

25/26

HOPE, HEART & ROCK N' ROLL

SEASON

Sarasota Magazine

DIRECTOR OF REVENUE

Dan Starostecki
dan@sarasotamagazine.com

ADVERTISING SALES

Kellie Bartholomew
kellie@sarasotamagazine.com

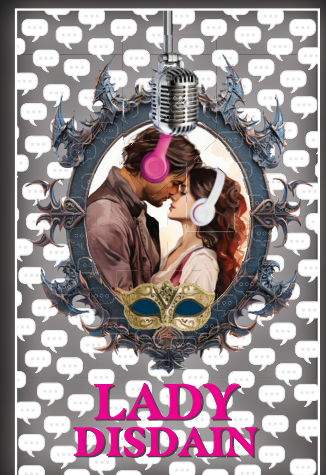
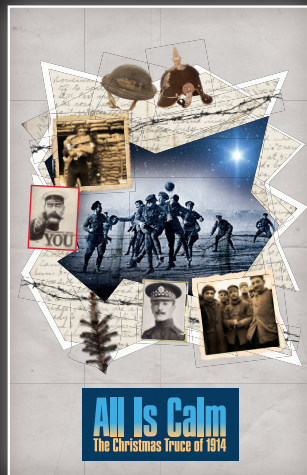
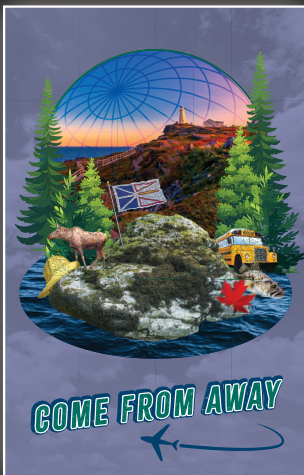
Leslie Routhier
leslie@sarasotamagazine.com

HEAD OF AD-OPS AND OWNED DIGITAL MEDIA

Kari Perrin
kari@sarasotamagazine.com

Asolo Rep is thrilled to invite you to join us for the 2025-26 season complete with a spectacular hit musical, thought-provoking plays and fresh new shows made possible through exciting partnerships.

Reaching affluent patrons from LBK to LWR, from Venice and Wellen Park to Bradenton and downtown Sarasota, the program book connects you with a targeted audience that has the disposable income to purchase tickets to multiple shows.



60,000+

AFFLUENT THEATRE LOVERS REACHED

- PREMIERE PROFESSIONAL THEATRE
- 8 MONTHS OF EXPOSURE
- 8 PRODUCTIONS
- DIVERSE AUDIENCES
- 67TH SEASON

ASOLO REPERTORY THEATRE PRESENTS: **THE 2025-2026 SEASON LINE UP**

COME FROM AWAY

NOV 12 – DEC 28, 2025

Come From Away tells the inspiring true story of 7,000 airline passengers stranded in the remote town of Gander, Newfoundland in the aftermath of September 11, 2001. As fear and uncertainty gripped the world, the people of Gander responded with open arms. Through music, humor, and heart this hit Broadway musical celebrates the power of human connection, and reminds us all that kindness can bring people together in the unlikely of times, and hope can arise in the unlikely places. "Big-hearted and crowd-pleasing...a singing reminder that when things are at their worst, people can be at their best." – *New York Daily News*

ALL IS CALM: THE CHRISTMAS TRUCE OF 1914

DEC 3 – DEC 19, 2025

The Western Front. Christmas. A German soldier sets down his rifle and steps into No Man's Land, singing "Silent Night". Thus begins an extraordinary night of fellowship, music, and peace, told in the words and the songs of the men who lived it. Peter Rothstein's salute to unsung heroes of The Great War returns to the Historic Asolo Theater after a sell-out run last season. "A heartbreaking tribute to the men, who, in defiance of their commanders had the courage to affirm their common humanity." - *The New Yorker*

PRIMARY TRUST

JAN 7 – FEB 11, 2026

One of the most awarded off-Broadway premieres of 2024, Eboni Booth's absorbing, funny, and ultimately profound new play is about a middle-aged man scraping by in small town America. Kenneth spends his days working in a quiet bookstore and his evenings sipping Mai Tais at the local tiki bar, but when he loses his job, he's forced to confront a world he's long avoided. A deceptively ordinary story about the extraordinary possibility inside each of us. "Eboni Booth's tender 2024 Pulitzer winner, finds value in every life." – *Los Angeles Times*

AGATHA CHRISTIE THE MIRROR CRACK'D

JAN 21 – MAR 14, 2026

A Hollywood film star and her entourage descend upon a quaint English village to film an epic period drama. But when the glamorous opening reception ends in a chilling murder, everyone becomes a suspect, leaving Agatha Christie's beloved sleuth, Miss Marple, to untangle a web of ambition, deceit, and stage fright. One of the Queen of Mystery's most celebrated novels finally makes it to the stage in this new adaptation by Rachel Wagstaff. "A roller coaster ride of emotions, thrills and quite a lot of spills." – *Stage Side UK*

THE UNFRIEND

FEB 18 – MAR 22, 2026

From the writer of television's *Dr. Who*, *Sherlock*, and *Dracula* comes a hilarious new play about an unwanted house guest. After twenty years of marriage, Peter and Debbie are enjoying a cruise and a break from their annoying teenagers, when they meet an eagerly friendly, but perhaps dangerous, fellow passenger named Elsa. Before you know it, she's taken up residence in their suburban home. Asolo Rep stages the US premiere of this hugely entertaining and satirical look at the terrifying lengths we go just to be nice. "One of the funniest plays to be seen on stage in a very long time... a killer comedy to die for." – *What's on Stage*

FIDDLER ON THE ROOF

APR 14 – MAY 24, 2026

This beloved classic has delighted audiences across the globe for over six decades. Tevye, the village milkman, is trying to provide his wife and their five daughters with a life filled with prosperity, faith, and tradition. But a revolution is on the horizon and everything they have come to cherish hangs in the balance. One of the most beloved musicals of all time makes its long-awaited debut on the Asolo Rep stage. "One of the great works of the American musical theatre. It is daring, touching, beautiful, warm, funny, and inspiring. It is a work of art." - *New York Sunday News*

MARIE AND ROSETTA

MAY 6 – MAY 31, 2026

A huge influence on Elvis Presley, Ray Charles, Johnny Cash and Jimi Hendrix, Sister Rosetta Tharpe was a legend in her time, adding fierce guitar and swing to traditional gospel music, becoming the mother of Rock 'n' Roll. Marie and Rosetta chronicle her first rehearsal with a young protégée, Marie Knight, as they prepare to embark on a tour that would establish them as one of the great duos in music history. "Marie Knight and Rosetta Tharpe provided the foundation for Rock 'n' Roll. They also gifted the world with the foundation for this can't-miss show." - *Chicago Sun-Times*

LADY DISDAIN

JUN 6 – JUN 27, 2026

There's much ado about something in this whip-smart, laugh-out-loud new romantic comedy from Lauren Gunderson. *Lady Disdain* is a fast-paced, razor-sharp riff on the deliciously dramatic world of Fantasy Romance novels (yes, those ones—you know them, you love them). Beatrice and Benedict, rival audiobook narrators with voices made for swooning and tempers made for sparring, are locked in a battle of wits, words, and wildly inconvenient attraction. Asolo Rep proudly presents this rolling world premiere from one of America's most celebrated and funny playwrights. "Shakespeare always reminds me to raise the stakes in my plays – bigger risks, bolder actions, grander scenarios, characters at the edge." - Lauren Gunderson

2025-2026 Program Ad Specs

Advertisers will be billed for corrections made to ads that do not meet our specifications.

Proofs are required for artwork: Color correct digital proof required; color laser output not acceptable. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and 5th color inks must be labeled on proof. No rebate or discount in event of color variation. Canva files cannot be accepted.

SPACE CLOSES: SEPTEMBER 12TH, 2025

AD MATERIALS DUE: SEPTEMBER 26TH, 2025

AD RATES

SIZE	OPEN
SPREAD	\$13,320
FULL PAGE	\$8,880
2/3	\$7,150
1/2	\$5,310
1/3	\$4,230
IFC	\$10,215
IBC	\$10,215
BACK COVER	\$11,545

2-PAGE SPREAD

2/3 VERTICAL

1/2 HORIZONTAL

1/3 VERTICAL

1/3 SQUARE

FULL PAGE

TWO PAGE SPREAD BLEED
(16.5" X 11")
TRIM SIZE (16.25" X 10.75")

FULL PAGE BLEED
(8.375" X 11")
TRIM SIZE (8.125" X 10.75")

FP NON-BLEED
(6.875" X 9.5")

2/3 VERTICAL
(4.5" X 9.562")

HALF-PAGE HORIZONTAL
(6.875" X 4.687")

THIRD-PAGE SQUARE
(4.5" X 4.687")

THIRD-PAGE VERTICAL
(2.187" X 9.562")