

NSI

NICHE SAMPLING INC.

Live Theater Sampling

Program Description

- Up to 2,000,000 samples distributed to upscale adults / females
- Samples hand-distributed by ushers
- Timing TBD based upon brand needs and category availability
- Sample due date TBD based upon brand needs and availability

This program offers targeted sampling through participating theaters all over the country. They attract a target audience of upscale, educated and active adults who like to see and be seen. Ushers hand-deliver samples to your target consumer during intermission.



Productions such as Jersey Boys, Hair, Wicked, 9 to 5, Rock of Ages, Shrek, Mary Poppins, Billy Elliot and many more are currently touring.

The Traveling Broadway Theater Series Program women are primarily:

- Age 30+
- Higher income with an average household income of \$86,000
- Educated with a college degree or higher

Key Elements

- Distribution dates TBD
- Category reservation dates TBD
- Sample due dates coincide with sample distribution

Niche Sampling Inc.
4532 North Oakland Avenue
Milwaukee, WI 53211

Ph: 414.276.5666
Fx: 414.276.6665

target@nichesampling.com
www.nichesampling.com