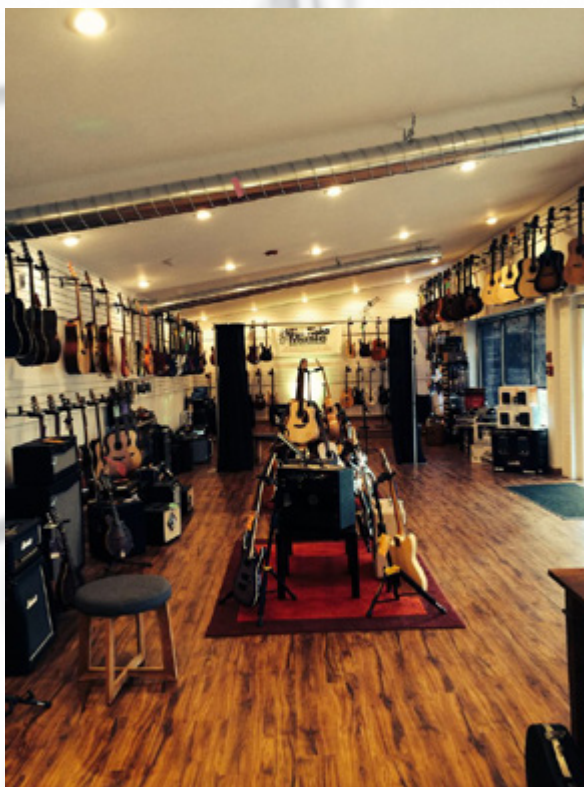


THE NEWS MAGAZINE FOR MUSIC PRODUCTS RETAILERS

the MUSIC & SOUND
Retailer



2017 Media Kit

CONTENTS



CLICK TO
DOWNLOAD PDF



RETURN TO
CONTENTS PAGE

TESTIMONIALS

From the Desk of Dan Ferrisi

2017 EDITORIAL CALENDAR

2017 RATES

2017 SPECS

CLASSIFIEDS • RETAILER'S MALL

HIGHLIGHTS

VIDEO OPPORTUNITIES

DIGITAL MEDIA



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

Published continuously for well over 30 years, *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 across the country, utilizing the best editorial team and the most trusted columnists and freelancers to provide a 360-degree view of our vibrant market.

—Dan Ferrisi, Editor



2017 EDITORIAL CALENDAR

Month	Editorial	Cover Dates
January	The NAMM Show Issue <ul style="list-style-type: none"> NAMM New Product Spotlight Bonus Distribution: The NAMM Show: January 19 to 22, Anaheim CA 	1-19-2017
February	The NAMM Show Review Issue <ul style="list-style-type: none"> NAMM New Product Wrap-Up An in-depth review of the NAMM Show in Anaheim 	2-15-2017
March	31st Annual Music & Sound Award Winners <ul style="list-style-type: none"> Class of 2017: Innovative companies that were new to NAMM 	3-15-2017
April	Guitar Issue <ul style="list-style-type: none"> The State of the Guitar Market: Exploring the latest trends 	4-15-2017
May	Pro Audio Issue <ul style="list-style-type: none"> The Good Stuff: Charitable & philanthropic activity in the music products industry 	5-15-2017
June	Summer NAMM Preview Issue <ul style="list-style-type: none"> Summer NAMM Preview: A sneak peek at the show's activities and events Focus on Amps & Speakers: An in-depth look at prevailing trends 	6-15-2017
July	Summer NAMM Issue <ul style="list-style-type: none"> Summer NAMM New Product Spotlight Coverage of the annual NAMM Music Education Advocacy DC Fly-In Bonus Distribution: Summer NAMM: July 13 to 15, Nashville TN 	7-13-2017
August	DJ & Lighting Issue <ul style="list-style-type: none"> Update on DJ & Lighting: Taking the pulse of a category that is growing explosively A detailed review of Summer NAMM in Nashville Bonus Distribution: DJ Expo, Atlantic City NJ 	8-15-2017
September	Holiday Sales Guide Issue <ul style="list-style-type: none"> Hot products to stock for the upcoming holiday season 12th Annual Independent Retailer Roundtable 	9-15-2017
October	Drums & Percussion Issue <ul style="list-style-type: none"> Born in the U.S.A.: Manufacturers continue to make music products here at home Insert: Music & Sound Awards nomination ballots 	10-16-2017
November	Accessories, Bags and Cases Issue <ul style="list-style-type: none"> Salute to Lesser-Publicized Instruments: These products get a much-deserved spotlight 	11-15-2017
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 	12-15-2017



2017 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

2017 GENERAL RATES ALL RATES ARE GROSS
WITH A 15% AGENCY COMMISSION INCLUDED



For more information, contact Rob Irraggi at 516-767-2500 ext. 519 or email riraggi@testa.com.

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

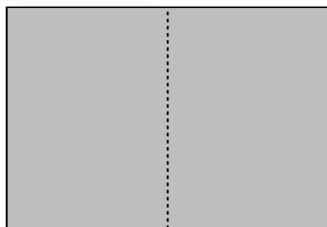
Please upload file to the folder marked "TO TESTA COMMUNICATIONS."

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.

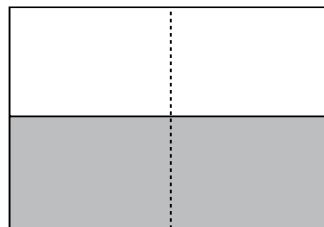
ADVERTISING DEADLINES

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.



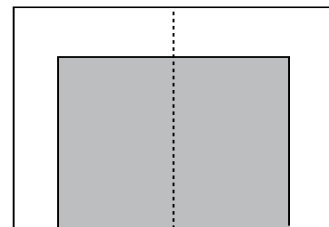
TABLOID SPREAD

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



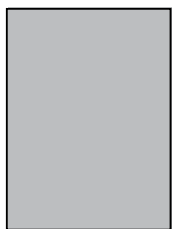
1/2 TABLOID SPREAD

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



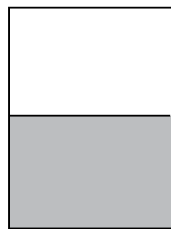
JUNIOR SPREAD

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



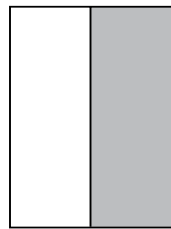
TABLOID PAGE

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



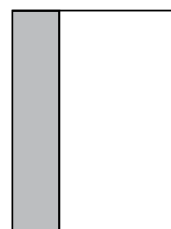
1/2 TAB HORIZ.

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



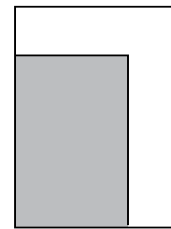
1/2 TAB VERT.

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



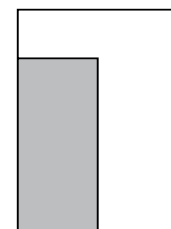
1/3 TAB VERT.*

2.75" x 11.375"



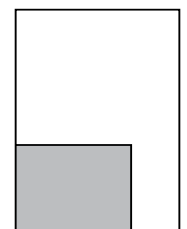
JUNIOR PAGE

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



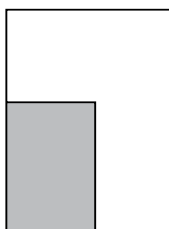
2/3 JR. VERT.*

4.125" x 8.75"

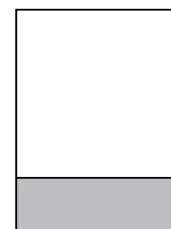


1/2 JR. HORIZ.*

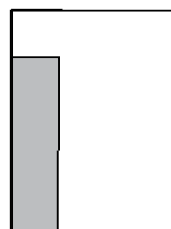
6.25" x 4.375"



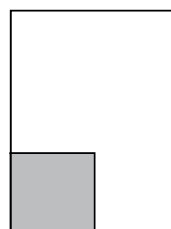
1/2 JR. VERT.*
4.125" x 6.75"



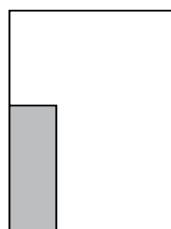
1/3 JR. HORIZ.*
8.5" x 2.5"



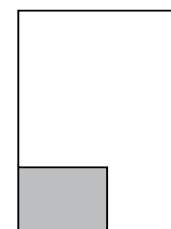
1/3 JR. VERT.*
2" x 8.75"



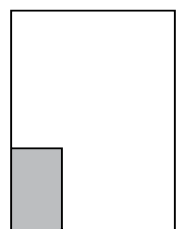
1/3 JR. SQ.*
4.125" x 4.375"



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!

2017 RATES

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

\$180.00	net per column inch net	(1X)
\$160.00	net per column inch net	(3X)
\$140.00	net per column inch net	(6X)
\$120.00	net per column inch net	(9X)
\$100.00	net per column inch net	(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.

BUSINESS & MARKETING

David Hall provides invaluable insight into maximizing your use of the Internet, social media, search engines and e-commerce, while also delivering sound business advice.

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 Vedda 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

- 728x90 ROS Leaderboard banner for \$850 NET per month
- 300x600 ROS web banners available for \$800 NET per month
- 300x250 ROS web banners available for \$600 NET per month



/MSRetailer



/MSRetailer



/+MSRetailer



/vnewsletter

