

# musical america

## SPECIAL REPORTS 2023

[www.musicalamerica.com](http://www.musicalamerica.com)

# [media kit]



[www.musicalamerica.com](http://www.musicalamerica.com)

# musical america GUIDES 2023

## [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
7 february	18 january	<b>COMPETITIONS</b> <i>The Guide to Top Competitions</i>
4 april	17 march	<b>FESTIVALS</b> <i>The 2023 Guide</i>
5 september	18 august	<b>MUSIC SCHOOLS</b> <i>The 2023-24 Guide</i>
7 november	20 october	<b>SUMMER CAMPS &amp; INSTITUTES</b> <i>The 2024 Guide</i>
5 december	17 november	<b>TOP 30 PROFESSIONALS</b>



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



—Carl Jasieniecki  
Marketing Director, Midwest Young Artists

# musical america GUIDES 2023

www.musicalamerica.com

## [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
- Special Reports library
- Social Media postings on Twitter, Facebook, LinkedIn
- Industry Association Partnerships
- Easy reading on mobile device or tablet

### 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%

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

# musical america GUIDES 2023

www.musicalamerica.com

[rates]

## ROADBLOCK:

\$1500 1x  
\$1350 3x  
\$1275 5x

Includes:

- Full page with enhanced listing and ad on page
- Logo

Advertisement Specifications:

6 3/8" (w) x 6 7/8" (h)

## 1/2 Page:

\$900 1x  
\$820 3x  
\$765 5x

Advertisement Specifications:

6 3/8" (w) x 6 7/8" (h)

## 1/4 Page:

\$500 1x  
\$450 3x  
\$425 5x

Advertisement Specifications:

6 3/8" (w) x 3 7/16" (h)

**INTERNATIONAL VIOLIN COMPETITION OF INDIANAPOLIS**

The 2018 International Violin Competition of Indianapolis is the 18th annual competition in the world's most prestigious violin competitions. The competition has a rich history of producing world-class violinists.

**MAIN OFFICE:** 12 East Thompson Street, Suite 1100, Indianapolis, IN 46204

**ARTISTIC DIRECTOR:** Jeffrey Kahane

**COMMITTEE CHAIR:** Jeffrey Kahane

**ARTISTIC COUNCIL:** Jeffrey Kahane, Daniel Barenboim, Gidon Kremer, Itzhak Perlman, Joshua Bell, Anne-Sophie Mutter, Hilary Hahn, Leonidas Kavakos, Maximilian Hecker, Daniel Barenboim, Gidon Kremer, Itzhak Perlman, Joshua Bell, Anne-Sophie Mutter, Hilary Hahn, Leonidas Kavakos, Maximilian Hecker.

**COMMITTEE OPEN TO THE PUBLIC:**  Jury members  Jury members  Jury members

**PRIZES:** \$100,000 in total cash prizes, including a \$50,000 first prize.

**APPLICATION DEADLINE:** February 28, 2018

**www.violin.org**

**THE THOMAS & EVON COOPER INTERNATIONAL COMPETITION**

Piano 2018 July 12-20

For ages 13-18

**FIRST PRIZE: \$20,000**  
\$40,000 in total cash prizes

Finals with The Cleveland Orchestra  
Broadcast live on WCLV 104.3 FM

**APPLICATION DEADLINE: APRIL 15**  
More information at [www.oberlin.edu/cooper](http://www.oberlin.edu/cooper)

**THE LOTTE LENYA COMPETITION**

A unique international chamber singing contest that celebrates contemporary songwriting and the art of song and voice within a dramatic context. The competition recognizes emerging songwriters who are dramatically and musically compelling in their songwriting, both as to composition and performance.

**MAIN OFFICE:** The Lotte Lenya Foundation for Music, 1 East 20th Street, 4th Floor, New York, NY 10003

**ARTISTIC DIRECTOR:** Jeffrey Kahane

**COMMITTEE OPEN TO THE PUBLIC:**  Jury members  Jury members  Jury members

**PRIZES:** \$10,000 in total cash prizes, including a \$5,000 first prize.

**APPLICATION DEADLINE:** January 22, 2018

**www.lottelelya.com**

**THE NEW YORK INTERNATIONAL PIANO COMPETITION**

A 60th Anniversary celebration and a unique feature of the NYIPC is the fact that no one is permitted to attend during the competition's four weeks. The Foundation does provide a cash award to each of the winners that includes a major prize.

**MAIN OFFICE:** The Theater and Music Foundation, 115 West 17th Street, Suite 1002, New York, NY 10011

**ARTISTIC DIRECTOR:** Jeffrey Kahane

**COMMITTEE OPEN TO THE PUBLIC:**  Jury members  Jury members  Jury members

**PRIZES:** \$100,000 in total cash prizes, including a \$50,000 first prize.

**APPLICATION DEADLINE:** October 11, 2016

**www.nyipc.org**

**NORTHERN LIGHTS MUSIC FESTIVAL CONCERTO COMPETITION**

Three performances with the NYIP Orchestra in Boston and Holland, MA.

**MAIN OFFICE:** 77 South 4th Street, Portland, ME 04101

**ARTISTIC DIRECTOR:** Jeffrey Kahane

**COMMITTEE OPEN TO THE PUBLIC:**  Jury members  Jury members  Jury members

**PRIZES:** \$10,000 in total cash prizes, including a \$5,000 first prize.

**APPLICATION DEADLINE:** June 1, 2016

**www.northernlightsmusicfestival.com**

**FORTY-THIRD ANNUAL FISCHOFF NATIONAL CHAMBER MUSIC COMPETITION**

May 6-8, 2016  
DeBartolo Performing Arts Center  
University of Notre Dame

Entry Deadline: March 1  
[www.fischhoff.org](http://www.fischhoff.org)

## [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.

**For additional information on advertising, please contact us**

**via mail** 14846 Gates Avenue, Magnolia Springs, AL 36555

**via phone** 609-651-0874 / **via email** info@musicalamerica.com