La Scena Musicale

QUEBEC’S #1 ARTS MAGAZINE

2016-2017 HIGHLIGHTS

• 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
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.

» STATISTICS

Music Lovers

<table>
<thead>
<tr>
<th>Economic Profile</th>
<th>Musicians</th>
</tr>
</thead>
<tbody>
<tr>
<td>homeowners</td>
<td>60.5%</td>
</tr>
<tr>
<td>car owners</td>
<td>73.9%</td>
</tr>
<tr>
<td>family income</td>
<td>53% over $60,000; 13% over $120,000</td>
</tr>
<tr>
<td>are parents</td>
<td>43%</td>
</tr>
<tr>
<td>are parents of musicians</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>Education</td>
<td>college/university educated 92%</td>
</tr>
<tr>
<td></td>
<td>95%</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>Cultural Interests</th>
<th>88% and 86%</th>
</tr>
</thead>
<tbody>
<tr>
<td>film and museums/galleries</td>
<td>88% and 75%</td>
</tr>
<tr>
<td>dance and theatre</td>
<td>28% and 68%</td>
</tr>
<tr>
<td>books</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>83%</td>
</tr>
</tbody>
</table>

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

### DISTRIBUTION PROFILE

<table>
<thead>
<tr>
<th>OUR NUMBERS:</th>
<th>Separate language national editions</th>
<th>Bilingual editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total print run</td>
<td>50,000</td>
<td>25,000</td>
</tr>
</tbody>
</table>

**Our means of distribution**

- **Display stands**
  - Montreal: 25,000
  - Quebec City: 5,000
  - Ottawa: 5,000
  - Toronto: 5,000
  - Rest of Canada: 3,000

<table>
<thead>
<tr>
<th></th>
<th>2,500</th>
<th>1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution at concerts/festivals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In schools</td>
<td>3,000</td>
<td>1,500</td>
</tr>
<tr>
<td>By mail</td>
<td>1,500</td>
<td>1,500</td>
</tr>
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## Magazine Advertising Rates  
August 2016 to July 2017

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

#### Colour

<table>
<thead>
<tr>
<th>Insertions</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discounts</strong></td>
<td>-</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>inside front (2nd)</td>
<td>$3,800</td>
<td>3,610</td>
<td>3,420</td>
<td>3,230</td>
</tr>
<tr>
<td>inside back (3rd)</td>
<td>$3,562</td>
<td>3,384</td>
<td>3,206</td>
<td>3,028</td>
</tr>
<tr>
<td>outside back (4th)</td>
<td>$4,156</td>
<td>3,949</td>
<td>3,741</td>
<td>3,533</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Insertions</th>
<th>1 page</th>
<th>2/3 page</th>
<th>1/2 page</th>
<th>1/2 page island</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$2,565</td>
<td>2,437</td>
<td>2,309</td>
<td>2,180</td>
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<tr>
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<td>$1,799</td>
<td>1,709</td>
<td>1,619</td>
<td>1,529</td>
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<tr>
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<td>$1,398</td>
<td>1,328</td>
<td>1,258</td>
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<td>1,501</td>
<td>1,422</td>
<td>1,343</td>
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<td>883</td>
<td>834</td>
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<tr>
<td>1/4 page</td>
<td>$762</td>
<td>724</td>
<td>686</td>
<td>648</td>
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<td>1/6 page</td>
<td>$536</td>
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<td>482</td>
<td>456</td>
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<tr>
<td>1/8 page</td>
<td>$416</td>
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<td>354</td>
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<td>business card</td>
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<tr>
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<td>167</td>
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<td>$4,703</td>
<td>4,468</td>
<td>4,233</td>
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### Black & White

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<th>6 x</th>
<th>10 x</th>
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<tbody>
<tr>
<td><strong>Discounts</strong></td>
<td>-</td>
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<td>10%</td>
<td>15%</td>
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<tr>
<td>1 page</td>
<td>$1,542</td>
<td>1,465</td>
<td>1,388</td>
<td>1,311</td>
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<tr>
<td>2/3 page</td>
<td>$1,081</td>
<td>1,027</td>
<td>973</td>
<td>919</td>
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<td>$841</td>
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<td>855</td>
<td>808</td>
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<tr>
<td>1/3 page</td>
<td>$590</td>
<td>561</td>
<td>531</td>
<td>502</td>
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<td>238</td>
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Inserts options: Between the staples or by hand or in the mailing

### Net Rates - Combined Offer: English and French Editions* (Two Ads)

#### Colour

<table>
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<tr>
<th>Insertions</th>
<th>1 x</th>
<th>3 x</th>
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<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discounts</strong></td>
<td>-</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
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<table>
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<th>1/2 page</th>
<th>1/2 page island</th>
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</thead>
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<td>3,462</td>
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<td>2,563</td>
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<td>683</td>
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<td>business card</td>
<td>$513</td>
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<tr>
<td>mini-card</td>
<td>$280</td>
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<td>252</td>
<td>238</td>
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<td>$7,055</td>
<td>6,702</td>
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<td>5,997</td>
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#### Black & White

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<th>Insertions</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>10 x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discounts</strong></td>
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<td>5%</td>
<td>10%</td>
<td>15%</td>
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<td>1,072</td>
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<td>$884</td>
<td>840</td>
<td>796</td>
<td>751</td>
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<tr>
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<td>$688</td>
<td>654</td>
<td>619</td>
<td>585</td>
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<tr>
<td>1/6 page</td>
<td>$483</td>
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<td>435</td>
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<tr>
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<td>143</td>
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<tr>
<td>calendar photo</td>
<td>$143</td>
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<td>129</td>
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<td>double page</td>
<td>$4,242</td>
<td>4,030</td>
<td>3,818</td>
<td>3,606</td>
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</table>

* when available

### 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PAGE</td>
<td>7.326” x 9.8” 8.375” x 10.875” (bleed)</td>
</tr>
<tr>
<td>1/2 VERTICAL</td>
<td>3.592” x 9.8”</td>
</tr>
<tr>
<td>1/2 HORIZONTAL</td>
<td>7.326” x 4.875”</td>
</tr>
<tr>
<td>1/2 (+15%)</td>
<td>4.842” x 7.375”</td>
</tr>
<tr>
<td>1/6 VERTICAL</td>
<td>2.347” x 4.85”</td>
</tr>
<tr>
<td>1/3 VERTICAL</td>
<td>2.359” x 9.8”</td>
</tr>
<tr>
<td>1/3 HORIZONTAL</td>
<td>7.326” x 3.165”</td>
</tr>
<tr>
<td>MINI CARD</td>
<td>2.359” x 1.375”</td>
</tr>
<tr>
<td>1/6 SQUARE</td>
<td>4.842” x 4.85”</td>
</tr>
<tr>
<td>1/4 VERTICAL</td>
<td>3.592” x 4.85”</td>
</tr>
<tr>
<td>1/6 SQUARE</td>
<td>3.592” x 3.165”</td>
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<tr>
<td>1/6 HORIZONTAL</td>
<td>4.842” x 2.45”</td>
</tr>
<tr>
<td>1/8 HORIZONTAL</td>
<td>3.592” x 2.4”</td>
</tr>
<tr>
<td>1/4 CENTRE (+50%)</td>
<td>3.592” x 4.85”</td>
</tr>
</tbody>
</table>
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

ADVERTISING RATES

Black & White
1 page $850
1/2 page $475
1/3 page $350
1/4 page $275
1/8 page $150

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 1.85
1/3 page horizontal: 4.675 x 2.5 vertical: 2.25 x 1.85
1/4 page horizontal: 4.625 x 1.85 vertical: 2.25 x 3.75
1/8 page horizontal: 2.25 x 1.85

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

Painting of a woman in a hat

La Scena Musicale 2016 ARTS RESOURCE GUIDE 8th Montreal Edition

“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.

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.

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

DIGEST Format

L a 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.

Advertisement

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guides@lascena.org

Founding editor
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514-815-0465
wkchan@lascena.org

5409 Waverly, Montreal, Quebec, CANADA, H2T 2X8 • Tel: 514-948-2520 • guides@lascena.org • www.scena.org
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

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

CALENDAR PAGES ENGLISH & FRENCH
200 visitors/day, 6,000/month
Rectangle: $250
Half rectangle: $130
Bottom: $350

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.
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 lovers, 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 by advertising in our magazines.

» 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