

A photograph of Yo-Yo Ma, a world-renowned cellist, smiling and playing a double bass on a stage. He is wearing a dark suit, a white shirt, and a pink tie. The background shows an audience seated in a large hall.

**MUSIC
WORCESTER**

2026-2027 Season

10,000+

audience members
reached annually

Since 1858, Music Worcester, Inc. has presented concerts by the world's most distinguished orchestras, soloists, dance companies, and chamber & jazz ensembles at leading venues around Greater Worcester.

Sponsors & advertisers keep Music Worcester growing and help bring cultural experiences to the Worcester community.

Yo-Yo Ma at Mechanics Hall, 2019 | credit: Louie Desples

ADVERTISE

AND REACH OVER 10,000 AUDIENCE MEMBERS ANNUALLY

Advertise in the Music Worcester program book and reach patrons at more than two dozen events each year. The program book is distributed free of charge, reaching local audiences who are educated and culturally engaged.

Music Worcester audiences are loyal and many see multiple concerts throughout the season. Not only will your message reach these audiences multiple times in a year, but their enthusiasm for Music Worcester also positively impacts their impressions of businesses and advertisers who partner with us.

Thank you for your support.

MUSIC WORCESTER AUDIENCES

95% Net worth over \$100k



65% College degree or higher



55% Living in Central MA



AUDIENCE BY GENERATION

Boomers 45% | Gen X 30% |
Millennials 14% | Silent 6% | Gen Z 5%

WHAT OUR AUDIENCES SAY

"Fabulous, so pleased to be part of this."

"Such extraordinary talent you bring to Worcester."

"Everything about the experience was wonderful! Including staff I interacted with. Highly recommend."

Audiences love Music Worcester's programming. Their enthusiasm positively impacts impressions of businesses who partner with us.



Members of ASE, credit Matt Wright



Member of Ruckus, credit Troy B. Thompson



Credit Troy B. Thompson



Meet & Greet with Jeremy Denk, credit Cole Parks

AD RATES & SPECIFICATIONS

Book by August 10 and save \$100 with our Early Bird Discount.

2026-2027 Season Program Book

Full Page

\$2,000

NB: 7.5"w x 10"h
B: 8.75"w x 11.25"h

Half Page

\$1,400

7.5"w x 4.75"h

Quarter Page

\$1,100

3.5"w x 4.75"h

Eighth Page

\$500

3.5"w x 2.25"h

SUBMISSION SPECS

- Accepted File Formats High-Res JPG or PNG; Adobe PDF, PSD, TIFF
- Ads should be no less than 300 DPI, high-res, print quality, embedded
- Rates apply to printer-ready ads and include distribution at 20+ events.
- All ads are printed in color.

Interested in one-time advertising? Music Worcester offers advertising space on program inserts.

Festival Weekends

All concerts within BACHtoberfest,
Bach's Birthday Bash Weekend

\$150 - ½ page
\$100 ⅓ page

Premium Space

Emanuel Ax & The Knights,
Ellington/Gershwin (Porgy & Bess),
Handel's Messiah, NSOU, Bach's St.
Matthew Passion

\$200 - ½ page
\$150 ⅓ page

Standard Space

America's 250th, The Worcester Chorus
Women's Ensemble Holiday Concert,
Jason Moran, American Spiritual
Ensemble, Avi Avital & Les Violons du
Roy

\$100 - ½ page

READY TO ADVERTISE?

Contact Gillian Dana at 508-257-1741 or
gillian@musicworchester.org

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