

2009 JAZZ ISSUE

ADVERTISING ADVANTAGES

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

- **Prestige:** appearing in the most widely-distributed jazz, 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:
April 21, 2009

Our jazz philosophy:

"Canadian jazz festivals are perennial sunflowers in the country's blossoming musical landscape. Our magazines profile festivals across the country, presenting in-depth articles and an ever-growing annual listing of Canadian jazz festivals. In this way, we hope to encourage the public's excitement for jazz and deepen its understanding of the art form."

- **Marc Chénard**
Jazz Editor



Jazz takes the spotlight

Canada's leading music publication, *La Scena Musicale*, is excited to devote its May issue to jazz! Last year's issue featured big bands, while this up-coming issue will focus on women in jazz, be they singers or instrumentalists, leaders or accompanists. Our eclectic, in-depth coverage ranges from mainstream to cutting-edge.

Nationwide Distribution

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



The festival spirit

The Canadian jazz scene sizzles as summer festivals flourish across the country. The Canadian National Jazz Fest Guide provides extensive and comprehensive coverage of over 40 jazz festivals, as well as 70 folk and world music festivals. Feature articles and record reviews accompany the festival listings.

As a free publication, we are always looking to reach new readers. Festivals are encouraged to distribute our magazine at their venues and to contact us to discuss distribution and promotion.

ADVERTISING RATES

Colour

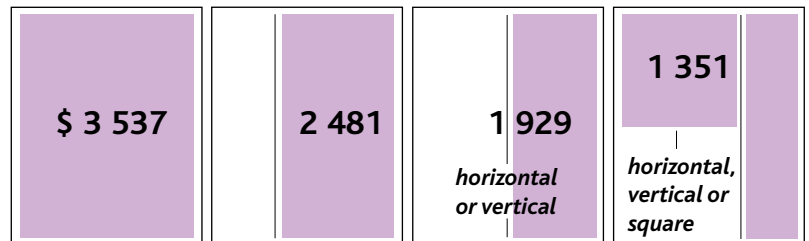
(four-colour on glossy)

Premium pages:

| | | | |
|---------------------|-------|---------------------|-------|
| Inside front | 5 241 | Outside back | 5 733 |
| Inside back | 4 914 | Double page | 6 487 |

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 |

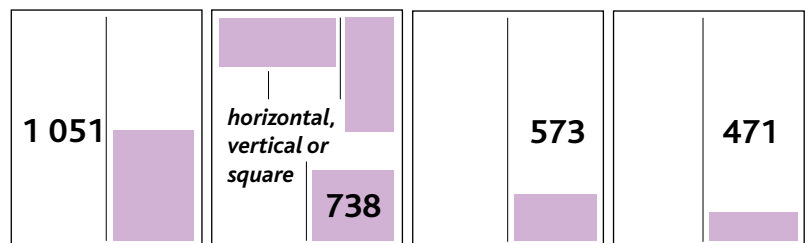


1 page

2/3 page

1/2 page

1/3 page



1/4 page

1/6 page

1/8 page

business card

Taxes not included
For specific placement add 15%
Arts organization discounts available