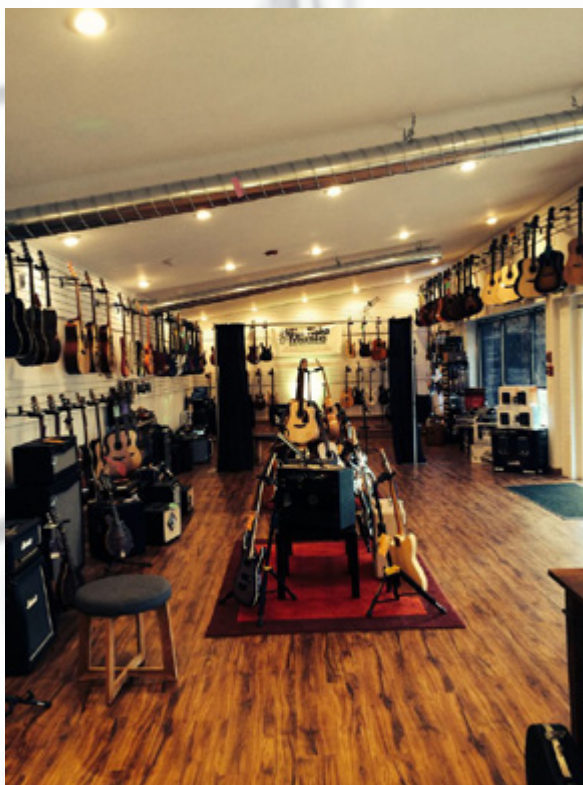


THE NEWS MAGAZINE FOR MUSIC PRODUCTS RETAILERS

the MUSIC & SOUND
Retailer



2018 Media Kit



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What Manufacturers Are Saying About The Retailer...

"The Music & Sound Retailer continues to be an excellent source of information for the music industry. From coverage of trade shows, to legislation that impacts business, to what's new from a product standpoint, *The Retailer* is vital to knowing what is happening. I also thoroughly enjoy working with the staff at the publication, who are knowledgeable and accessible."

Garth Gilman
Corporate Vice President
Yamaha Corp. of America

"The Music & Sound Retailer has been extremely helpful to Casio America, in order to reach the many retail customers and potential customers in the music channel. *The Music & Sound Retailer* covers the latest news of interest to industry retailers and, because of this, those retailers are seeing our ads and editorial. We try to remain in the mind of the retailer, and *The Retailer* does this for us!"

Stephen Schmidt
Vice President
Casio's Electronic Musical Instrument Division

"There is a lot of content out there. Filtering relevant information takes time, and we all know we don't have enough of that. The Retailer is relevant, international music industry content that I enjoy reading."

Greg Beebe
Director Live Performance & Music
Sennheiser Electronic GmbH & Co. KG

"Chauvet has enjoyed a long and fruitful relationship with The Music & Sound Retailer. Every year, Chauvet evaluates its advertising options and, year after year, we consistently allocate precious marketing dollars to this publication, because it delivers tangible results. Dealers turn to The Retailer for honest and accurate coverage of our industry, which results in more eyeballs for our ads."

Berenice Chauvet
Vice President
Chauvet

"The Music & Sound Retailer has been a great partner for Manhasset Specialty Company in helping us carry our message to music store owners, employees and teachers. Prior to working with Manhasset, I had the opportunity to work with the team at *The Music & Sound Retailer* for many additional years, and I always found them to be helpful and supportive in finding solutions to reach current and prospective customers, no matter the budget we had to spend."

Dan Roberts
President
Manhasset Specialty Company

What Dealers Are Saying About The Retailer...

"The Music & Sound Retailer is a music industry publication that I read as soon as it comes out. In addition to press releases and industry news, they have truly unique offerings, such as 'The Music & Sound Independent Retailer,' 'Five Minutes With,' 'MI Spy,' 'Shine A Light' and 'Veddatorial.' The voice and tone of the magazine are unlike anything out there currently. The creators are willing to 'go there' where others fear to tread. They write openly about MAP and the ramifications for our industry, give real tips for front-line salespeople and name names of good and bad experiences in 'MI Spy.' The sustainable competitive advantage of *The Retailer* comes from those honest voices that give music retailers, like myself, insight into what we can do better and what is going on with our industry.

"I keep many months of *The Retailer* in our store's break rooms for our staff to read, as well as in the bathroom at my house...because we all know that's where good reading is done!"

Leslie Faltin

Owner

Instrumental Music Center

"The Music & Sound Retailer is one of the only trade magazines I read every month. They always do a fantastic job covering the most important stories in our industry, and their support of independent retailers is second to none. I can always count on learning what I need to know, and what's pertinent to the success of my store. Great job, and keep up the good work!"

Donald Tegeler

Owner

Tegeler Music

"Each issue of The Music & Sound Retailer is packed with useful insights into the 'war on the ground' in MI retail."

Brad Shreve

Owner

Larry's Music Center

What Dealers Are Saying About The Retailer...

“As a longtime subscriber to *The Music & Sound Retailer* (since 1994), I find the magazine an invaluable resource. Not only for new products, but also for the sales training articles, which I distribute to my staff at our weekly meetings, and for the MI Spy, which helps us understand what customers need and want when shopping at various stores. Even when the stores shopped are not in my area, the article still gives me insight into how other stores handle the day-to-day issues we all face. We also love the new product information, which helps keep us abreast of what’s available. Thank you for being such a longtime friend to music retailers!”

Tracy E. Leenman
Owner
Musical Innovations

“I’ve been reading *The Retailer* cover to cover for many years. Its focus on the latest MI news is extremely useful, and its editorials are always incisive and thought-provoking. *The Retailer* is a major asset to vendors and retailers alike. I particularly appreciate its help getting the message out on important issues we’ve raised here at Sweetwater.”

Chuck Surack
Founder and President
Sweetwater

“When *The Music & Sound Retailer* arrives, unlike many other publications, the first thing I do is OPEN IT. Of course, the size and sleek layout contribute to this phenomenon. But, in the end, it is the content that keeps me coming back.

“There are several features that I go straight to. Where was the MI Spy this month? Who got a visit, and how did they handle that pesky spy? It’s a great feature, and it keeps all of us on our toes!

“‘Shine A Light’ allows me to get to know a new, very successful dealer each month, and I almost always learn a new approach to my business in the process.

“There is a special section devoted to the independent dealer, ‘The Music & Sound Independent Retailer,’ which I always read and appreciate.

“Keep up the good work!”

Brian Reardon
Owner
Monster Music

the Music & Sound Retailer

This year celebrating its 35th anniversary, *the Music & Sound Retailer* has come to be known as the most reliable, most plugged-in magazine covering the music products market. *The Retailer*, which is by far the most widely read publication among its peers and which boasts 100-percent requested circulation, has earned a reputation for staying close to the retail “trenches,” thus enabling its monthly editorial package to speak to retailers’ needs and address their pressing concerns. The magazine, complemented by the **Vnewsletter** streaming video webcast and **ConventionTV@NAMM** trade show coverage, provides insights and ideas — as well as education and inspiration — to music products retailers throughout the country, utilizing the best editorial team and the most trusted columnists and freelancers to provide a 360-degree view of our vibrant market. And we don’t stop there. Look for new columns and features this year.

—Brian Berk, Editor



| MONTH | EDITORIAL | COVER DATES |
|------------------|--|-------------------|
| JANUARY | The NAMM Show Issue <ul style="list-style-type: none"> NAMM New Products Spotlight Bonus Distribution: The NAMM Show: January 25-28, Anaheim, CA | 1/25/2018 |
| FEBRUARY | The NAMM Show Review Issue <ul style="list-style-type: none"> NAMM New Products Write-Up An in-depth review of the NAMM Show in Anaheim | 2/15/2018 |
| MARCH | 32nd Annual Music & Sound Award Winners <ul style="list-style-type: none"> Class of 2018: Innovative companies that were new to NAMM Insert: Music & Sound Award Retailer Ballots | 3/15/2018 |
| APRIL | Guitar Issue <ul style="list-style-type: none"> The state of the guitar market, including in-depth research Publishing Update: The latest information about what's new and trending in the music publishing industry | 4/16/2018 |
| MAY | Summer NAMM Preview Issue <ul style="list-style-type: none"> Sneak peek at the show's activities and more The Good Stuff: Charitable and philanthropic activity in the music products industry | 5/15/2018 |
| JUNE | Summer NAMM Issue <ul style="list-style-type: none"> Summer NAMM New Product Spotlight Focus on Amps & Speakers Bonus Distribution: Summer NAMM: June 28-30, Nashville, TN | 6/15/2018 |
| JULY | Pro Audio Issue <ul style="list-style-type: none"> 32nd Annual Music & Sound Award Dealer Winners Coverage of the annual NAMM Music Education Advocacy D.C. Fly-In | 7/16/2018 |
| AUGUST | DJ & Lighting Issue <ul style="list-style-type: none"> Update on DJ & Lighting: Taking the pulse of a "hot" category A detailed review of Summer NAMM in Nashville Bonus Distribution: DJ Expo, Atlantic City, NJ | 8/13/2018 |
| SEPTEMBER | Holiday Sales Guide Issue <ul style="list-style-type: none"> Hot products to stock for the upcoming holiday season 13th Annual Independent Retailer Roundtable | 9/15/2018 |
| OCTOBER | Drums & Percussion Issue <ul style="list-style-type: none"> Born in the U.S.A.: Manufacturers that make products at home Insert: Music & Sound Awards manufacturer nomination ballots | 10/15/2018 |
| NOVEMBER | Accessories, Bags and Cases Issue <ul style="list-style-type: none"> Salute to Lesser-Publicized Products, which receive a much-deserved spotlight | 11/15/2018 |
| DECEMBER | The NAMM Show Preview Issue <ul style="list-style-type: none"> Celebrating and honoring this year's Music & Sound Awards nominees Insert: Music & Sound Awards final ballots | 12/15/2018 |

2018 RATES



| All Ads are 4-color | 1x | 3x | 6x | 9x | 12x |
|---------------------|---------|---------|---------|---------|---------|
| TABLOID PAGE | \$4,120 | \$3,830 | \$3,565 | \$3,315 | \$3,085 |
| 1/2 TABLOID PAGE | \$2,615 | \$2,430 | \$2,260 | \$2,100 | \$1,955 |
| 1/3 TABLOID PAGE | \$2,060 | \$1,915 | \$1,775 | \$1,650 | \$1,535 |
| TABLOID SPREAD | \$6,680 | \$6,210 | \$5,780 | \$5,375 | \$5,000 |
| 1/2 TABLOID SPREAD | \$4,740 | \$4,410 | \$4,100 | \$3,815 | \$3,545 |
| JUNIOR PAGE | \$2,685 | \$2,490 | \$2,320 | \$2,160 | \$2,005 |
| 2/3 JUNIOR PAGE | \$2,150 | \$2,000 | \$1,855 | \$1,725 | \$1,605 |
| 1/2 JUNIOR PAGE | \$1,810 | \$1,685 | \$1,565 | \$1,455 | \$1,355 |
| 1/3 JUNIOR PAGE | \$1,350 | \$1,250 | \$1,165 | \$1,085 | \$1,010 |
| 1/4 JUNIOR PAGE | \$1,075 | \$1,005 | \$930 | \$865 | \$805 |
| 1/6 JUNIOR PAGE | \$810 | \$745 | \$690 | \$640 | \$600 |
| JUNIOR SPREAD | \$4,370 | \$4,060 | \$3,770 | \$3,505 | \$3,260 |

Position Rates

Cover II: 20% premium

Cover III: 15% premium

Cover IV: 25% premium

Other: 10% premium

2018 GENERAL RATES ALL RATES ARE GROSS
WITH A 15% AGENCY COMMISSION INCLUDED

2018 SPECS

ADS SUPPLIED ELECTRONICALLY

Advertisements should be supplied as press-ready PDF files, version 1.3, or TIFF files. Bleed ads should be sized to bleed dimensions with crop marks, color bars or other printer information. Color images should be in CMYK mode at a minimum of 300 dpi and should not exceed 300% ink density. An Iris proof or similar high-quality digital proof should accompany the ad. In the absence of a high-quality proof, we are not responsible for reproduction quality.

For more information and specifications, please visit:

<http://www.testa.com/postscript>

INSERTS & TIP-ONS

Call for availability, costs and specifications.

CLASSIFIEDS & RETAILER'S MALL

See Classifieds page for rates.

PRINTER SPECIFICATIONS

55 lb. coated 3# paper stock. You can expect up to 10% dot gain at midtone values for grayscale and color images.

FTP INSTRUCTIONS

Ads can be posted to our FTP site, which is located at:

<ftp://www.testa.com>

Login with:

USERNAME: testafp

PASSWORD: d5+x8u

Please upload file to the folder marked "TO TESTA COMMUNICATIONS."

The file must be saved as a stuffed/zipped high-resolution PDF or TIFF file. The file size must not exceed 100 megabytes. Email riraggi@testa.com to notify us that you have posted an ad to our site. Please include the file name, description of the ad, the magazine, month, etc. It is critical that we are notified after a file is uploaded, as undocumented files are periodically purged. Files less than 10 megabytes can be emailed straight to riraggi@testa.com.

Please include insertion details along with the file.

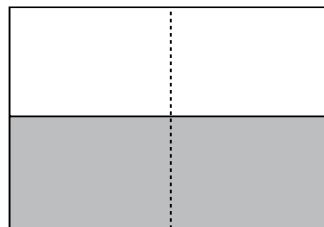
ADVERTISING DEADLINES

Space reservations are the 1st of the month, one month preceding the cover date. Ad materials are due the 7th of the month, one month preceding the cover date.



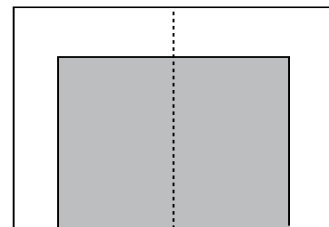
TABLOID SPREAD

non bleed 18" x 11.375"
bleed 19.5" x 13.12"
trim 19" x 12.625"



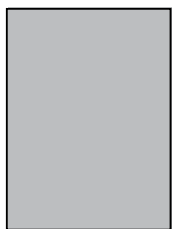
1/2 TABLOID SPREAD

non bleed 18" x 5.75"
bleed 19.5" x 6.875"
trim 19" x 6.375"



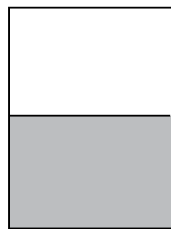
JUNIOR SPREAD

13" x 8.75"
14.25" x 9.875"
13.75" x 9.375"
non bleed
bleed
trim



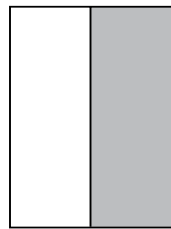
TABLOID PAGE

8.375" x 11.375"
10" x 13.125"
9.5" x 12.625"



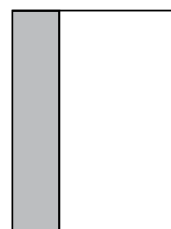
1/2 TAB HORIZ.

8.375" x 5.75"
10" x 6.875"
9.5" x 6.375"



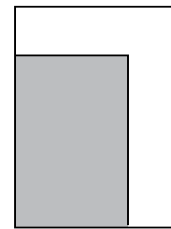
1/2 TAB VERT.

4.125" x 11.375"
5.25" x 13.125"
4.75" x 12.625"



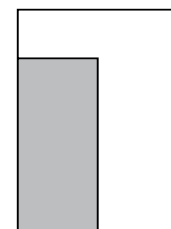
1/3 TAB VERT.*

2.75" x 11.375"



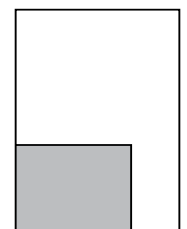
JUNIOR PAGE

6.25" x 8.75"
7.375" x 9.875"
6.875" x 9.375"



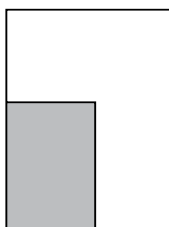
2/3 JR. VERT.*

4.125" x 8.75"

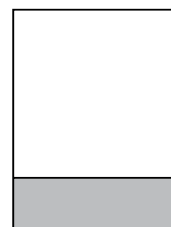


1/2 JR. HORIZ.*

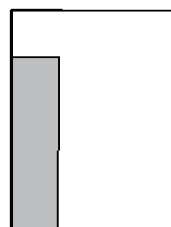
6.25" x 4.375"



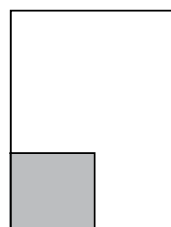
1/2 JR. VERT.*
4.125" x 6.75"



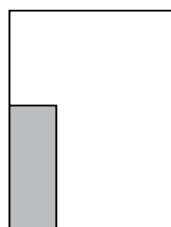
1/3 JR. HORIZ.*
8.5" x 2.5"



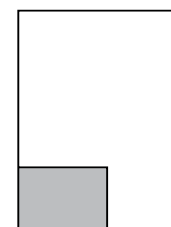
1/3 JR. VERT.*
2" x 8.75"



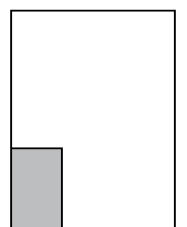
1/3 JR. SQ.*
4.125" x 4.375"



1/4 JR. VERT.*
2" x 6"



1/4 JR. HORIZ.*
4.125" x 3.125"



1/6 JR. VERT.*
2" x 4.25"

* non bleed only

CLASSIFIEDS • RETAILER'S MALL



The Music & Sound Retailer's CLASSIFIED / RETAILER'S MALL advertisements are low-cost alternatives to display advertising and provide advertisers an opportunity to reach The Music & Sound Retailer's 12,000 readers without breaking their budget.

UTILIZE CLASSIFIED ADS TO HIRE STAFF, FIND SALES REPS OR SELL A BUSINESS. OR TAKE ADVANTAGE OF HIGHLY VISIBLE RETAILER'S MALL ADVERTISEMENTS TO PRESENT YOUR PRODUCT OR SERVICE TO THOUSANDS OF MUSICAL INSTRUMENT RETAILERS EACH AND EVERY MONTH!

The Music & Sound Retailer CLASSIFIED advertisements BRING RESULTS!

2018 RATES

Small advertisers have a BIG voice in The Retailer's Mall!

| | | |
|-----------------|--------------------------------|--------------|
| \$180.00 | <i>net per column inch net</i> | (1X) |
| \$160.00 | <i>net per column inch net</i> | (3X) |
| \$140.00 | <i>net per column inch net</i> | (6X) |
| \$120.00 | <i>net per column inch net</i> | (9X) |
| \$100.00 | <i>net per column inch net</i> | (12X) |

COLOR ADS

TWO-COLOR ADS

Additional 20% to Insertion Cost

Second color should be spec'd in process inks:

Red = 100M 100Y, Blue = 100C 100M, Green = 100C 100Y

FOUR-COLOR ADS

Additional 50% to Insertion Cost

Please spec ad in process colors (CMYK)

Column Width: 2 inches along with the file.

Materials: TIFF, JPEG or high-resolution PDF files preferred.

(Typesetting and layout services, including company logos and limited artwork, FREE of charge).

CANCELLATIONS: MUST BE IN WRITING 15 DAYS PRIOR TO RESERVATION DEADLINE.

BUZZ

Get the biggest breaking news and the insider knowledge you need in our “**Latest**” **Buzz** section.

Learn which industry stalwarts are moving and shaking in “**People**” **Buzz**.

Get the lowdown on tons of new product launches in “**Product**” **Buzz**.

THE MUSIC & SOUND INDEPENDENT RETAILER

A special section in every issue focused only on the thousands of independent musical instrument dealers.

MI SPY

The magazine’s most read and talked about feature since it began, MI Spy uses covert methods to report on service—good and bad—at retail stores throughout North America.

RETAILER REBEL

Gabriel O’Brien, Sales Manager of Wooster OH-based Larry’s Music Center, offers his unfiltered, sometimes-controversial take on MI retailing in the current industry climate.

CONFESSIONS OF A RETAILER

Springfield Music’s Donovan Bankhead offers up a bevy of insights for MI retailers, including how to rise above the competition, improving your social media profile and much more.

SHINE A LIGHT

Longtime contributor Michelle Loeb shines a spotlight on a different brick-and-mortar music products retailer each month, exploring why the business has remained successful and how it’s different from its peers.

VEDDATORIAL

Often called “The voice of the independent retailer,” Dan Veda describes the challenges and triumphs involved with being a small retailer.

FIVE MINUTES WITH...

An in-depth interview with a key industry executive, who provides his or her insights and industry analysis.

UNDER THE HOOD

An in-depth product profile story, covering the full range of the music products market. It’s your chance to gain a comprehensive understanding of an important new innovation.

VIDEO OPPORTUNITIES



VNEWSLETTER IS OUR INDUSTRY'S FIRST AND ONLY VIDEO NEWSLETTER

Vnewsletter, delivered to *The Music & Sound Retailer's* subscribers' inboxes every single week, features late-breaking news, product debuts, hot industry gossip and a taste of the latest technological trends developing in our industry. Hosted by Jill Nicolini, the show has a fun, energetic approach that keeps viewers informed while making sure they're entertained. The show is also uploaded to YouTube, further expanding the audience. Take advantage of this innovative approach to reach decision makers right at their desktops.

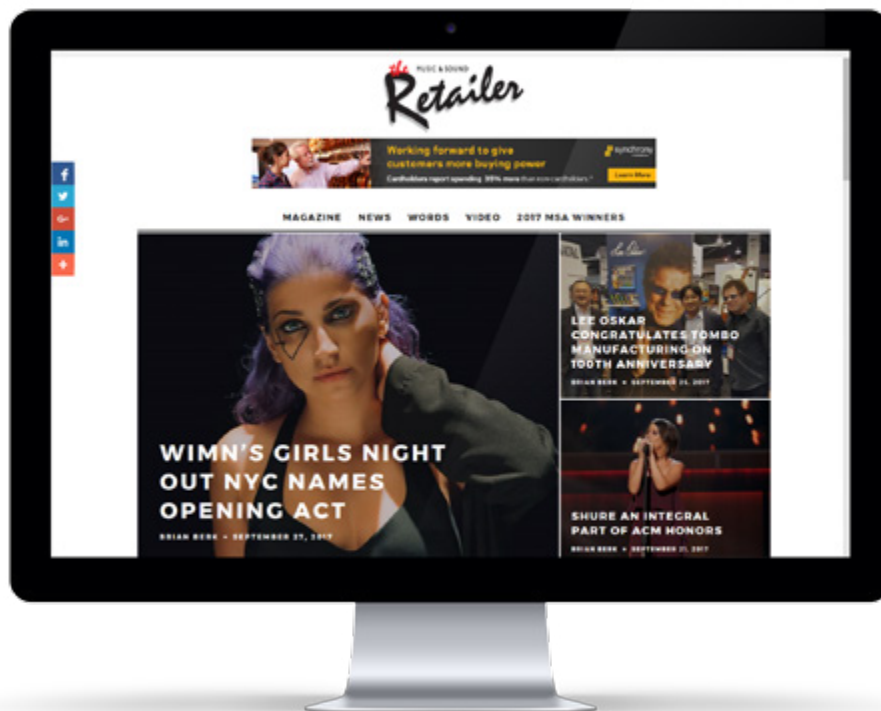


CONVENTIONTV @ NAMM - IT'S EVERYWHERE, ALL THE TIME!

Trusted by NAMM attendees for years as the best, most up-to-date, most comprehensive resource to keep them informed at the show, ConventionTV@NAMM offers the opportunity to be seen and heard. Produced live on-site in Anaheim, each day's broadcast includes show-floor news reports, sizzling new products, the buzz heard in the aisles and much more. Broadcast at the convention center, in official show hotel rooms and on the Web, it's all the information you need...everywhere you need it.

LIST RENTAL

- Reach the entire readership of *The Music & Sound Retailer* with an eMail campaign or targeted postal mailing
- Choose select regions or use the entire postal mailing list
 - \$350 set-up fee & \$85 per 1,000 names



WEB BANNERS FOR MSRETAILER.COM

970x90 ROS Leaderboard banner for \$950 NET per month

728x90 ROS Leaderboard banner for \$850 NET per month

300x600 ROS Sidebar banners available for \$800 NET per month

300x250 ROS Sidebar banners available for \$600 NET per month



/MSRetailer



/MSRetailer



/+MSRetailer



/vnewsletter