

MICHIGAN AVENUE MAGAZINE AND PLAYBILL LAUNCH PARTNERSHIP

Two of the Region's Premier Media Outlets Create New Joint Venture and Co-Branded Events Platform

Chicago, IL (August 8, 2016) – GreenGale Publishing's **Michigan Avenue** magazine, Chicago's leading luxury, lifestyle publication and **Playbill**, the prestigious print media accompaniment to Chicago's prominent theater scene have entered into a publishing partnership that will combine sales and marketing efforts across both organization's multi-media platforms. The announcement was made by **Dan Uslan**, GreenGale Publishing's Senior Vice President/Group Publisher and President of *Michigan Avenue* magazine, effective immediately.

The two companies will collaborate on business development and cross-promotional opportunities that will span print and online and will integrate *Michigan Avenue's* rich event-marketing platform. The combined circulation of *Playbill* and *Michigan Avenue* will be 399,587 bringing advertisers the most affluent and culturally-rich demographic in the Chicago region. In advance of the highly anticipated Chicago debut of "Hamilton", *Michigan Avenue* and *Playbill* will partner on the show's premiere as well as many of Chicago's most sought after performances for invitation-only and VIP opportunities. Advertising partners and sponsors will be able to participate in opening night celebrations and exclusive events throughout the year.

"Both *Playbill* and *Michigan Avenue* are perfectly aligned to offer new opportunities for our collective advertisers to reach a diversified audience," says Uslan. "I look forward to a very successful and long-lasting relationship that creates new avenues of exposure for both brands with future growth."

"As the authoritative voice in the Chicago region for sophisticated lifestyle coverage, we are thrilled to partner with *Michigan Avenue* magazine to expand our reach and bring new marketing opportunities to clients and our audience," says Glenn Shaevitz, *Playbill's* Publisher and Chief Revenue Officer.

About Michigan Avenue magazine: *Michigan Avenue magazine is Chicago's premier luxury lifestyle publication chronicling the renowned people, culture, politics and parties that celebrate Chicago as a world-class city in a glossy, oversized format. From the glistening shores of Lake Michigan to the expansive six-county region that comprises the featured coverage area, Michigan Avenue delivers sophisticated content from an insider's point of view. Michigan Avenue is published by GreenGale Publishing LLC, publisher of city-specific publications including: Aspen Peak, Austin Way, Boston Common, Capitol File, Gotham, Hamptons, Los Angeles Confidential, Ocean Drive, Philadelphia Style and Vegas magazines. Its custom publishing titles include Art Basel, Wynn, Maison & Objet, The Mall at Short Hills and The Mall of San Juan. Through its strategic distribution model and significant investment in verified data from Nielsen Claritas, GreenGale Publishing is the only regional, lifestyle publishing company that is guaranteed to reach the sophisticated and affluent audience in each of our cities. GreenGale Publishing titles exceed 14,000 pages with a combined annual distribution of 4.6 million copies nationally.*

About PLAYBILL®, INC.: Since its inception in 1884, PLAYBILL has become synonymous with the legitimate theatre and is an internationally known trademark and symbol of the arts. Playbill Magazine, which can be found in theatres and classical arts venues throughout the country, proudly serves every Broadway house as well as the country's most prestigious fine arts institutions, including Lincoln Center, Carnegie Hall and the Kennedy Center. In 2016 Playbill presses will roll out 3.5 million programs monthly for nearly 100 theatres in 24 cities. Playbill.com was established in 1994, and has since grown to become the leading source of theatre information on the web and has expanded to a suite of online offerings including Playbill Vault, Playbill EDU, Playbillder, and more. Visit playbill.com for more information.

Media Contact:

Lana Bernstein, 305-531-9958, Lana.bernstein@greengale.com