

# musical america SPECIAL REPORTS 2016

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# [media kit]



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# musical america SPECIAL REPORTS 2016

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## [editorial calendar]

- B2B digital magazine delivering critical knowledge and crucial insight from industry experts
- From Musical America's international team of world-class journalists
- Real life campaigns, case studies, analysis, best practices
- Solutions to help make your business more productive and profitable

RELEASE DATE	AD DEADLINE	TOPIC
31 may	20 may	<b>AUDIENCE DEVELOPMENT</b> <i>Reaching and Growing Your Audience</i>
1 november	21 october	<b>THE MOBILE PHENOMENON</b> <i>Promoting, Ticketing, Programming, Performing</i>
1 december	21 november	<b>THE PROFESSIONALS OF THE YEAR</b> <i>The Musical America 30 Top Industry Personalities</i>



"...thank you for continuing to offer such a fantastic service to the arts community."



—Carl Jasieniecki  
Marketing Director, Midwest Young Artists

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## [reach your target audience]

### How do readers receive Special Reports?

- PDF download sent FREE by email to 26,000+ emails on Musical America's opt-in mailing list
- All articles and PDF available indefinitely on MusicalAmerica.com
- Access to Special Reports Library via eblasts
- Social Media postings on Twitter, Facebook, LinkedIn
- Industry Association Partnerships
- Easy reading on mobile device or tablet

### Who gets Special Reports?

- Musical America's powerful audience of performing arts industry executives: key decision-makers who are **your potential customers.**
- Job Titles: Executive Director, Music Director, Artist Director, General Manager, Dean, President
- Working for: Orchestras, Opera Companies, Music Schools, Artist Managers, Performing Arts Series, Festivals, Competitions, Record Labels, Publishers, Radio and Television Stations

**“wonderful...informative.... interesting to read....”**

David Chesky, HDTracks

### Musical America audience

Primary Business Activity\*

Presenter 29%  
Performing Artist 32%  
Artist Manager 25%  
Education 23%  
Marketing & Public Relations 17%

*\*Constant Contact mailing list survey, 2012. Respondent could indicate “more than one.”*



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**These prestigious organizations are successful advertisers in Special Reports**

Allentown Symphony Association

American Composers Forum

Arts Consulting Group

ASCAP

Atlanta Symphony Orchestra

AudienceView Ticketing

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IMG Artists

Instant Encore

INTIX

Moscow Ballet

MTNA

Music Academy of the West

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Public Broadcasting Atlanta

Stargate Entertainment

Susan Halpern Program Notes

Tessitura Network

Uzan International Artists

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WQXR/WNYC

Yamaha

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## [rate card]

### 4-color ad rates

PAGE SIZE	1 Time	3 Times
Full Page	\$1500	\$1245
2/3 page	\$1125	\$ 935
1/2 horizontal	\$ 900	\$ 750
1/3 vertical or horizontal	\$ 735	\$ 600
1/4 page	\$ 500	\$ 425

**Customized sponsorships: Available upon request**

## [ad sizes]

Page Size	Width x Height	Width x Height
Full Page	8 1/8" x 10 7/8"	20.64 x 27.62 cm
2/3 page	4 9/16" x 10"	11.59 x 25.40 cm
1/2 horizontal	7" x 4 7/8"	17.78 x 12.38 cm
1/3 vertical	2 1/8" x 10"	5.40 x 25.40 cm
1/3 horizontal	4 9/16" x 4 7/8"	11.59 x 12.38 cm
1/4 page	4 9/16" x 3 1/2"	11.59 x 8.89 cm

**Note:** Ad format: High-resolution PDF

All ads are clickable, so please provide hyperlink

## [rate card provisions]

1. Advertising will be accepted on a first-come, first-served basis.
2. All accounts are pre-paid unless otherwise noted on contract and approved by Musical America Worldwide. Payment in U.S. currency only. Funds must be drawn against a U.S. bank.  
**Cancellations must be received in writing one week before publication date.**
3. In the event of non-payment, the publisher shall have the right to hold the advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the publisher. Rendering a bill to the advertiser's advertising agency shall not relieve the advertiser in the event of non-payment by the agency. Payment by the advertiser to its advertising agency will not constitute payment unless payment is actually received by the publisher.
4. The advertiser and its advertising agency shall be responsible, jointly and severally, for all content of advertisements (including text, illustrations, trademarks, and other material) and shall defend, indemnify, and hold the publisher harmless from and against loss, expense, or other liability, including the publisher's actual attorney's fee, resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims that may arise out of the publication of such advertisements.
5. All advertising is subject to the publisher's approval.

The publisher reserves the right to reject advertising for any reason, including advertising that the publisher deems inappropriate or incompatible with the publication's standards.

6. The publisher is not liable if, for any reason, it becomes necessary to omit an advertisement.
7. The publisher's liability for any error will not exceed the charge for the advertisement in question.
8. The publisher reserves the right to place the word "advertisement" with any copy that in the publisher's opinion, resembles editorial matter.
9. No conditions (printed or otherwise) appearing on space orders, billing instructions, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
10. The publisher is not liable for failure to perform or a delay in performance caused by strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.

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