

# NATIONAL FESTIVAL GUIDE

## ADVERTISING ADVANTAGES

Advertising in the special *La SCENA - La Scena Musicale* summer festival issue gives you:

- **Prestige:** appearing in the most widely-distributed classical music and arts magazine in Canada
- **Reach:** over 100 000 dedicated readers across Canada
- **Maximum visibility:** our festival listings ensure repeated consultation
- **Options:** black and white or colour, newsprint or glossy, we strive to satisfy all needs and special requests
- **Good company:** our well-known writers and reviewers have established a loyal readership

Advertising deadline:  
**May 20, 2009**

## Partnerships:

We are always interested in new ways of presenting information to our readers. In the past we have successfully partnered with, among others, the Ottawa Chamber Music Festival, the Orford Festival, and the Festival de Lanaudière. If you have ideas for brochure or programme inserts, magazine section sponsorships, or customized distribution, feel free to contact our sales team at 514-948-2520 or by email at [sales@scena.org](mailto:sales@scena.org). They will be happy to discuss these options with you!



## Our most comprehensive guide yet

Canada's most important free classical magazines, *La Scena Musicale* and *La SCENA*, will team up this June to produce the 13<sup>th</sup> annual Summer Festival Calendar. It will be our most comprehensive yet, with over 100 festivals and more than 700 concert listings.

This joint issue will be Canada's target directory of summer classical music. Our magazines' 100 000 dedicated readers consult this calendar religiously in planning their summer musical excursions. Reach them by being part of our most popular issue of the year!



## The power and magic of summer festivals

Whether in cozy regional venues, expansive natural amphitheatres or grand metropolitan concert halls, summer festivals bring families and friends together in joyful celebration of classical music. Now in full bloom across the country, summer festivals have become a summer fixture in Canada.

Our journalists are working overtime this year to cover the exciting summer music and arts scene. *La Scena Musicale* will publish a National Jazz issue in May, and a July summer reading issue.

# ADVERTISING RATES

## Black & White

1 page	2 127
2/3 page	1 491
1/2 page	1 159
1/3 page	813
1/4 page	631
1/6 page	444
1/8 page	343
double page	3 901

*taxes not included  
for specific placement add 15%*

## DISTRIBUTION

Toronto: 10,000  
Ottawa: 3,000  
Québec City: 2,500  
Montreal: 22,500  
Calgary: 2,500  
Edmonton: 2,500  
Vancouver: 4,500  
Victoria: 2,500

## Colour

(four-colour on glossy)

## Premium pages:

Inside front	5 241	Outside back	5 733
Inside back	4 914	Double page	5 487

<b>\$ 3 537</b> 1 page	<b>\$ 2 481</b> 2/3 page	<b>\$ 1 929</b> 1/2 page <i>horizontal or vertical</i>	<b>\$ 1 351</b> 1/3 page <i>horizontal, vertical or square</i>
<b>\$ 1 051</b> 1/4 page	<b>\$ 738</b> 1/6 page <i>horizontal, vertical or square</i>	<b>\$ 573</b> 1/8 page	<b>\$ 471</b> business card