

musical america SPECIAL REPORTS 2013

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[editorial calendar]

A **digital magazine** delivering **critical knowledge** and **crucial insights** needed for success in today's international performing arts marketplace.

Distribution: 26,000+ key performing arts decision-makers

Channels: Published on MusicalAmerica.com and distributed by Email directly to opt-in MA audiences.

- Special promotions and visibility for each Special Report, content available year-round
- Downloadable PDFs via Email and on MusicalAmerica.com
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Advertising reservations and materials deadline: One week prior to publication

ISSUE DATE: SPECIAL REPORT

31 january: THE TICKET SALES ISSUE

2 april: THE FUND-RAISING/SPONSORSHIP ISSUE

30 may: THE MOBILE MEDIA ISSUE

3 september: THE SOCIAL MEDIA MARKETING ISSUE

31 october: THE RECORDINGS ISSUE

3 december: THE MOVERS & SHAKERS ISSUE