La Scena Musicale

THE CLASSICAL MUSIC GUIDE

Two unilingual versions now available:
English & French

MEDIA KIT

2011-2012
Two unilingual versions now available: English & French

At the Heart of Music

La Scena Musicale is Quebec’s only classical music and jazz magazine. Since 1996, LSM has been the source for local and national music news, consulted by music lovers and musicians alike.

Each issue of LSM profiles a renowned or up-and-coming musician and includes coverage of important events, musicological articles, CD and DVD reviews, and a monthly calendar of upcoming concerts.

La Scène Musicale’s Mission

La Scène Musicale is a non-profit organization dedicated to promoting music and the arts. We provide high caliber journalism, offering our local and regional audiences complete coverage of music news, from at home and abroad, with our print and electronic publications.

15 YEARS of LSM

June 2011 » La Scena Musicale, wins two Prix d’Europe, as part of their 100th edition

August 2009 » La Scène Musicale creates the Arts and Music Directory

September 2007 » La SCENA launches new multidisciplinary arts magazine

July 2007 » La Scena Musicale hits 10 million readers!

2007 » La Scena Musicale wins Honourable Mention at National Magazine Award

2005 » La Scène Musicale celebrates its tenth year with a new, glossy presentation

2004 » The Music Scene becomes the most important classical music magazine in Canada

2002 » The classical music magazine The Music Scene launches

May 2000 » The magazine Le Monde gives four stars out of four to SCENA.ORG and rates it the second best classical music web site in the world

February 2000 — Chamber Music Magazine rates SCENA.ORG third among the top 50 music Web sites in the world

1999 » La Scena Musicale becomes the first classical music magazine in the world to be available in PDF format on the World Wide Web

May 1997 » La Scena Vocale becomes La Scena Musicale and extends its editorial content to include all aspects of classical music

1996 » First issue of La Scena Vocale, printed as a newsletter offering news on Montreal’s vocal scene
Music and Art Lovers

40 years +
(34,200 readers: 68.4%)
under 40
(5,800 readers: 11.6%)

The majority of these readers are in their forties, have a college or university education, and are gainfully employed and financially stable. During their free time, this group of readers enjoy attending a wide variety of music and arts events.

The passion our readers share for music is reflected through their purchases, which range from concert tickets to audio and video recordings. These music and arts patrons consult La Scena Musicale to plan outings, to discover new artists or simply to stay up to date on the latest music and arts news.

Professional and Non-professional Musicians

(10,000 readers: 20%)

Music is a form of expression. Some have turned music into a career, while for many others it is simply a passionate hobby. This readership of varied ages includes professional musicians and non-professional musicians (including choir and ensemble members) who regularly attend events and purchase related items such as CDs, books and instruments. LSM is an invaluable resource for all their music needs.

“If La Scena Musicale didn’t exist, it would have to be invented.”
- Jean-Jacques Nattiez

» STATISTICS

Music Lovers

<table>
<thead>
<tr>
<th>Economic Profile</th>
<th>Music Lovers</th>
<th>Musicians</th>
</tr>
</thead>
<tbody>
<tr>
<td>homeowners</td>
<td>60.5%</td>
<td>42%</td>
</tr>
<tr>
<td>car owners</td>
<td>73.9%</td>
<td>48%</td>
</tr>
<tr>
<td>family income</td>
<td>53% over $50,000; 13% over $100,000</td>
<td>48% over $50,000; 12% over $100,000</td>
</tr>
<tr>
<td>are parents</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>are parents of musicians</td>
<td>22.3%</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Profession</th>
<th>executives; professionals; employees; retirees; other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muscle</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>college/university educated</th>
<th>92%</th>
<th>95%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Buying Habits</th>
<th>2.7 CDs; 2 concerts; 4.7 visits to restaurants</th>
<th>3.2 CDs; 3 concerts; 4.7 visits to restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>eyeglasses</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>arts and crafts</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>travel</td>
<td>58%</td>
<td>63%</td>
</tr>
<tr>
<td>wine</td>
<td>42%</td>
<td>23%</td>
</tr>
<tr>
<td>fine dining</td>
<td>41%</td>
<td>44%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cultural Interests</th>
<th>88% and 86%</th>
<th>88% and 75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>film and museums/galleries</td>
<td>88% and 86%</td>
<td>88% and 75%</td>
</tr>
<tr>
<td>dance and theatre</td>
<td>28% and 68%</td>
<td>26% and 51%</td>
</tr>
<tr>
<td>books</td>
<td>87%</td>
<td>83%</td>
</tr>
</tbody>
</table>
25,000 copies of the English edition of *La Scena Musicale* are distributed monthly.

The magazine is available at concert halls, music stores, libraries, book stores, cultural centres and other arts institutions.

*La Scena Musicale* is also distributed in music and arts schools, conservatories, universities and specialized music stores.

**OUR NUMBERS:**

- Total print run: 50,000
- Our distribution points:
  - Libraries: 8,000
  - Subscribers: 1,000
  - Conservatories: 4,000
  - Music schools: 7,000
  - Music stores: 4,000
  - Music educators: 6,000
  - Concert halls: 10,000
  - Orchestras and choirs: 4,000
  - Other: 6,000
- Our means of distribution:
  - Display stands: 36,000
  - Distribution after concerts: 2,000
  - By mail: 2,000
  - Targeted home distribution: 10,000

**SOME OF OUR PROMINENT DISTRIBUTION PARTNERS**

- Opéra de Montréal
- Festival de musique de chambre de Montréal
- Canadian Opera Company
- Victoria Symphony Orchestra
- Festival de Lanaudière
- Ottawa Music Chamber Festival
- Montreal International Music Competition

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**ADVERTISE WITH LSM**

- Advertise in the most important classical music and jazz magazine in Canada
- Be read by 100,000 music lovers and artists
- Increase visibility with a specific audience, across a wider distribution area
- Generate greater exposure for events
## MAGAZINE ADVERTISING RATES
### JULY 2011 TO JUNE 2012

### INFO
- Wah Keung Chan  
  514-400-0882  
  wkchan@lascena.org
- Advertising  
  514-948-0509 / 514-656-3948  
  sales@lascena.org
- Graphics  
  514-948-2520  
  graf@lascena.org

### MAGAZINE ADVERTISING RATES

#### Net Rates - English or French Edition Only (One Ad)

<table>
<thead>
<tr>
<th>Colour</th>
<th>Insertions:</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount:</td>
<td>-</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>inside front (2nd)</td>
<td>$3,707</td>
<td>3,522</td>
<td>3,239</td>
<td>3,151</td>
<td></td>
</tr>
<tr>
<td>inside back (3rd)</td>
<td>$3,475</td>
<td>3,301</td>
<td>3,128</td>
<td>2,954</td>
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<tr>
<td>outside back (4th)</td>
<td>$4,055</td>
<td>3,852</td>
<td>3,649</td>
<td>3,446</td>
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<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th>Insertions:</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount:</td>
<td>-</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>1 page</td>
<td>$1,504</td>
<td>1,429</td>
<td>1,353</td>
<td>1,278</td>
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<tr>
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<td>$820</td>
<td>779</td>
<td>737</td>
<td>697</td>
<td></td>
</tr>
<tr>
<td>1/2 page island</td>
<td>$942</td>
<td>895</td>
<td>848</td>
<td>801</td>
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<td>business card</td>
<td>$201</td>
<td>191</td>
<td>181</td>
<td>171</td>
<td></td>
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<tr>
<td>mini card</td>
<td>$109</td>
<td>104</td>
<td>98</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>calendar photo</td>
<td>$82</td>
<td>78</td>
<td>74</td>
<td>70</td>
<td></td>
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<tr>
<td>double page</td>
<td>$2,759</td>
<td>2,621</td>
<td>2,483</td>
<td>2,345</td>
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#### Net Rates - Combined Offer: English and French Editions (Two Ads)

<table>
<thead>
<tr>
<th>Colour</th>
<th>Insertions:</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount:</td>
<td>-</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>inside front (2nd)</td>
<td>$5,561</td>
<td>5,283</td>
<td>4,859</td>
<td>4,727</td>
<td></td>
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<tr>
<td>inside back (3rd)</td>
<td>$5,213</td>
<td>4,965</td>
<td>4,722</td>
<td>4,489</td>
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<tr>
<td>outside back (4th)</td>
<td>$6,083</td>
<td>5,778</td>
<td>5,474</td>
<td>5,174</td>
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<table>
<thead>
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<th>Black &amp; White</th>
<th>Insertions:</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount:</td>
<td>-</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td></td>
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<tr>
<td>1 page</td>
<td>$2,256</td>
<td>2,144</td>
<td>2,030</td>
<td>1,917</td>
<td></td>
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<tr>
<td>1/2 page</td>
<td>$1,230</td>
<td>1,169</td>
<td>1,106</td>
<td>1,046</td>
<td></td>
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<tr>
<td>1/2 page island</td>
<td>$1,413</td>
<td>1,343</td>
<td>1,272</td>
<td>1,202</td>
<td></td>
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<tr>
<td>business card</td>
<td>$201</td>
<td>191</td>
<td>181</td>
<td>171</td>
<td></td>
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<tr>
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<td>93</td>
<td></td>
</tr>
<tr>
<td>calendar photo</td>
<td>$82</td>
<td>78</td>
<td>74</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>double page</td>
<td>$4,139</td>
<td>3,932</td>
<td>3,725</td>
<td>3,518</td>
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</tr>
</tbody>
</table>
# Technical Specifications

**Trim Size**: 8” x 10.625”

**Paper**: Cover and interior colour pages: glossy | B&W interior pages: newsprint

**Printing Type**: web press

**Binding**: stapled and perfectly-bound four times a year

**Halftone Screen**: newsprint: 100 lpi | glossy: 133 lpi

**Art: Acceptable File Formats**: QuarkXpress including fonts and images (version 5), EPS (Illustrator version 9), (StuffIt), TIFF (include printed proof)

**FTP Address**: Host: ftp.scena.org | Login: public | Password: public

**Production Department**: (514) 948-2520 or graf@lascena.org

5409 Waverly, Montreal (Quebec) H2T 2X8

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## Dimensions

<table>
<thead>
<tr>
<th>1 Page</th>
<th>1/2 Vertical</th>
<th>1/2 Horizontal</th>
<th>1/2 (+15%)</th>
<th>1/6 Vertical</th>
<th>Business Card</th>
<th>1/3 Horizontal</th>
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<tbody>
<tr>
<td>7.375” x 9.8”</td>
<td>3.625” x 9.8”</td>
<td>7.375” x 4.875”</td>
<td>4.875” x 7.375”</td>
<td>2.347” x 4.85”</td>
<td>2.347” x 9.8”</td>
<td>7.375” x 3.165”</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>1/3 Square</th>
<th>1/4 Vertical</th>
<th>1/6 Square</th>
<th>1/6 Horizontal</th>
<th>1/8 Horizontal</th>
<th>1/4 Centre (+50%)</th>
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</thead>
<tbody>
<tr>
<td>4.86” x 4.85”</td>
<td>3.625” x 4.85”</td>
<td>3.625” x 3.165”</td>
<td>4.85” x 2.45”</td>
<td>3.625” x 2.4”</td>
<td>3.625” x 4.85”</td>
</tr>
</tbody>
</table>
WEB ADVERTISING RATES JULY 2011 TO JUNE 2012

INFO
Wah Keung Chan
514-400-0882
wkchan@lascena.org

Advertising
514-948-0509 / 514-656-3948
sales@lascena.org

Graphics
514-948-2520
graf@lascena.org

ENGLISH HOME PAGE
600 visitors/day, 18,500/month
Leaderboard: $824
Full banner/Rectangle: $557
Half banner: $206
Button: $103

FRENCH HOME PAGE
200 visitors/day, 6,000/month
Leaderboard: $361
Banner/Rectangle: $206
Half banner: $103
Button: $52

LEBRECHT WEEKLY ENGLISH
1,157 visitors/day, 34,730/month
Banner: $773
Button: $309

CALENDAR PAGES ENGLISH & FRENCH
200 visitors/day, 6,000/month
Banner: $206

BLOG PAGES ENGLISH & FRENCH
400 visitors/day, 6,000/month
Rectangle: $309
Half banner: $180

BILINGUAL ARTICLES
1,660 visitors/day, 49,800/month
Leaderboard: $1,494
Banner: $1,030
Button: $309

ENGLISH OR FRENCH ARTICLES
Leaderboard: English $824 / French $773
Banner: English $541 / French $515
Button: English $180 / French $155

» DIMENSIONS

LEADERBOARD
728 x 90 px

BANNER
468 x 60 px

HALF BANNER
234 x 60 px

RECTANGLE
234 x 120 px

BUTTON
120 x 90 px
**PRODUCTION CALENDAR**

**LA SCENA MUSICALE** 25,000 copies; Montreal, Ottawa-Gatineau, Quebec City

★ September 2011
Theme: Fall Previews
Guide: 2011-2012 Season Subscriptions
Release Date: 2011-09-01
Ad Deadline: 2011-08-26
Artwork Deadline: 2011-08-29

October 2011
Themes and Guides: Elementary & Secondary Education; Higher Music Education
Release Date: 2011-10-01
Ad Deadline: 2011-09-23
Artwork Deadline: 2011-09-26

November 2011
Themes and Guides: Competitions; Summer Music Academies
Release Date: 2011-11-01
Ad Deadline: 2011-10-21
Artwork Deadline: 2011-10-24

★ December 2011 - January 2012
Themes: Holiday Season; Musical year in retrospect
Guides: Higher Arts Education; Gift Ideas
Release Date: 2011-12-01
Ad Deadline: 2011-11-25
Artwork Deadline: 2011-11-28

February 2012
Theme: Love
Guide: European Higher Education
Release Date: 2012-02-01
Ad Deadline: 2012-01-20
Artwork Deadline: 2012-01-23

March 2012
Themes and Guides: Summer Music & Arts camps
Release Date: 2012-03-01
Ad Deadline: 2012-02-24
Artwork Deadline: 2012-02-27

★ April 2012
Guide: International Arts Festivals
Release Date: 2012-04-01
Ad Deadline: 2012-03-23
Artwork Deadline: 2012-03-26

May 2012
Themes and Guides: Jazz, World and Folk Music Festivals
Release Date: 2012-05-01
Ad Deadline: 2012-04-20
Artwork Deadline: 2012-04-23

June 2012
Themes and Guides: Summer Classical Music Festivals
Release Date: 2012-06-01
Ad Deadline: 2012-05-25
Artwork Deadline: 2012-05-28

July-August 2012
Theme: Competition Results
Release Date: 2012-07-01
Ad Deadline: 2012-06-22
Artwork Deadline: 2012-06-25

**LA SCENA** 25,000 copies; Montreal, Ottawa-Gatineau, Quebec City

Fall 2011
Theme: Fall Arts Previews
Guide: 2011-2012 Season Subscriptions
Release Date: 2011-09-01
Ad Deadline: 2011-08-26
Artwork Deadline: 2011-08-29

Winter 2012
Themes: Holiday Season; Artistic year in retrospect
Guides: Higher Arts Education; Gift Ideas
Release Date: 2011-11-01
Ad Deadline: 2011-10-21
Artwork Deadline: 2011-10-24

Spring 2012
Theme: Careers
Guide: International Arts Festivals
Release Date: 2012-04-01
Ad Deadline: 2012-03-23
Artwork Deadline: 2012-03-26

**ARTS DIRECTORY** 25,000 copies
Montreal region

Release Date: 2012-08-17
Ad Deadline: 2012-08-10
Artwork Deadline: 2012-08-13

**THE MUSIC SCENE** 15,000 copies;
Ontario (Toronto) and colleges and universities

Autumn 2011
Themes: Elementary & Secondary Education; Higher Music Education
Release Date: 2011-10-01
Ad Deadline: 2011-09-23
Artwork Deadline: 2011-09-26

Winter / Spring 2012
Guide: Summer Music & Arts camps
Release Date: 2012-03-01
Ad Deadline: 2012-02-24
Artwork Deadline: 2012-02-29

Summer 2012
Guide: Summer Classical Music Festivals
Release Date: 2012-06-07
Ad Deadline: 2012-05-27
Artwork Deadline: 2012-05-31

★ July-August 2012
Theme: Competition Results
Release Date: 2012-07-01
Ad Deadline: 2012-06-22
Artwork Deadline: 2012-06-25

5409 Waverly, Montreal, QC, CANADA, H2T 2X8  Tel: 514-948-2520  Fax: 514-274-9456  www.scena.org • info@lascena.org