

LET US INTRODUCE YOU TO THE CULTURAL DISTRICT AUDIENCE

Annually 2 million
people visit the
Cultural District

Our audience is...

EDUCATED –
51% more likely
to have a college
degree versus 29.8%
Pittsburgh Average*

AFFLUENT –
57.2% more likely to
have an income in
excess of 100K
versus 33.3%
Pittsburgh Average*

ESTABLISHED –
86.5% own their own
homes versus 71.4%
Pittsburgh Average*

*(Versus the CBSA)

Data Sources:

Analysis

– Elliott Marketing
Group, Inc.

Data/Demographics

– 2015 smART Database
– ExperianSM INSOURCE
Database

For advertising

information contact

advertising@culturaldistrict.org

or call 412-471-1497 and

speaking to our sales team.

2017 UPDATED ADVERTISING PLANNER

PERFORMANCES	AD DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
JANUARY 2017			
1/28	1/4	Pittsburgh Symphony	Super Diamond: The Neil Diamond Tribute
1/31 - 2/5	1/9	PNC Broadway	Something Rotten
FEBRUARY 2017			
2/10 - 2/26	1/19	Pittsburgh Symphony	BNYMGC Feb 10 - 26 Sleeping Beauty/ Rhapsody in Blue
2/10	1/19	Pittsburgh Dance Council & Cohen & Grigsby Trust Presents	Pilobolus
2/10 - 2/26	1/19	Pittsburgh Ballet Theatre	Alice in Wonderland
2/14 - 2/19	1/23	Childrens Theater	Galumph
2/15	1/23	Pittsburgh Cultural Trust Presents	Taj Express: The Bollywood Musical Revue
2/17 - 2/19	1/25	Pittsburgh Symphony	PNC Pops # 4 Broadway Standing Ovarions
2/18- 2/26	1/27	Pittsburgh Opera	As One
2/18	1/24	Pittsburgh Symphony	Fiddlesticks # 2 Around Town
2/21 - 2/26	1/30	PNC Broadway	Book of Mormon
2/22	1/30	Trust Presents Special Series	Soul Sessions: Gregory Porter
MARCH 2017			
3/2 - 3/4	2/7	Pittsburgh Cultural Trust Presents	David Theatre Beauty Queen of Leenane
3/4	2/9	Pittsburgh Dance Council	Bereishit (Korean)
3/4	2/7	Pittsburgh Symphony	Windborne's Music of Prince
3/5 - 3/12	2/9	Childrens Theater	Circo Comedia
3/7	2/9	Pittsburgh Cultural Trust Presents	Brain Candy Live - Adam Savage
3/8	2/9	Pittsburgh Cultural Trust Presents	Shaping Sound
3/9 - 4/9	2/10	Pittsburgh Public Theater	Daddy Long Legs
3/10 - 3/19	2/16	Pittsburgh Symphony	BNYMGC Mar 10 - 19 Mozart in Prague/ Ravel's Bolero
3/12	2/15	Pittsburgh Cultural Trust Presents	Drumline Live!
3/16 - 3/26	2/22	Pittsburgh Ballet Theatre	BNY MELLON Presents PBT & Dance Theatre of Harlem
3/17 - 3/19	2/23	PNC Broadway	Riverdance
3/18 - 3/20	2/23	Pittsburgh Symphony	PNC Pops # 5 Sounds of Simon & Garfunkel
3/21	2/23	Pittsburgh Cultural Trust Presents	Shaolin Warriors
3/22	2/26	Pittsburgh Symphony	Tchaikovsky + Drake Fuse # 2
3/25 - 4/2	3/2	Pittsburgh Opera	Turandot
3/27	3/2	Pittsburgh Cultural Trust Presents	One Night of Queen
3/28	3/6	Pittsburgh Cultural Trust Presents	Graeme of Thrones
3/31 - 4/9	3/9	Pittsburgh Symphony	BNYMGC Mar 31 - Apr 9 Randolph Kelly - viola Schumann
APRIL 2017			
April, 2017	March TBD	Pittsburgh CLO	Ticket Back Printing
4/4 - 4/6	3/10	Pittsburgh Cultural Trust Presents	Daniel Tiger's Neighborhood Live!
4/4 - 4/9	3/13	PNC Broadway	The King & I
4/7 - 4/8	3/16	Children's Theater Bridge Series	The Man Who Planted Trees
4/8	3/15	Pittsburgh Cultural Trust Presents	Hypnotic Brass Ensemble
4/11 - 4/16	3/20	PNC Broadway	Fun Home
4/11 - 4/15	3/17	Pittsburgh Cultural Trust Presents	Stomp (Trust Guest Attraction)
4/20 - 5/21	3/24	Pittsburgh Public Theater	Death of a Salesman
4/21 - 4/23	3/29	Pittsburgh Ballet Theatre	Romeo & Juliet

continued >>>

CULTURAL DISTRICT

Shared Services
is proud to
represent the
following arts
organizations.

ARTISTIC DIRECTOR OF THE
PITTSBURGH BALLET THEATRE



PITTSBURGH
OPERA



2017 UPDATED ADVERTISING PLANNER

PERFORMANCES	AD DEADLINE	ARTS ORGANIZATION	PROGRAM TITLE
APRIL 2017 <i>(continued)</i>			
4/22	3/29	Pittsburgh Dance Council	BJM Danse (Montreal)
4/25	3/31	Trust Presents Special Series	Average White Band
4/26	3/31	Pittsburgh Cultural Trust Presents	Disenchanted
4/29 - 5/7	4/15	Pittsburgh Opera	Summer King
MAY 2017			
5/5 - 5/6	4/11	Trust Presents Special Series	Jonathan Butler & Gerald Albright Combo Book
5/11 - 8/13	4/18	Pittsburgh CLO Cabaret	Miss Abigail's Guide to Dating, Mating & Marriage Spring/Summer Cabaret
5/12 - 5/14	4/20	Pittsburgh Symphony	PNC Pops # 6 Neil Sedaka
5/13	4/19	Pittsburgh Symphony	Fiddlesticks # 3 Around the World
5/19 - 6/4	4/27	Pittsburgh Symphony	BNYMGC May 19 - June 4 Romantic Brahms/Mahler's Resurrection - Choir
5/23 - 5/28	5/1	PNC Broadway	Dirty Dancing
5/26 - 5/27	4/27	Pittsburgh Ballet Theatre	PBT School Spring Concert
5/27	4/17	Pittsburgh CLO	Gene Kelly Awards
5/30 - 6/11	5/5	PNC Broadway & Pittsburgh CLO Co-Production	An American in Paris
JUNE 2017			
6/1 - 7/2	5/4	Pittsburgh Public Theater	An Act of God
6/9 - 6/25	5/17	Pittsburgh Symphony	BNYMGC June 9-25 Season Finale Tchaikovsky/Frank Peter Zimmerman - violin
6/14	5/19	Pittsburgh Symphony	Mash-Up Mix-Down Time for Three FUSE # 3
6/14 - 6/25	5/19	Pittsburgh CLO	The Little Mermaid
6/16 - 6/17	5/23	Trust Presents Special Series	Pittsburgh International Jazz Festival
6/16 - 6/18	5/23	Pittsburgh Symphony	PNC Pops # 7 Ella & Louis: All That Jazz
6/17	5/24	Pittsburgh Symphony	Sensory Friendly Concert
JULY 2017			
7/7 - 7/16	6/13	Pittsburgh CLO	In The Heights
7/14 - 7/16	6/21	Pittsburgh Symphony	PNC Pops – The Music of John Williams
7/18 - 7/23	6/21	Pittsburgh CLO	Newsies
7/28 - 8/6	7/5	Pittsburgh CLO	Mamma Mia!
July, 2017	6/15	Pittsburgh Opera	Ticket Backs
7/15	6/24	Pittsburgh Ballet Theatre	Ticket Back Printing
AUGUST 2017			
8/8 - 8/13	7/13	Pittsburgh CLO	Million Dollar Quartet
SEPTEMBER 2017			
September - October 2017	TBA	Pittsburgh CLO Cabaret	Fall Cabaret 2016 TBA