

FESTIVALS

A NATURAL CHOICE

From cozy regional venues to expansive natural amphitheatres to grand metropolitan stages, festival evenings bring families and friends together to celebrate with their communities and experience the joy that only the magic of music can evoke. Both *La Scena Musicale* and *The Music Scene* offer an important connection between summer music festivals and their public. Over the years we have had the privilege of partnering with many festivals, including:

- The Montreal Chamber Music Festival
- The Orford Festival
- The Ottawa Chamber Music Festival
- Festival de Lanaudière



Music Festivals: The Joy of Sweet Summer Airs

"It has become that time of evening when people sit on their porches, rocking gently and talking gently."

James Albee's words, as famously put to music by Samuel Barber, describe not only Knoxville during the summer of 1915 but also captures the essence of Canada's summer music festivals. At ease and basking in the moment, performers and audiences alike channel their passion on what really matters—the music. And the music is good! Summer music festivals showcase the brightest stars of Canada's vibrant music scenes, and compel the world's top talents to join in. The future has never been brighter for Canada's summer music festivals.

Now in its ninth year, *La Scena Musicale's Festivals Special Issue* reaches more festival-goers than ever—over 160,000 across Canada.

Every June *La Scena Musicale* and *The Music Scene* publish the annual *Festivals Special Issue*, an overview of what's featured at the country's classical and jazz summer festivals. This year, 84,000 copies of *La Scena Musicale's Festivals Special Issue* will reach music lovers all over Canada.

Give your festival the high visibility it deserves by advertising it in *La Scena Musicale's Festivals Special Issue*. Contact us today!

Partnerships:

The many partnership models available to you range from inserting your programmes in our magazines to your sponsoring a special ad section, all positioned to more effectively reaching your target audience. Mike Webber and Bernadette Lacroix-Bjornson, our sales representatives, look forward to working with you to make this year's festival the best one yet!

Mike Webber

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ARTS PROMOTIONS

<div>June LSM</div>	+	<div>June TMS -40%</div>	=	<div>June - 40</div> <div>Take an ad in the June issues of <u>both</u> <i>La Scena Musicale</i> (LSM) and <i>The Music Scene</i> (TMS) and get an amazing 40% off on the second issue!</div>		
<div>June LSM /TMS</div>	+	<div>May /July -25%</div>	=	<div>June + May/July</div> <div>Advertise in the June issue of <i>LSM</i> or <i>TMS</i> and save a full 25% off all advertising in the May or July/August issues of <i>LSM</i>.</div>		
<div>June LSM /TMS</div>	+	<div>May LSM -25%</div>	+	<div>July LSM -50%</div>	=	<div>June + May & July</div> <div>Advertise in the June issue of <i>LSM</i> or <i>TMS</i> and save not only 25% off the May issue but a spectacular 50% off the July/August issue as well!</div>

JUNE LSM			+ JUNE TMS		TOTAL		COMPARE TO	
SIZE	B&W	GLOSSY COLOUR	B&W	GC	B&W	GC	B&W	GC
1 PAGE	\$ 1205	\$ 2731	\$ 844	\$ 1639	\$ 2049	\$ 4370	\$ 2410	\$ 5462
2/3 PAGE	848	-	594	-	1442	-	1696	-
1/2 PAGE	664	1506	465	904	1129	2410	1328	3012
1/3 PAGE	452	-	316	-	768	-	904	-
1/4 PAGE	351	802	246	481	597	1283	702	1604
1/6 PAGE	240	-	168	-	408	-	480	-
1/8 PAGE	201	412	141	247	342	659	402	824
BUSINESS CARD	143	-	100	-	243	-	286	-
DOUBLE PAGE SPREAD	2291	5190	1604	3114	3895	8304	4582	10380

taxes not included

JUNE +MAY/JULY

JUNE LSM/TMS			+ MAY/JULY LSM		TOTAL		COMPARE TO	
SIZE	B&W	GC	B&W	GC	B&W	GC	B&W	GC
1 PAGE	\$ 1205	\$ 2731	\$ 904	\$ 2048	\$ 2109	\$ 4779	\$ 2410	\$ 5462
2/3 PAGE	848	-	636	-	1484	-	1696	-
1/2 PAGE	664	1506	498	1130	1162	2636	1328	3012
1/3 PAGE	452	-	339	-	791	-	904	-
1/4 PAGE	351	802	263	602	614	1404	702	1604
1/6 PAGE	240	-	180	-	420	-	480	-
1/8 PAGE	201	412	151	309	352	721	402	824
BUSINESS CARD	143	-	107	-	250	-	286	-
DOUBLE PAGE SPREAD	2291	5190	1718	3893	4009	9083	4582	10380

taxes not included

-25%

JUNE +MAY & JULY

JUNE LSM/TMS			+ MAY LSM		+ JULY LSM		TOTAL		COMPARE TO	
SIZE	B&W	GC	B&W	GC	B&W	GC	B&W	GC	B&W	GC
1 PAGE	\$ 1205	\$ 2731	\$ 904	\$ 2048	\$ 603	\$ 1366	\$ 2712	\$ 6145	\$ 3615	\$ 8193
2/3 PAGE	848	-	636	-	424	-	1908	-	2544	-
1/2 PAGE	664	1506	498	1130	332	753	1494	3389	1992	4518
1/3 PAGE	452	-	339	-	226	-	1017	-	1356	-
1/4 PAGE	351	802	263	602	176	401	790	1805	1053	2406
1/6 PAGE	240	-	180	-	120	-	540	-	720	-
1/8 PAGE	201	412	151	309	101	206	453	927	603	1236
BUSINESS CARD	143	-	107	-	122	-	372	-	429	-
DOUBLE PAGE SPREAD	2291	5190	1718	3893	1146	2595	5155	11678	6873	15570

taxes not included

-25%

-50%