

**Reaching more
professional musicians
than most other
publications in
North America**



international **MUSICIAN** 

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

WWW.INTERNATIONALMUSICIAN.ORG

100%

of our audience makes a living in the music industry. *International Musician* is read by 80,000 professional working musicians from across the US and Canada.

AFM musicians are industry leaders and influencers

- ◆ playing in acclaimed orchestras, symphonies, ballets, operas, and Broadway shows
- ◆ performing and studio musicians
- ◆ out on tours and signed to major labels
- ◆ working on celebrated motion picture soundtracks and television shows
- ◆ Grammy winning musicians, composers, conductors, and engineers

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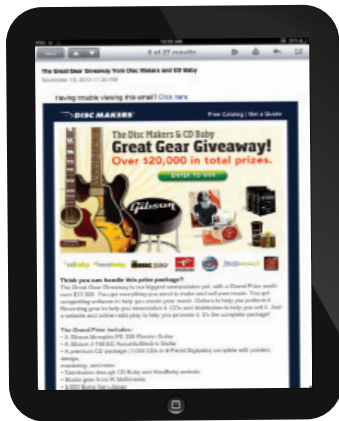


The AFM doesn't just shape the music industry.

AFM members are career musicians who invest in your products and expertise. As a collective body of working musicians, teachers, mentors, contract negotiators, and policy makers, AFM members are powerful influencers.

The AFM is the music industry.

Reach professional musicians through a variety of print and digital media options



CUSTOM DEDICATED E-MAIL

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



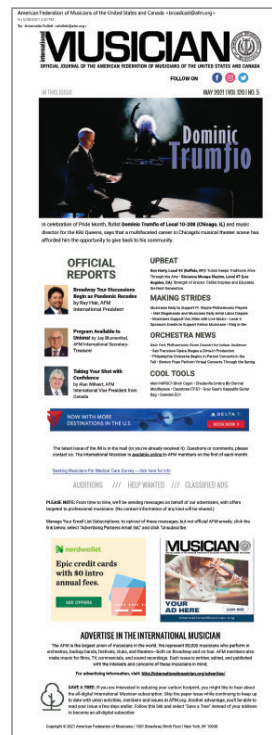
DIGITAL MAGAZINE & WEBSITE

More than 49,000 members receive the magazine digitally each month



MONTHLY E-NEWSLETTER

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



International Musician Audience Statistics

INTERNATIONAL MUSICIAN PRINT

70,000 professional musicians monthly
Unique advertising opportunities

INTERNATIONAL MUSICIAN FACEBOOK

Total followers: 3,400

INTERNATIONAL MUSICIAN MONTHLY EMAIL

Reach: 50,783 professional musicians per email
Open rate: 39%
Click-through rate: 4.7%

INTERNATIONAL MUSICIAN CUSTOM DEDICATED EMAIL

Sent to: 41,348
Open rate: 36%
Click-through rate: 1.5%

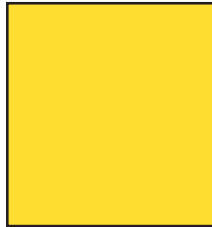
NEW! Quarterly "IM Showcase" emails featuring your products and services. Inquire for details.

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International Musician Offers Customized Advertising Packages to Help You Achieve Maximum Return on Your Investment

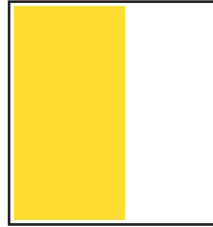
ADVERTISING PRINT SPECS

FULL PAGE



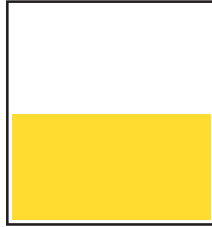
TRIM SIZE: 9.75" x 11"
BLEED SIZE: 10.25" x 11.5"
LIVE SIZE: 8.75" x 10"

1/2 PAGE (TALL / VERTICAL)



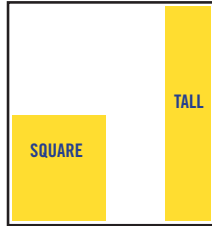
4.25" x 9.625"

1/2 PAGE (HORIZONTAL)



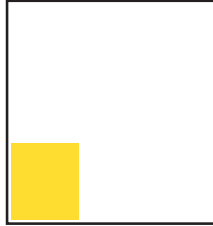
8.75" x 4.625"

1/4 PAGE



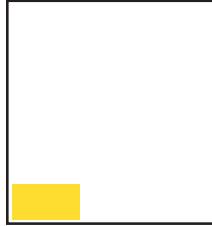
4.25" x 4.625" (Square)
or 2.05" x 9.625" (Tall)

2x BUSINESS CARD



3.125" x 3.75"

BUSINESS CARD



3.125" x 1.875"

4-COLOR DISPLAY AD RATES

SIZE	STANDARD	CONTRACT
Full Page	\$3,325	\$2,100
1/2 Page	\$2,100	\$1,250
1/4 Page	\$1,250	\$780
Double Business Card (2x)	\$925	\$575
Business Card	\$575	\$360

CLASSIFIED ADVERTISING

ADS UNDER CARD SIZE—Available \$120 per column-inch in the Classified section.

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

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

DEDICATED E-MAIL RATES

Dedicated Blast (Unlimited words/images) \$1,800

E-NEWSLETTER RATES

Connect with 40,000-50,000 professional musicians via the monthly *International Musician* magazine contents email.

	Size	Rate
Square	350 x 350px	\$775
Button	350 x 175px	\$450
Banner	728 x 90px	\$365
Text Link (in support of print ad in magazine)		\$195

EMAIL AD SPECIFICATIONS

BANNER 728 x 90px

SQUARE
350 X 350px

BUTTON
350 X 175px

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

PLEASE CONTACT

HONORE STOCKLEY

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EDITORIAL SCHEDULE

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 professional musicians in mind.

IN EVERY ISSUE

- OFFICER COLUMNS: Insights from the AFM's top officials.
- ORCHESTRA NEWS: A roundup of contract news and other orchestra issues.
- UPBEATS: Profiles of interesting and inspiring AFM members.
- NEW RELEASES: Newly released recordings and albums by AFM members.
- RESOURCES: New sheet music and books on music techniques, history, and more.
- COOL TOOLS: Highlighting the latest products for musicians.

In addition to our monthly print issue of *International Musician*, we are now offering special showcase emails and sponsored e-blast options to more than 38,000-50,000 union members.

The *International Musician* is distributed monthly to all AFM members and subscribers, and at music schools. It is also available at musician showcases, conferences, and trade shows.

PUBLISHING SCHEDULE

Issue	Editorial Focus	Insertion Order Date	Artwork Due
JANUARY	Working Musician Feature	December 12	December 15
FEBRUARY	Black History Month	January 17	January 19
MARCH	Women's History Month / Grammy Awards	February 14	February 16
	Traveling Musician (Showcase Email)	February 14	February 16
APRIL	Symphonic Musician Feature / Juno Awards	March 13	March 16
MAY	Theater Musicians Feature / Canadian Music Week	April 10	April 13
JUNE	AFM 102nd Convention / National Music Council	May 15	May 18
JULY	Symphonic Musician Feature / Tony Awards	June 12	June 15
	Symphonic Musician (Showcase Email)	June 12	June 15
AUGUST	Education & Organizing Feature	July 10	July 13
SEPTEMBER	Electronic Media/Recording Feature	August 14	August 17
	Recording Musician (Showcase Email)	August 14	August 17
OCTOBER	Symphonic Conference Reports	September 11	September 14
NOVEMBER	Theater/Touring Feature	October 16	October 19
	Holiday Gift Guide (Bonus Email)	October 16	October 19
DECEMBER	Year-in-Review / Holiday Highlights	November 13	November 16



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