

musical america SPECIAL REPORTS 2012

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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
- HTML articles in the Special Reports section on MusicalAmerica.com
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- Links from Facebook and Twitter

Advertising reservations and materials deadline: One week prior to publication

ISSUE DATE: SPECIAL REPORT

2 april: DIGITAL MEDIA MARKETING IN THE ARTS

1 may: THE COMPETITIONS ISSUE

2 june: HEALTH CARE ISSUES AND SOLUTIONS

3 september: SOCIAL MEDIA: HOW TO USE IT EFFECTIVELY

1 october: THE VISA ISSUE

1 november: THE TOP 30 INDUSTRY RISING STARS

3 december: THE YEAR IN REVIEW SPECIAL ISSUE