



# 2016

## international MUSICIAN



OFFICIAL JOURNAL OF THE AMERICAN FEDERATION OF MUSICIANS OF THE UNITED STATES AND CANADA



### MEET OUR READERS:

The readers of the *International Musician* are professional musicians working in all genres of music. They play in clubs and in symphonies. They tour and record. They run the gamut from classical to country and from polka to punk.



The *International Musician* stands as the trusted source of news and vital information for professional musicians.

Published monthly, *International Musician* is distributed to more than 80,000 AFM members, providing industry and legislative news, professional member profiles, product reviews, gear, and recording and live sound technologies.

**OUR READERS** For more than a century, members of the American Federation of Musicians have enjoyed access to one of the most important sources of information affecting their livelihoods.

The readers of the *International Musician* are professional musicians who come from all parts of the U.S. and Canada. They tour throughout the world with pop bands, symphonies, jazz ensembles, and country/rock bands. They record soundtracks in music studios for records, films, TV, and video games. They are behind the scenes and they are in front of crowds of 30,000 fans.

- 73% are full-time professional musicians
- 68% say the value of their instruments is more than \$10,000
- 47% have been members of the AFM for more than 30 years
- 37% are music educators
- 79% are college graduates
- 45% are age 37 to 55
- 86% have made a recording or own recording products
- 62% are freelance/club musicians
- 40% are symphonic musicians
- 17% are theater/touring musicians
- 56% have made a recording in the last 12 months

**TOPICS COVERED** The *International Musician's* editorial content reflects the diversity of its readers, as well as the common issues that affect all working musicians.

- \* News on legislation affecting musicians
- \* Educational resources for musicians
- \* Information on music conferences
- \* Notable events in the lives of members
- \* Live performance technology
- \* Instrument and product reviews
- \* Marketing tips for musicians
- \* Career building ideas
- \* Audition/job postings
- \* Recording tips and resource articles



## WHAT OUR READERS ARE SAYING

### Will Lee, Local 802

As a young musician Lee joined the AFM as soon as he could afford it. For him, membership means stability, especially when he thinks about retirement. "When the whole gigging scene comes to an end, there's something in place where I can collect a pension," says *The Late Show* bassist.



### Rachel Barton Pine, Local 10-208

As a teenager, Pine played violin professionally to help support her family. While it was a lot of pressure, she is grateful for early exposure to all facets of life as a working musician, including union membership. "To this day, I feel a sense of solidarity with my brothers and sisters that I'm playing with every night."



### Gordie Sampson, Local 355

The songwriter and guitarist says his enthusiastic support for AFM causes is a way of saying "thank you" for what the Federation does for musicians. "I do a lot of studio work in Nashville, and I'm amazed at how much the AFM protects the rights of session players. I realize how many great things are in place through the AFM. It's pretty powerful."



### Sonny Rollins, Local 802

Sax legend Sonny Rollins, recalls growing up in close proximity to a lot of great musicians and playing with the likes of Thelonious Monk, Fats Navarro, Miles Davis, and Bud Powell very early in his career. He joined the AFM when he got his first recording gigs. "I believe workers need the protection of a union. I'm a big union man



### Kendel Carson, Local 247

Like many Canadian artists, Carson says that the AFM is a "huge help" in securing visas to perform in the US. The fiddler/singer also enjoys a sense of community and guidance with the AFM. "They're a good source of knowledge, if there's something I don't know about. I can pretty much always call them and they'll point me in the right direction."



# Taking our content beyond the print issue.

*International Musician* has been investing in the future of the website, digital editions, mobile apps, and online community for our readers and advertisers.

This year you will see a relaunch of *International Musician's* digital platforms that feature more video and interactive editorial content to increase engagement of your audience and visitors.

## ATTRACTING MUSIC PROFESSIONALS

The *International Musician* website offers the opportunity to put your product(s) online in a product spotlight. Add your product's online video, or feature your web banner, skyscraper, square, and sidebar ads.

**NEW Audiences:** *International Musician* continues to attract new readers, followers, and subscribers with affiliate music organization partnerships, direct mail, SEO, contests email marketing, and social media efforts.

## GROWING DIGITAL AUDIENCE

- » **E-news Circulation:** 40,000+ monthly
- » **Website:** 7,500 page view per month
- » **Social Media:** 4,500 followers on Twitter, Facebook, Pinterest & Google+

## PREMIUM DIGITAL ADVERTISING OPPORTUNITIES \*

- » **Sweepstakes & Contests:** Online contests and sweepstakes give your brand momentum and exposure.
- » **Float Ad:** Special digital generated moving ads to attract attention.
- » **Ad Overlays & Backdrops:** Premium enhanced advertising opportunities to draw special attention to your brand.

## PRINT MAGAZINE & DIGITAL ONLINE VERSION

Traditional print ads reach the dedicated and engaged membership of professional musicians.

\* Inquire for pricing.

## REACH PROFESSIONAL MUSICIANS THROUGH A VARIETY OF MULTI-MEDIA CHANNELS



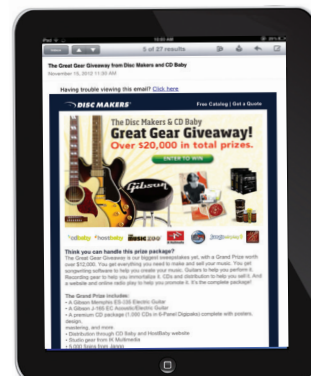
### SOCIAL MEDIA

Get our *International Musician* community talking about your instruments and services.



### E-NEWSLETTERS

Get your brand, instrument, or product noticed by our readers.



### SPONSORED E-BLASTS

Your very own email blast to our opt-in subscribers. Branded emails are a precise way to track our readers interest and generate direct results.



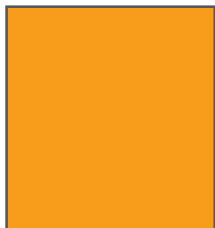
### NEW AUDIO & VIDEO CONTENT

Demonstrate your instrument or product directly to users.

# INTERNATIONALMUSICIAN.ORG

## EDITORIAL ADVERTISING

FULL PAGE



TRIM SIZE: 10 1/4" X 11"  
BLEED SIZE: 10 3/4" X 11 1/2"  
LIVE SIZE: 9 1/4" X 10"

1/2 PAGE (VERTICAL)



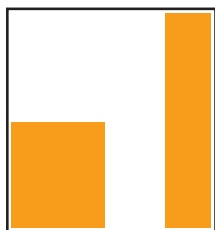
4 1/2" X 9 3/4"

1/2 PAGE (HORIZONTAL)



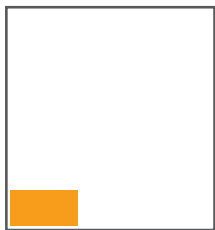
9 1/4" X 4 3/4"

1/4 PAGE



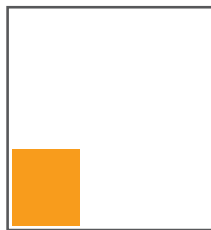
4 1/2" X 4 3/4" (H)  
or 2 1/4" X 9 3/4" (V)

BUSINESS CARD



3 1/4" X 1 7/8"

DOUBLE BUSINESS CARD



3 1/4" X 3 3/4"

## 4-COLOR DISPLAY AD RATES

Size	Single	2-11x	12x
Full Page	\$4000	\$3200	\$2000
1/2 Page	\$2500	\$2000	\$1200
1/4 Page	\$1500	\$1200	\$750
Double Business Card	\$1100	\$900	\$550
Business Card	\$700	\$550	\$350

## CLASSIFIED ADVERTISING

**ADS UNDER CARD SIZE**—Available \$110 per column inch in the Classified section. For more information visit:  
[www.internationalmusician.org/classifieds/](http://www.internationalmusician.org/classifieds/)

*International Musician* offers customized advertising packages to help you achieve maximum return on investment by providing specialized opportunities across multiple media platforms.

## E-NEWSLETTER RATES

Connect with more than 35,000 professional musicians via the *International Musician* monthly email update.

Dedicated Blast	Full-Page	\$1800
Horizontal Banner	468 x 60px	\$1200
Vertical Banner	120 x 240px	\$800

## ONLINE AD SPECIFICATIONS

Skyscraper  
230 x 600px

Leaderboard 728 x 90px

Square or Video  
230 x 230px

Give your advertising message optimal visibility and reach with targeted positioning.

## ONLINE AD RATES

Web Ad	Size	1 Month	3 Months
Leaderboard*	728 x 90px	\$2000	\$5000
Skyscraper	230 x 360px	\$1500	\$4000
Square	230 x 230px	\$1000	\$2500

\* 2 rotating boards per month

For information on frequency discounts, special advertising rates, inserts, and product spotlights, call:

**1.877.928.6600 ext. 101**

or send e-mail inquiries to:

Advertising Sales Manager **Karen Godgart**  
<[kgodgart@afm.org](mailto:kgodgart@afm.org)>

**TOTAL PAID: 84,326**

**ALL OTHERS NON-PAID: 7,563**

**TOTAL DISTRIBUTION: 91,889**

*International Musician* is listed in the SRDS Business Publication Advertising Source under Classification 99 (Music and Music Trades)

\*All advertisements are subject to acceptance by the publisher. The publisher will not accept advertisements that are illegal, defamatory, or an infringement on a third party's rights. The publisher has the right to refuse or edit any ad copy deemed inappropriate or offensive.

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## INTERNATIONAL MUSICIAN EDITORIAL SCHEDULE 2016

The *International Musician* is the official monthly publication of the American Federation of Musicians, a union serving professional musicians in the United States and Canada. Each issue is written, edited, and published with the interests and concerns of the professional musicians in mind.

### IN EVERY ISSUE:

- RESOURCES:** Books covering technique, history, biography, music business, etc.
- MAKING STRIDES:** An in-depth look at current issues facing working musicians
- ORCHESTRA NEWS:** A round-up of contract news and other issues facing orchestras
- WORKING MUSICIAN:** Columns, resources, and advice on recording, live performance, and getting more gigs

Besides our monthly print issue of *International Musician*, we offer monthly email and sponsored e-blast options to more than 35,000 union members.

The *International Musician* is distributed monthly to more than 80,000 members and subscribers, as well as to music schools (both through individual subscriptions and library copies). In addition, it's available at many musician showcases, conferences, and trade



## 2016 PUBLISHING SCHEDULE

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ISSUE	Special Focus, Extra Distribution	Insertion Order Due	Artwork Due
JANUARY	Winter NAMM	December 9	December 13
FEBRUARY	Business Resources for Musicians	January 7	January 17
MARCH	SxSW, Canadian Music Week	February 4	February 14
APRIL	Electronic Media / Recording Resources	March 4	March 14
MAY	Health/Wellness, Traveling & Touring	April 8	April 18
JUNE	SPECIAL *AFM 100TH CONVENTION*	May 6	May 16
JULY	Summer NAMM Product Highlights	June 3	June 13
AUGUST	Symphonic Conferences	July 8	July 18
SEPTEMBER	Educational Resources	August 5	August 15
OCTOBER	AFM Conference Reports	September 9	September 19
NOVEMBER	Theatre/Touring/Immigration	October 7	October 17
DECEMBER	The Year in Review	November 4	November 14