

for curious ears

musicworks

MAGAZINE



2011-2012 MEDIA KIT

About the magazine

Musicworks Magazine brings together a community of musicians, composers, sound artists, and listeners that enjoy a multitude of styles and genres, from electroacoustics and sound installations to new instruments and multimedia performance pieces.

Since 1978, *Musicworks* has chronicled and fostered a love of experimental music not only through words, but also through sound. Each subscription issue comes with a specially-curated CD that features the music discussed in the magazine. This combination of words and music offers our readers a unique multi-sensory experience that is an octave above anything else on the musical landscape.

People turn to *Musicworks* to seek out and discover the latest sounds, to explore music in the Web 2.0 universe, to debate the issues confronting music today, to stay current with the possibilities arising from constantly evolving new technologies, and to connect with others who are as passionate about new music as they are.

We're excited about what the future holds for new music—*Musicworks'* readers count on us for the latest in music news, reviews, festivals, artists, technological innovations, resources, opportunities, ideas and sound.

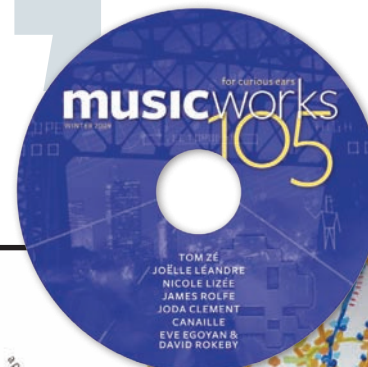
Find out what the buzz is about—and be a part of it!



Gayle Young
Publisher, *Musicworks* Magazine



This combination of words and music offers our readers a unique multi-sensory experience that is an octave above anything else on the musical landscape.



What's inside

***Musicworks* is an award-winning magazine dedicated to presenting the newest in experimental music, thought-provoking commentary, and in-depth features that take you inside the creative process of the most exciting musicians in new music today.**

Our readers find *Musicworks* a rare pleasure in the music magazine landscape—each issue of *Musicworks* features sixteen pages of colour and includes a companion CD that presents the music of the artists we feature. We feature composers of new music for concert presentation as well as those who work with recorded sound. We feature improvisers, instrument designers, and artists who work in radio, sound installation and sound sculpture.

Sound Notes

A reader favourite, this section is packed full of one- and two-page regular features and is housed in the front of the magazine. It features the following:

COMMENTARY is a column that features the latest in ideas from leading arts commentators. 82% of *Musicworks* readers deem this section really important to them.

DIY — a 'how-to' article for readers who like to build their very own electronic instruments—including how to dismantle and add new components through circuit bending!

IN THE WORKS delves into the creative process of a featured musician—like Debashis Sinha or Darsha Hewitt—in an interview format.

SONIC GEOGRAPHY is a literary journalism piece in which our writers describe a location from somewhere around the world in sound; 87% of *Musicworks* readers are crazy about these short “first-person pieces” that also include sonic snapshots available on the CD.

SOUND BITE introduces an up-and-coming composer in a one-page feature. Be the first to be introduced to unknown artists—before they become famous!



Superb effort in presenting the nuances and thought behind the music. Your magazine is unique in that it shows a glimpse into the world of musicians that are pioneers and innovators. Very valuable.

—BILL,
 MUSICWORKS
 READER



Our audience

Total *Musicworks* readers:

9,000

Our recent survey brought in an amazing **29%** response rate!

Who reads *Musicworks*?

76% of readers are male

63% of readers are aged 36 to 59

57% of readers have a post-graduate degree

74% have an income higher than the Canadian per capita income

It's about loyalty

73% of *Musicworks*' readers have purchased a product or attended an event after reading an ad in the magazine

76% read most or all of the magazine

50% keep their copy of *Musicworks* for at least four months

Your advertisement will reverberate with our audience

66% of *Musicworks*' readers find the advertisements in the magazine important

25% of subscribers discussed an ad from the magazine with others

11% went so far as to pass an ad along to someone else

36% filed an ad for future reference

52% purchased a product or attended an advertised event directly because of an ad in the magazine

73% of our newsstand readers have purchased a product or attended an event after reading an ad in the magazine

The conclusion?

Musicworks delivers dedicated, affluent, impressionable readers committed to new and experimental music. Your ad in *Musicworks* is an extremely effective investment.



The magazine and CD always alert me to new things that I haven't heard. It is one of the few magazines in which I study the advertisements as well as the writing.

—HARRY,
MUSICWORKS
READER



The 3 “Es” of advertising

Effective

Our recent readership survey shows that our loyal and ever-expanding reader base shares its favourite articles with co-workers, friends and family. With a readership that is always looking to become more engaged in all aspects of music, you will be able to reach people that care about your business. A great ad campaign is about ensuring you are connecting directly with a tightly-targeted audience in a trusted editorial environment. Let's have a chat and see what *Musicworks* can do for you.

Eclectic

While the core of our advertising is associated with music, it's important to note that our audience is extremely diverse in their cultural appreciations:

82% regularly enjoy the visual arts,

71% attend live theatre,

98% attend galleries,

99% visit museums and

86% rent DVDs and watch films.

So if you're looking to engage with an audience that has a high appreciation for arts and culture, you've come to the right place.

Economical

With advertisement options starting as low as \$90 per issue, there is no budget too small to start a marketing campaign in *Musicworks*. Don't forget to ask about our e-newsletter that reaches 5,000 people direct to their inbox once a month.



Musicworks is one of the very few magazines I read cover to cover, with good reason. It is the best source for electro-acoustic, soundscape, and experimental work, which really keeps me excited.

—MICHAEL,
MUSICWORKS
READER



Make some noise: events and partnerships

Attract the attention of the country's biggest and brightest music fans. Let us take you to an event or have us feature yours within our pages or e-newsletter by partnering with us at one of the many events we attend. We host and participate in various festivals and conferences such as The PuSh International Festival for the Performing Arts, Word on the Street, International Computer Music Conference, Deep Wireless Festival of Radio and Transmission Art, Guelph Jazz Festival, Canadian New Music Network, Canadian League of Composers Symposia, and the Electric Eclectics Festival. Our outreach to readers and to the greater public increases general awareness of the magazine and about the issues we cover.

At *Musicworks* we deliver an audience who loves to explore everything there is to offer in the world of music. We believe in the power of community and are more than happy to promote your event through our advertising and sponsorship opportunities.

While we can't support your event or festival monetarily, there are many ways we can provide "in kind" support by spreading the word to our audience of loyal readers, and with prizing for your silent auction, raffle or giveaway. Please let us know how we can help and we'll put together a proposal for you.



It's a delight.
...The overall
impression
is of one of
the world's
best music
publications.

—WARREN,
MUSICWORKS
READER



A few examples of what *Musicworks* can do for you and your organization:

Send us your CDs and books, DVDs and other new music materials to 401 Richmond Street West, #358, Toronto ON, M5V 3A8 and we will add them to our list of items we make available to reviewers.

Contact us about selling *Musicworks* Magazines and CDs at your concert or festival.

We are currently building a comprehensive resources listing with links to related organizations, publications, concert presenters and recording producers that will be uploaded to our website in the future—contact us about having your organization included.



What people are saying

Musicworks is read and listened to by curious and creative people all over the world who act on their beliefs. The ideas explored and discussed within the pages of *Musicworks* reach the people that matter.

“*Musicworks* is close contact with exploratory, adventurous new music and musicians. It’s in the now, but previous innovative composers and players are featured too. *Musicworks* is history as it’s being made. It’s incomparable and invaluable.”

—MICHAEL SNOW, ARTIST

“If you are interested in experimental music, world music and in-depth enlightening articles, then *Musicworks* is for you. I keep my copies as a great reference and use them as an informative resource for my teaching.”

—PAULINE OLIVEROS,
COMPOSER AND EDUCATOR

“*Musicworks* is a jewel of a magazine! There is nothing quite like it. It reaches out from the gravitational centre of the sound world to ‘listen’ to all the arts, bringing to bear the unique perspectives of the ear.”

—DAVID ROKEBY, ARTIST

Media attention

“*Musicworks* is about sound and all that sound involves ... To state it flatly: there is no better magazine covering the human interaction with sound.”

—LEONARDO
MUSIC JOURNAL

“A magazine for people with curious ears, *Musicworks* reports on the world of experimental adventures in sound: sonic

sculptures, electronica, new instruments, and old instruments played with ‘new intentions.’”

—UTNE READER

“Print magazines still offer the most compelling and thorough coverage of the scene ... A must-read: the Canadian journal *Musicworks* — though make sure you get the accompanying CD.”

—THESTRANGER.COM



I enjoy the magazine because it is so devoted to a tradition that this country excels in. We have produced great composers, and *Musicworks* celebrates this. The CDs are an invaluable bonus, and I look forward to the extraordinary sonic journeys each issue provides me with.

—ATOM EGOYAN,
FILMMAKER



Advertising rates

Rates 2011-12


SIZE	1X	3X	6X
COLOUR			
FULL PAGE	\$ 650	\$550	\$465
HALF PAGE	390	330	280
THIRD PAGE	325	275	235
QUARTER PAGE	260	220	185
BLACK & WHITE			
FULL PAGE	\$ 525	\$ 445	\$ 380
HALF PAGE	315	265	230
THIRD PAGE	265	225	190
QUARTER PAGE	210	180	150
MINI*	90	75	65

*Mini ads run in the Review section only.

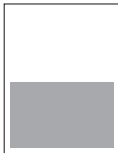
Schedule 2011-12

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	STREET DATE
#111 WINTER 11	SEPT. 12, 2011	SEPT. 26, 2011	OCT. 28, 2011
#112 SPRING 12	JAN. 9, 2012	JAN. 23, 2012	FEB. 24, 2012
#113 SUMMER 12	MAY 14, 2012	MAY 28, 2012	JUNE 29, 2012
#114 WINTER 12	SEPT. 10, 2012	SEPT. 24, 2012	OCT. 26, 2012


Ad sizes



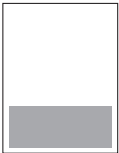
FULL PAGE TRIM SIZE**
width
8.09" (583 pts)
height
10.85" (781 pts)



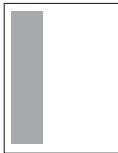
HALF PAGE HORIZONTAL
width
7.18" (517 pts)
height
4.73" (341 pts)



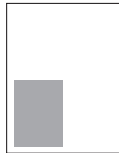
HALF PAGE VERTICAL
width
3.51" (253 pts)
height
9.62" (693 pts)



THIRD PAGE HORIZONTAL
width
7.18" (517 pts)
height
3.05" (220 pts)



THIRD PAGE VERTICAL
width
2.29" (165 pts)
height
9.62" (693 pts)



QUARTER PAGE
width
3.51" (253 pts)
height
4.73" (341 pts)



MINI (REVIEWS SECTION, BLACK & WHITE ONLY)
width
2.29" (165 pts)
height
3.05" (220 pts)

** Full page artwork must include .125" (9pts) bleed, with registration marks

Artwork specifications

We accept PDF, tiff or jpg files with a resolution of 300 dpi and in CMYK colour (expect a 20% dot gain). PDF files should be created using press PDF/X-1 standards (300 dpi, CMYK, all fonts embedded).

Any source files must be Mac-compatible and can be in Quark (version 6.5 or earlier), Illustrator (CS3 or earlier) or Indesign (CS3 or earlier). All linked files and fonts must be included.

File delivery

Ad artwork under 5MB in file size can be e-mailed to manager@musicworks.ca. For files larger than 5MB, please send a CD or DVD to the address below, or phone us to make arrangements for delivery via FTP.

Terms and conditions

1. Ads must be prepaid, except by prior agreement.
2. Cancellations by the advertiser must be confirmed by *Musicworks* and are not permitted after the posted closing date. In the event of late cancellation or non-receipt of artwork, advertiser will be liable for payment in full for space reserved.
3. *Musicworks* reserves the right to reject advertisements deemed unacceptable or objectionable for reasons including but not limited to appearance, content, wording, or character. Handwritten ad copy is subject to the approval of the designer.
4. Advertisers and their agencies assume all responsibility for the contents and subject matter of their advertisements. All advertising is accepted with the understanding that the advertiser has read, understood, and agreed to the terms and conditions of this rate card.
5. Clients will be sent a digital tear sheet of their ad.

The *Musicworks* e-newsletter

For over two years, the *Musicworks* community has received a monthly e-newsletter, with news from across the country and exclusive *Musicworks* reading and offers.

The *Musicworks* e-newsletter reaches an audience of 5,000 people. Why not take the opportunity to interact with our audience more often? We're always looking for content, so if you've got a hot new product you'd like to give away or a performance coming up that would be perfect for our

audience, *Musicworks* "in the works" can make some noise for you in between issues. Best of all, since we recognize that times are challenging, we've priced our e-newsletter specifically to create a great entry-level opportunity for you to get a sense of the *Musicworks* offering.

E-newsletter schedule 2011/12

VOLUME - ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	SENT
2-9 SEPTEMBER	SEPT. 5, 2011	SEPT. 8, 2011	SEPT. 15, 2011
2-10 OCTOBER	OCT. 3, 2011	OCT. 6, 2011	OCT. 13, 2011
2-11 NOVEMBER	NOV. 7, 2011	NOV. 10, 2011	NOV. 17, 2011
2-12 DECEMBER	DEC. 5, 2011	DEC. 8, 2011	DEC. 15, 2011
3-1 JANUARY	JAN. 9, 2012	JAN. 12, 2012	JAN. 19, 2012
3-2 FEBRUARY	FEB. 6, 2012	FEB. 9, 2012	FEB. 16, 2012
3-3 MARCH	MARCH 5, 2012	MARCH 8, 2012	MARCH 15, 2012
3-4 APRIL	APRIL 9, 2012	APRIL 12, 2012	APRIL 19, 2012
3-5 MAY	MAY 7, 2012	MAY 10, 2012	MAY 17, 2012
3-6 JUNE	JUNE 11, 2012	JUNE 14, 2012	JUNE 21, 2012
3-7 JULY	JULY 9, 2012	JULY 12, 2012	JULY 19, 2012
3-9 SEPTEMBER	SEPT. 10, 2012	SEPT. 13, 2012	SEPT. 20, 2012
3-10 OCTOBER	OCT. 8, 2012	OCT. 11, 2012	OCT. 18, 2012
3-11 NOVEMBER	NOV. 5, 2012	NOV. 8, 2012	NOV. 15, 2012

E-newsletter rates

The more you buy, the more you save.

ONE AD	\$ 90
TWO ADS	\$ 70 EACH
FOUR ADS	\$ 55 EACH

Artwork specifications

Ad is 'full banner' size and specs are 650 x 100 pixels. We accept JPG files only. Send final artwork to manager@musicworks.ca.

Something caught your interest?

**To advertise and for more
information, contact:**

Trevor Batty, Clevers Media

Musicworks Ad Sales

TEL 778-773-9397

E-MAIL adsales@musicworks.ca

music for curious ears **works**
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