

musical america
SPECIAL REPORTS 2025
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[media kit]



musical america GUIDES 2025

[guides calendar]

- Comprehensive resources with the most up-to-date information on the topic
- Compiled by performing arts' foremost journalists: the MA editorial team
- Distributed to 45,000 +industry professionals, artists, music enthusiasts, educators and students
(Includes distribution to MTNA members)

RELEASE DATE:	AD DEADLINE	TOPIC
4 february	17 january	COMPETITIONS <i>The Guide to Top Competitions</i>
8 april	21 march	FESTIVALS <i>The 2025 Guide</i>
9 september	22 august	MUSIC SCHOOLS <i>The 2025-26 Guide</i>
4 november	17 october	SUMMER CAMPS & INSTITUTES <i>The 2025 Guide</i>
6 january	19 december	TOP 30 PROFESSIONALS



“...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]

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Who gets Guides?

- 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, Universities, 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%

[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.
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