

20
ans years

La Scena Musicale

QUEBEC'S #1 ARTS MAGAZINE



2016-2017 HIGHLIGHTS

same rates as 2014!

- 7 issues, 1 Arts Resource Guide
- 5 bilingual issues, 2 separate language national issues (Nov, June)
- La SCENA included in 4 issues per year
- 25,000 copies/bilingual edition; 50,000 copies/national edition
- Ottawa, Quebec City and Toronto (5000 copies in Nov, June)

MEDIA KIT

2016-2017



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 charity dedicated to promoting music and the arts, and the publisher of *La Scena Musicale* and SCENA.ORG. 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.



"If *La Scena Musicale* didn't exist, it would have to be invented."

- Jean-Jacques Nattiez

20 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 Scena 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 50 best 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

READER PROFILE

Music and Art Lovers

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

The majority of these readers are 40+, 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* **4.3 times a month** to plan outings, to discover new artists or simply to stay up to date on the latest music and arts news.

Professional and Student 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 and student musicians as well as 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.

92%+
Higher Education

50,000
readers per edition

4.3
readings per month per
reader

215,000
total readings per month

» STATISTICS

Music Lovers

Economic Profile

homeowners > 60.5%
car owners > 73.9%
family income > 53% over \$60,000; 13% over \$120,000
are parents > 43%
are parents of musicians > 22.3%

Profession > executives; professionals; employees; retirees; other

Education

college/university educated > 92%

Buying Habits

monthly purchases > 2.7 CDs; 2 concerts; 4.7 visits to restaurants
eyeglasses > 78%
arts and crafts > 44%
travel > 58%
wine > 42%
fine dining > 41%

Cultural Interests

film and museums/galleries > 88% and > 86%
dance and theatre > 28% and > 68%
books > 87%

Musicians

> 42%
> 48%
> 48% over \$60,000; 12% over \$120,000
> 43%
> 22.3%

> executives; professionals; employees; students; other

> 95%

> 3.2 CDs; 3 concerts; 4.7 visits to restaurants
> 78%
> 44%
> 63%
> 23%
> 44%

> 88% and 75%
> 26% and 51%
> 83%

DISTRIBUTION PROFILE



ADVERTISE WITH LSM

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:

Separate language national editions

Bilingual editions

Total print run

50,000

25,000

Our means of distribution

Display stands

- › Montreal
- › Quebec City
- › Ottawa
- › Toronto
- › Rest of Canada

25,000

5,000

5,000

5,000

3,000

19,500

500

500

500

Distribution at concerts/festivals

2,500

1,000

In schools

3,000

1,500

By mail

1,500

1,500

» **Advertise** in the most important classical music and jazz magazine in Canada

» **Be read** by 100,000 music lovers and artists (national issues); 50,000 (bilingual issues)

» **Increase visibility** with a specific audience, across a wider distribution area

» **Generate** greater exposure for events

MAGAZINE ADVERTISING RATES AUGUST 2016 TO JULY 2017

INFO

Wah Keung Chan

514-815-0465

wkchan@lascena.ca

Advertising

514-948-2520

sales@lascena.org

Graphics

514-948-2520

graf@lascena.org

NET RATES - ENGLISH OR FRENCH EDITION ONLY OR BILINGUAL EDITION (ONE AD)

Colour

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
inside front (2 nd)	\$3,800	3,610	3,420	3,230
inside back (3 rd)	\$3,562	3,384	3,206	3,028
outside back (4 th)	\$4,156	3,949	3,741	3,533
1 page	\$2,565	2437	2309	2180
2/3 page	\$1,799	1709	1619	1529
1/2 page	\$1,398	1328	1258	1188
1/2 page island	\$1,580	1501	1422	1343
1/3 page	\$981	932	883	834
1/4 page	\$762	724	686	648
1/6 page	\$536	509	482	456
1/8 page	\$416	395	374	354
business card	\$342	325	308	291
mini-card	\$186	177	167	158
double page	\$4,703	4,468	4,233	3,998

Black & White

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
1 page	\$1,542	1465	1388	1311
2/3 page	\$1,081	1027	973	919
1/2 page	\$841	799	757	715
1/2 page island	\$950	903	855	808
1/3 page	\$590	561	531	502
1/4 page	\$458	435	412	389
1/6 page	\$322	306	290	274
1/8 page	\$250	238	225	213
business card	\$206	196	185	175
mini card	\$112	106	101	95
calendar photo	\$96	91	86	82
double page	\$2,828	2687	2545	2404

Inserts options Between the staples or by hand
or in the mailing

NET RATES - COMBINED OFFER: ENGLISH AND FRENCH EDITIONS* (TWO ADS)

* when available

Colour

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
inside front (2 nd)	\$5,700	5,415	5,130	4,845
inside back (3 rd)	\$5,343	5,076	4,809	4,541
outside back (4 th)	\$6,235	5,923	5,611	5,299
1 page	\$3,847	3,655	3,462	3,270
2/3 page	\$2,698	2,563	2,428	2,293
1/2 page	\$2,097	1,992	1,887	1,782
1/2 page island	\$2,370	2,252	2,133	2,015
1/3 page	\$1,471	1,397	1,324	1,250
1/4 page	\$1,144	1,087	1,030	972
1/6 page	\$803	763	723	683
1/8 page	\$624	593	562	530
business card	\$513	487	462	436
mini-card	\$280	266	252	238
double page	\$7,055	6,702	6,350	5,997

Black & White

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
1 page	\$2,313	2,197	2,082	1,966
2/3 page	\$1,622	1,541	1,460	1,379
1/2 page	\$1,261	1,198	1,135	1,072
1/2 page island	\$1,425	1,354	1,283	1,211
1/3 page	\$884	840	796	751
1/4 page	\$688	654	619	585
1/6 page	\$483	459	435	411
1/8 page	\$375	356	338	319
business card	\$308	293	277	262
mini card	\$168	160	151	143
calendar photo	\$143	136	129	122
double page	\$4,242	4,030	3,818	3,606

SPECIAL DISCOUNTS

Arts Organizations: 10% discount

Early payment: 3% discount

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

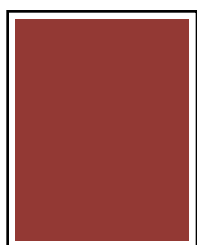
Halftone Screen newsprint: 100 lpi » glossy: 133 lpi

Art: Acceptable file formats PDF with fonts embedded, Illustrator, InDesign, Photoshop, QuarkXpress, TIFF

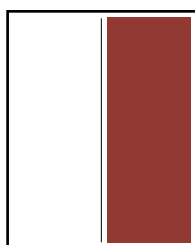
FTP address Host: ftp.scena.org » Login: PublicScena » Password: ScenaPublic

Production department 514-948-2520 or lsm.graf@gmail.com
5409 Waverly, Montreal (Quebec) H2T 2X8

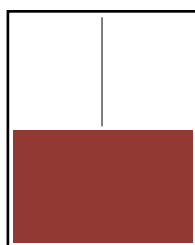
» DIMENSIONS



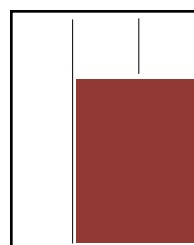
1 PAGE
7.326" x 9.8"
8.375" x 10.875"
(bleed)



1/2 VERTICAL
3.592" x 9.8"



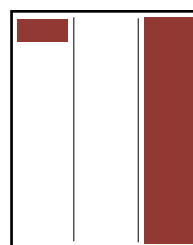
1/2 HORIZONTAL
7.326" x 4.875"



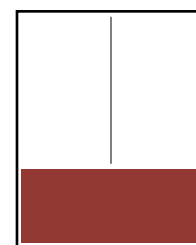
1/2 (+15%)
4.842" x 7.375"

MINI CARD

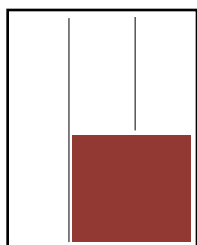
2.359" x 1.375"



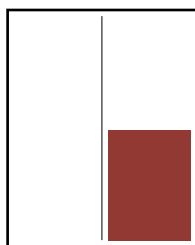
1/3 VERTICAL
2.359" x 9.8"



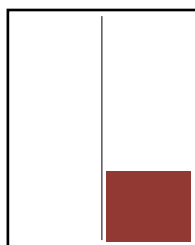
1/3 HORIZONTAL
7.326" x 3.165"



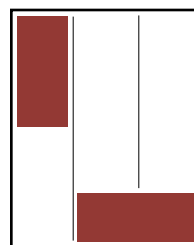
1/3 SQUARE
4.842" x 4.85"



1/4 VERTICAL
3.592" x 4.85"



1/6 SQUARE
3.592" x 3.165"



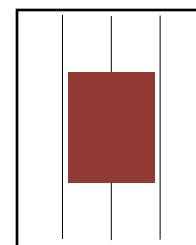
1/6 HORIZONTAL
4.842" x 2.45"

BUSINESS CARD

3.592" x 1.935"



1/8 HORIZONTAL
3.592" x 2.4"



1/4 CENTRE (+50%)
3.592" x 4.85"

2016 ARTS RESOURCE GUIDE 8th Montreal Edition

ADVERTISING WITH US

WITH A LISTING in *La SCENA's Arts Resource Guide*, your organization will...

APPEAR in Quebec's only arts resource guide;

REACH our 50,000 readers, including music lovers, arts enthusiasts, parents of young musicians, fine arts and music students, and artists;

BE FEATURED among our province's most prestigious conservatories, universities, professors, concert halls, community and professional choirs, specialised stores, and agents;

INCREASE VISIBILITY in Montreal, Laval and the South Shore;

CHOOSE the options that meet your advertising needs with black & white or colour ads, or by adding text or a logo.

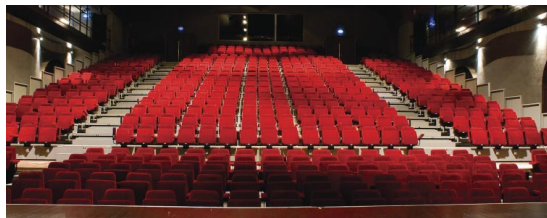
Registration: August 8
AD Deadline: August 11
Artwork: August 12
Publication: August 18
Distribution: 25,000 copies

For more information, contact our sales team:
sales@lascena.org
514-948-2520 x2

Editorial Team
guides@lascena.org

Founding editor
Wah Keung Chan
514-815-0465
wkchan@lascena.org

DIGEST Format

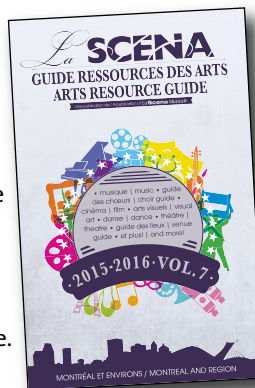


"We use our extensive database to offer consumers, musicians and artists the most comprehensive tool possible." - Wah Keung Chan, Founding Editor

La Scène Musicale is pleased to announce that its annual Arts Resource Guide will be released in August 2016, for the eighth year in a row. The resource guide, which is the only one of its kind in Quebec, is an excellent source of information for the province's music lovers, and for arts students and their parents. This year, the guide will continue its user friendly digest format. A total of 25,000 copies will be distributed Quebec-wide.

Readers will find essential information on music, danse, theatre, film and the visual arts in this bilingual directory, which will include both regional and national listings.

Special Sections: Our annual **Choir Guide** helps amateur and professional singers find a choir. Our annual **Venue Guide** helps musicians and artists choose performing and exhibition rental venues.



The resource guide is an essential tool for teachers and performers in music and in the arts that remains an invaluable tool all year long.

Don't forget to send our editorial team the information you would like to include in the directory. If you would like to highlight your ad or to include additional information, you can purchase one of our modestly priced additions.

Additional Options

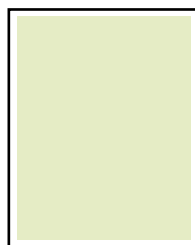
Company logo	\$60
Characteristics (Choir & Venue Guide)	\$60
Description (max. 55 words)	\$60
COMBO	
1. Logo + description	\$110
2. (Choir & Venue Guide) includes logo, characteristics and description	\$160

Advertising Rates

same rates since 2012

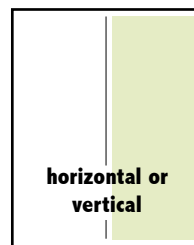
Colour

Cover 2	\$2300
Cover 3	\$2000
Cover 4	\$2500
Cover banner	\$900
1 page	\$1400
1/2 page	\$800
1/3 page	\$600
1/4 page	\$450
1/8 page	\$250



1 page

full page:
5.25 x 8.25
with bleed:
5.75 x 8.75
without bleed:
4.675 x 7.625

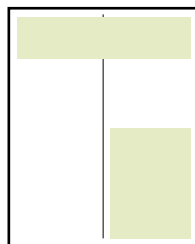


1/2 page

horizontal:
4.675 x 3.75
vertical: 2.25 x 7.625

Black & White

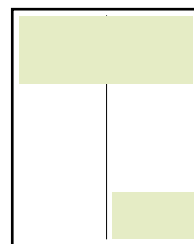
1 page	\$850
1/2 page	\$475
1/3 page	\$350
1/4 page	\$275
1/8 page	\$150



1/4 page

horizontal:
4.625 x 1.85

vertical:
2.25 x 3.75



1/8 page

1/3 page horizontal:
4.675 x 2.5

1/8 page horizontal:
2.25 x 1.85

WEB ADVERTISING RATES AUGUST 2016 TO JULY 2017

INFO

Wah Keung Chan
514-815-0465
wkchan@lascena.org

Advertising
514-948-2520x2
sales@lascena.org

Graphics
514-948-2520x3
graf@lascena.org

ENGLISH HOME PAGE

600 visitors/day, 18,500/month

Leaderboard: \$824

Rectangle / middle leaderboard: \$557

Half rectangle: \$206

Bottom: \$500

Slider: \$200/week

FRENCH HOME PAGE

200 visitors/day, 6,000/month

Leaderboard: \$361

Rectangle / middle leaderboard: \$206

Half rectangle: \$103

Bottom: \$250

Slider: 100/week

CALENDAR PAGES ENGLISH & FRENCH

200 visitors/day, 6,000/month

Rectangle: \$250

Half rectangle: \$130

Bottom: \$350

ENGLISH OR FRENCH ARTICLES

Middle Leaderboard: English \$824 / French \$773

Rectangle: English \$541 / French \$515

Bottom:

English : 500 \$ / French : 450 \$

OTHER

Job posting (including LinkedIn and Facebook): \$95

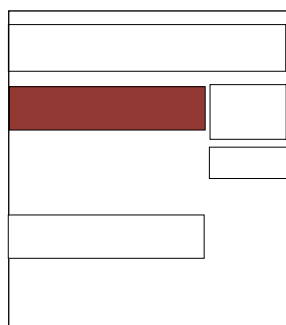
Newswire (Press releases): \$25

WEEKLY E-NEWSLETTER

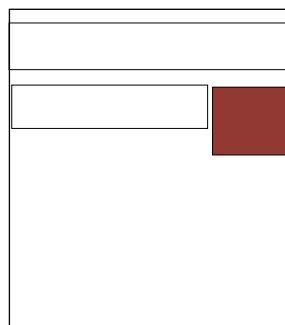
5,000 subscribers and growing

Rectangle: \$200 per week

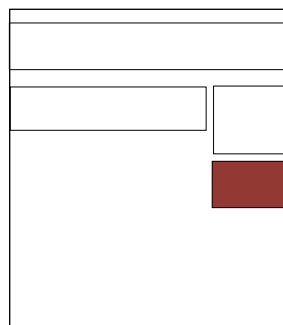
» DIMENSIONS



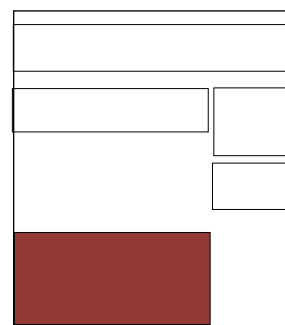
**TOP AND MIDDLE
LEADERBOARD**
625 x 120 px



RECTANGLE
300 x 250 px



HALF RECTANGLE
300 x 120 px



BOTTOM
625 x 250 px

La Scena Musicale

DON'T JUST FOLLOW THE GUIDE, BE PART OF IT!

FOR MORE INFO, VISIT ADS.SCENA.ORG



La Scena Musicale, Canada's leading classical music and jazz magazine, invites organizations who desire more exposure in the arts community to be part of our guides.

Our 20 years of experience and our 500 000 readers will guarantee your organization's visibility. A useful tool for finding new members or promoting your mission, our guides will bring new contacts in your region, whether they are potential sponsors or an audience for your next concerts!

For all your needs

Every year, there are up to 12 guides and many package deals to reach the audience you want, when you want.

2016-2017

OUR GUIDES & SPECIAL SECTIONS

» Arts Resource Guide

August 2016

Based on logos and inscriptions

Contains essential organizations in music, dance, theatre, cinema, and visual arts. The bilingual directory includes regional and national listings. An essential year-round resource for education and practise in the arts.

» Primary and Secondary Education

September 2016

Advertising supplement

Help parents to choose a school that meets their expectations and values. Articles about musical education.

» Canadian Fall Festivals

September 2016

Based on logos and inscriptions

This guide offers the best of the Fall festivals, in arts as well as music. Our 50,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

» Competitions

October 2016

Based on logos and inscriptions

Hundreds of music students wish to demonstrate the extent of their talent. Fortunately, La Scena Musicale and our partners guide them in the exciting world of competitions. Be one of them!

» Rising Stars

October 2016

Advertising supplement

Introducing audiences to the next great artists - recent competition winners.

» Higher Music & Arts Education

November 2016 (national issue)

Advertising supplement

This complete guide contains a list of Canadian educational institutes along with information on the programs offered, as well as a section on higher education. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of ad space.

» Summer Music Academies

November 2016

Advertising supplement

Contains a list of summer music academies and information on the programs offered. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of ad space.

» Gift Ideas

December 2016 - January 2017

Advertising supplement

You'll find everything to make you the envy of music and arts loves, from new trends to the great classics.

» Canadian Winter Festivals

December 2016 - January 2017

Based on logos and inscriptions

This guide offers the best of the Winter festivals, in arts as well as music. Our 50,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility.

» Music and Arts Summer Camps

February - March 2017

Based on logos and inscriptions

Summer is coming, and thousands of music students want a sunny place to practise and have fun. Fortunately, this guide will be invaluable to their parents. Introduce yourself to them!

» Canadian Spring Festivals

April - May 2017

Based on logos and inscriptions

This guide offers the best of the Fall festivals, in arts as well as music. Our 50,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

» International Festivals

April - May 2017

Based on logos and inscriptions
Online feature

Be on the lookout for worldwide trends in classical music, plan your next artistic trip, or simply travel through our guide!

» Canadian Summer Festivals

June - July 2017

Based on logos and inscriptions

This issue offers the best of the summer festivals, in arts as well as music. Our 100,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

PRODUCTION CALENDAR



LA SCENA MUSICALE

NATIONAL ISSUES: 50,000 copies total;
Montreal, Ottawa-Gatineau, Quebec
City, Toronto

BILINGUAL ISSUES: 25,000 copies
total; Montreal

***with La SCENA arts magazine**

*September 2016

Bilingual edition (25,000 copies)

Themes and Guides: Fall Arts Preview; Elementary &
Secondary Education; Fall Festivals Guide

Release Date: 2016-09-01

Ad Deadline: 2016-08-25

Artwork Deadline: 2016-08-26

Calendar Deadline: 2016-08-10

October 2016

Bilingual edition (25,000 copies)

Themes and Guides: Rising Stars; Competitions

Release Date: 2016-09-30

Ad Deadline: 2016-09-23

Artwork Deadline: 2016-09-26

Calendar Deadline: 2016-09-14

November 2016

Two language editions (25,000 copies each language)

Themes and Guides: Higher Music & Arts Education;
Summer Music Academies; Film Music

Release Date: 2016-10-28

Ad Deadline: 2016-10-24

Artwork Deadline: 2016-10-24

Calendar Deadline: 2016-10-12

*December 2016 - January 2017

Bilingual edition (25,000 copies)

Themes: Holiday Season; Gift Ideas

Guides: Winter Festivals Guide

Release Date: 2016-12-01

Ad Deadline: 2016-11-24

Artwork Deadline: 2016-11-25

Calendar Deadline: 2016-11-10

February - March 2017

Bilingual edition (25,000 copies)

Theme: Love

Guides: Summer Music & Arts camps

Release Date: 2017-02-01

Ad Deadline: 2017-01-24

Artwork Deadline: 2017-01-25

Calendar Deadline: 2017-01-14

*April - May 2017

Bilingual edition (25,000 copies)

Theme and Guide: International Festivals; Spring
Festivals

Release Date: 2017-03-31

Ad Deadline: 2017-03-24

Artwork Deadline: 2017-03-27

Calendar Deadline: 2017-03-10

*June - July - August 2017

Two language editions (25,000 copies each language)

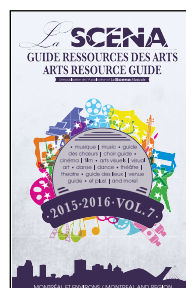
Themes and Guides: Canadian Festivals

Release Date: 2017-06-01

Ad Deadline: 2017-05-25

Artwork Deadline: 2017-05-26

Calendar Deadline: 2017-05-12



ARTS RESOURCE GUIDE

25,000 copies
Montreal and surroundings

Release Date: 2016-08-18

Ad Deadline: 2016-08-11

Artwork Deadline: 2016-08-12

Registration (free): 2016-08-08