The Globe is read by 577,000 adults on an average weekday
- » 55% of Globe weekday readers attended a live theatre play in the past year
- » Weekday readers are 24% more likely than the average person to watch a ballet/dance performance
- » Weekday readers are 72% more likely to attend a symphony/classical concert
- » 1 in 3 Globe readers watched a pop/rock concert win the past year

Source: NADbank 2008 Study;  
Base: 24 Ontario Reader Markets & 9 Ontario Product

## ADVERTISING RATE

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 KATY PELLETIER Account Manager 514.982.3051 kpelletier@globeandmail.com  
 MIMI QUAILE Account Manager 416.585.3353 mquaile@globeandmail.com  
 KEITH RYDER Category Manager 416.585.5691 kryder@globeandmail.com  
 SONJA TASOVSKA Project Coordinator 416.585.3318 stasovska@globeandmail.com

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