

# La Scena Musicale

## QUEBEC'S #1 ARTS MAGAZINE



## 2013-2014 HIGHLIGHTS

- 7 issues, 1 Arts Resource Guide
- 4 separate language issues, 3 bilingual issues
- Includes *La SCENA* Arts Xpress
- Autumn Composer Mania (Sep, Oct, Nov)
- Returning to Ottawa and Quebec City (5000 copies in Sep, Oct, Nov, June)

## MEDIA KIT

### 2013-2014



## Two unilingual versions available\*: English & French

## 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 organization 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.

\* Some issues in Vol. 19 will be published bilingually. Please see the production calendar on the last page for details.

## 17 YEARS of LSM

**June 2011** » *La Scena Musicale*, wins two Prix d'Europe, as part of their 100<sup>th</sup> 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 in their forties, 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* to plan outings, to discover new artists or simply to stay up to date on the latest music and arts news.

### Professional and Non-professional 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 musicians and 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.



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

- Jean-Jacques Nattiez

## » STATISTICS

### Music Lovers

### Musicians

#### Economic Profile

homeowners > 60.5%  
car owners > 73.9%  
family income > 53% over \$50,000; 13% over \$100,000  
are parents > 43%  
are parents of musicians > 22.3%

> 42%  
> 48%  
> 48% over \$50,000; 12% over \$100,000  
> 43%  
> 22.3%

**Profession** > executives; professionals; employees; retirees; other

> executives; professionals; employees; students; other

#### Education

college/university educated > 92%

> 95%

#### 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%

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

#### Cultural Interests

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

> 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 editions	Bilingual editions
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Total print run	45,000	22,500
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#### Our means of distribution

##### Display stands

› Montreal	17,000	17,000
› Quebec City	5,000	500
› Ottawa	5,000	500
› Toronto	500	500

Distribution after concerts	2,000	1,000
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In schools	2,000	1,500
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By mail	1,500	1,500
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Targeted home distribution	12,000	-
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» **Advertise** in the most important classical music and jazz magazine in Canada

» **Be read** by 100,000 music lovers and artists

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

» **Generate** greater exposure for events



## MAGAZINE ADVERTISING RATES AUGUST 2013 TO JULY 2014

### INFO

Wah Keung Chan  
514-400-0882  
wkchan@scena.org

### Advertising

514-948-0509 / 514-656-3948  
sales@scena.org

### Graphics

514-948-2520  
graf@scena.org

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

#### Colour

Insertions:	1 x	3 x	6 x	10 x
<b>Discounts:</b>	-	5%	10%	15%
inside front (2 <sup>nd</sup> )	\$3,707	3,522	3,239	3,151
inside back (3 <sup>rd</sup> )	\$3,475	3,301	3,128	2,954
outside back (4 <sup>th</sup> )	\$4,055	3,852	3,649	3,446
1 page	\$2,502	2,377	2,252	2,127
2/3 page	\$1,755	1,668	1,580	1,491
1/2 page	\$1,363	1,297	1,229	1,160
1/2 page island	\$1,568	1,489	1,411	1,333
1/3 page	\$956	908	860	792
1/4 page	\$744	707	670	632
1/6 page	\$522	496	470	444
1/8 page	\$405	384	365	344
business card	\$333	316	299	283
mini-card	\$181	172	163	155
double page	\$4,588	4,358	4,129	3,900

#### Black & White

Insertions:	1 x	3 x	6 x	10 x
<b>Discounts:</b>	-	5%	10%	15%
1 page	\$1,504	1,429	1,353	1,278
2/3 page	\$1,055	1,002	950	896
1/2 page	\$820	779	737	697
1/2 page island	\$942	895	848	801
1/3 page	\$575	546	517	488
1/4 page	\$447	424	403	380
1/6 page	\$314	299	283	268
1/8 page	\$243	231	218	207
business card	\$201	191	181	171
mini card	\$109	104	98	93
calendar photo	\$82	78	74	70
double page	\$2,759	2,621	2,483	2,345

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

\* when available

#### Colour

Insertions:	1 x	3 x	6 x	10 x
<b>Discounts:</b>	-	5%	10%	15%
inside front (2 <sup>nd</sup> )	\$5,561	5,283	4,859	4,727
inside back (3 <sup>rd</sup> )	\$5,213	4,952	4,692	4,431
outside back (4 <sup>th</sup> )	\$6,083	5,778	5,474	5,174
1 page	\$3,753	3,566	3,378	3,191
2/3 page	\$2,633	2,502	2,370	2,237
1/2 page	\$2,045	1,945	1,844	1,740
1/2 page island	\$2,352	2,234	2,117	2,000
1/3 page	\$1,434	1,362	1,290	1,188
1/4 page	\$1,116	1,061	1,005	948
1/6 page	\$783	744	705	666
1/8 page	\$608	576	548	516
business card	\$500	474	449	425
mini-card	\$272	258	245	233
double page	\$6,882	6,537	6,194	5,850

#### Black & White

Insertions:	1 x	3 x	6 x	10 x
<b>Discounts:</b>	-	5%	10%	15%
1 page	\$2,256	2,144	2,030	1,917
2/3 page	\$1,583	1,503	1,425	1,344
1/2 page	\$1,230	1,169	1,106	1,046
1/2 page island	\$1,413	1,343	1,272	1,202
1/3 page	\$863	819	776	732
1/4 page	\$671	636	605	570
1/6 page	\$471	449	425	402
1/8 page	\$365	347	327	311
business card	\$302	287	272	257
mini card	\$164	156	147	140
calendar photo	\$123	117	111	105
double page	\$4,139	3,932	3,725	3,518

#### 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

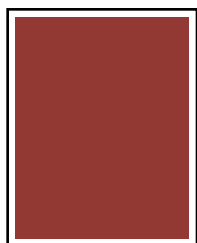
HALFTONE SCREEN newsprint: 100 lpi » glossy: 133 lpi

ART: ACCEPTABLE FILE FORMATS PDF with fonts embedded, Illustrator, InDesign, Photoshop, QuarkXpress, TIFF

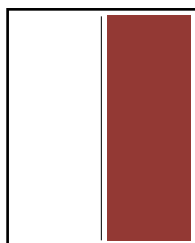
FTP ADDRESS Host: ftp.scena.org » Login: PublicScena » Password: ScenaPublic

PRODUCTION DEPARTMENT 514-948-2520 or graf@scena.org  
5409 Waverly, Montreal (Quebec) H2T 2X8

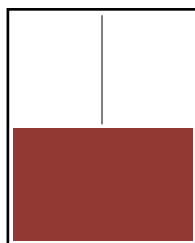
## » DIMENSIONS



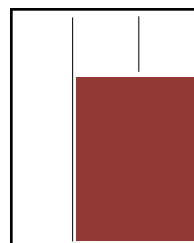
**1 PAGE**  
7.375" x 9.8"  
8.375" x 10.875"  
(bleed)



**1/2 VERTICAL**  
3.625" x 9.8"



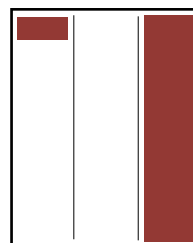
**1/2 HORIZONTAL**  
7.375" x 4.875"



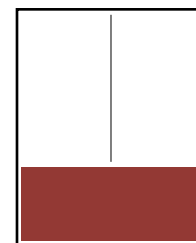
**1/2 (+15%)**  
4.875" x 7.375"

### MINI CARD

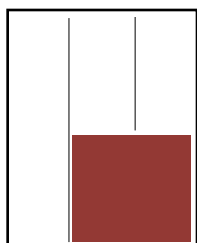
2.347" x 1.375"



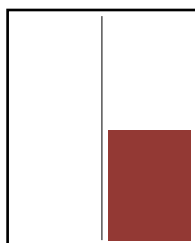
**1/3 VERTICAL**  
2.347" x 9.8"



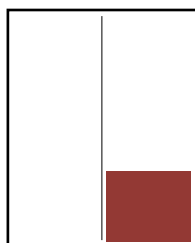
**1/3 HORIZONTAL**  
7.375" x 3.165"



**1/3 SQUARE**  
4.86" x 4.85"



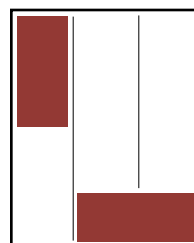
**1/4 VERTICAL**  
3.625" x 4.85"



**1/6 SQUARE**  
3.625" x 3.165"

### 1/6 VERTICAL

2.347" x 4.85"



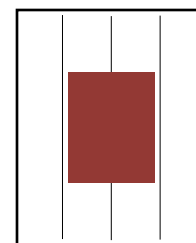
**1/6 HORIZONTAL**  
4.85" x 2.45"

### BUSINESS CARD

3.625" x 1.935"



**1/8 HORIZONTAL**  
3.625" x 2.4"



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

## WEB ADVERTISING RATES AUGUST 2013 TO JULY 2014

### INFO

Wah Keung Chan  
514-400-0882  
wkchan@scena.org

### Advertising

514-948-0509 / 514-656-3948  
sales@scena.org

### Graphics

514-948-2520  
graf@scena.org

#### ENGLISH HOME PAGE

600 visitors/day, 18,500/month

Leaderboard: \$824

Full banner/Rectangle: \$557

Half banner: \$206

Button: \$103

#### FRENCH HOME PAGE

200 visitors/day, 6,000/month

Leaderboard: \$361

Banner/Rectangle: \$206

Half banner: \$103

Button: \$52

#### LEBRECHT WEEKLY ENGLISH

1,157 visitors/day, 34,730/month

Banner: \$773

Button: \$309

#### CALENDAR PAGES ENGLISH & FRENCH

200 visitors/day, 6,000/month

Banner: \$206

#### BLOG PAGES ENGLISH & FRENCH

975 visitors/day, 29,000/month

Rectangle: \$650

Half banner: \$350

#### BILINGUAL ARTICLES

1,660 visitors/day, 49,800/month

Leaderboard: \$1,494

Banner: \$1,030

Button: \$309

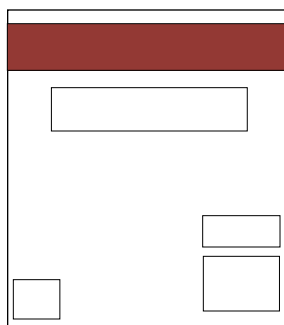
#### ENGLISH OR FRENCH ARTICLES

Leaderboard: English \$824 / French \$773

Banner: English \$541 / French \$515

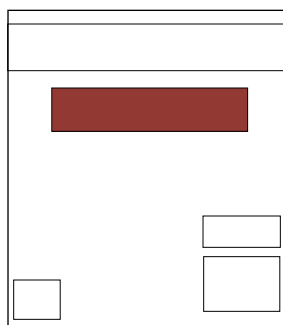
Button: English \$180 / French \$155

## » DIMENSIONS



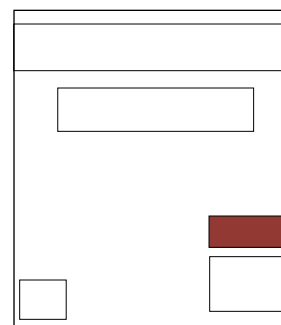
**LEADERBOARD**

728 x 90 px



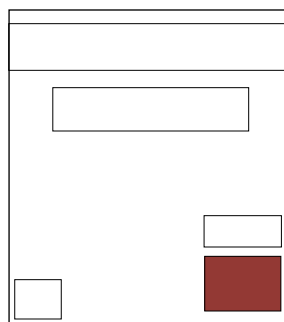
**BANNER**

468 x 60 px



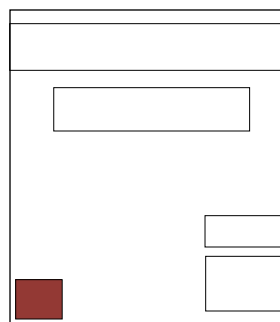
**HALF BANNER**

234 x 60 px



**RECTANGLE**

234 x 120 px



**BUTTON**

120 x 90 px

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# La Scena Musicale

DON'T JUST FOLLOW THE GUIDE, BE PART OF IT!  
FOR MORE INFO, VISIT [ADS.SCENA.ORG](http://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 17 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.

2013-2014



# OUR GUIDES

## » Arts Resource Guide

**August 2013**

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 2013**

BASED ON LOGOS AND INSCRIPTIONS

This guide allows parents to choose a school that meets their expectations and values. It contains elementary and secondary public and private schools that offer music programs, along with their scholastic programs, teaching philosophies, contact information and logos, as well as articles about the challenges of musical education.

## » Competitions

**October 2013**

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!

## » Competition Results

**October 2013**

ADVERTISING SUPPLEMENT

Introduce Canadian audiences to the next great artists in one of the most prestigious magazines.

## » Higher Music Education

**November 2013**

BASED ON LOGOS AND INSCRIPTIONS

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.

## » Summer Music Academies

**November 2013**

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 advertising space.

## » Higher Arts Education

**December 2013 - January 2014**

ADVERTISING SUPPLEMENT

Contains a list of educational institutions and information on the programs offered. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of advertising space.

## » Higher Education in Europe

**December 2013 - January 2014**

BASED ON LOGOS AND INSCRIPTIONS

This complete guide contains a list of international educational institutes and information on the programs offered.

## » Gift Ideas

**December 2013 - January 2014**

ADVERTISING SUPPLEMENT

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

## » Music and Arts Summer Camps

**February - March 2014**

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!

## » International Festivals

**April - May 2014**

BASED ON LOGOS AND INSCRIPTIONS

Be on the lookout for worldwide trends in classical music, plan your next artistic trip, or simply travel through our guide -- it's the most complete in the world!

## » Canadian Festivals

**June - July 2014**

BASED ON LOGOS AND INSCRIPTIONS

This issue offers the best of the summer music 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

45,000 copies total; Montreal,  
Ottawa-Gatineau, Quebec City  
Includes *La SCENA Xpress*

### September 2013

Two language editions (22,500 copies each language)  
**Themes and Guides:** Fall Preview; Elementary &  
Secondary Education  
**Release Date:** 2013-08-29  
**Ad Deadline:** 2013-08-22  
**Artwork Deadline:** 2013-08-23  
**Calendar Deadline:** 2013-08-05

### October 2013

Two language editions (22,500 copies each language)  
**Themes and Guides:** Music Composition;  
Competitions  
**Release Date:** 2013-09-27  
**Ad Deadline:** 2013-09-20  
**Artwork Deadline:** 2013-09-23  
**Calendar Deadline:** 2013-09-10

### November 2013

Two language editions (22,500 copies each language)  
**Themes and Guides:** Higher Music Education;  
Summer Music Academies; Film Music  
**Release Date:** 2013-10-31  
**Ad Deadline:** 2013-10-24  
**Artwork Deadline:** 2013-10-25  
**Calendar Deadline:** 2013-10-14

### December 2013 - January 2014

Bilingual edition (22,500 copies)  
**Themes:** Holiday Season; Gift Ideas  
**Guides:** European Higher Education and Higher Arts  
Education

**Release Date:** 2013-11-29  
**Ad Deadline:** 2013-11-22  
**Artwork Deadline:** 2013-11-25  
**Calendar Deadline:** 2013-11-11

### February - March 2014

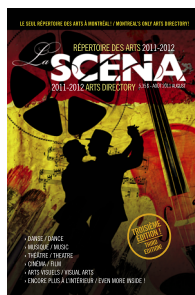
Bilingual edition (22,500 copies)  
**Theme:** Love  
**Guides:** Summer Music & Arts camps  
**Release Date:** 2014-01-31  
**Ad Deadline:** 2014-01-24  
**Artwork Deadline:** 2014-01-27  
**Calendar Deadline:** 2014-01-10

### April - May 2014

Bilingual edition (22,500 copies)  
**Theme and Guide:** International Festivals  
**Release Date:** 2014-03-28  
**Ad Deadline:** 2014-03-21  
**Artwork Deadline:** 2014-03-24  
**Calendar Deadline:** 2014-03-10

### June - July - August 2014

Two language editions (22,500 copies each language)  
**Themes and Guides:** Canadian Festivals  
**Release Date:** 2014-05-30  
**Ad Deadline:** 2014-05-23  
**Artwork Deadline:** 2014-05-26  
**Calendar Deadline:** 2014-05-09



## ARTS RESOURCE GUIDE

25,000 copies  
Montreal and surroundings

**Release Date:** 2013-08-21  
**Ad Deadline:** 2013-08-15  
**Artwork Deadline:** 2013-08-16  
**Registration (free):** 2013-08-01

# 2013 ARTS RESOURCE GUIDE

**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:** July 25

**Deadline:** August 2

**Publication:** August 12

For more information, contact our sales team:  
sales@scena.org  
514-948-0509  
514-656-3948

Editorial Team  
guides@scena.org

Founding editor  
Wah Keung Chan  
514-815-0465  
wkchan@scena.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 2013, for the fifth 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. **NEW THIS YEAR:** A Guide to 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 (listed below).

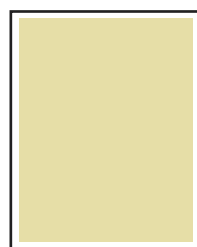
### Additional Options

Company logo	\$55
Enhanced listing (Choir & Venue Guide)	\$55
Description (max. 55 words)	\$55
COMBO (Choir & Venue Guide) includes logo, enhanced listing and description	\$150

## Advertising Rates digest format

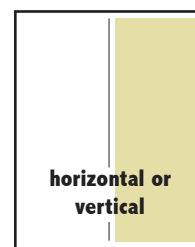
### Colour

Cover 2	2300
Cover 3	2000
Cover 4	2500
Cover banner	900
1 page	1 400
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

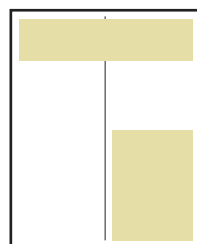


1/2 page

horizontal:  
4.675 x 3.75  
vertical: 2.25 x 7.625

### Black & White

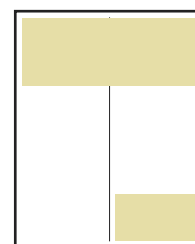
1 page	850
1/2 page	475
1/3 page	350
1/4 page	275
1/8 page	150



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

# 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 23, 2014



## 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 15<sup>th</sup> annual Summer Festival Calendar.

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.

# ADVERTISING RATES

## 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 514-948-0509 514-656-3948 or by email at [sales@scena.org](mailto:sales@scena.org). They will be happy to discuss these options with you!

## Black & White

1 page	2,190
2/3 page	1,535
1/2 page	1,193
1/3 page	837
1/4 page	650
1/6 page	457
1/8 page	353
double page	3,018

taxes not included  
for specific placement add 15%

## DISTRIBUTION

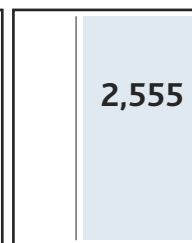
Montreal: 22,500  
Québec City: 2,500  
Ottawa: 3,000  
Toronto: 12,000  
Calgary: 2,000  
Edmonton: 2,000  
Vancouver: 4,000  
Victoria: 2,000

## Colour

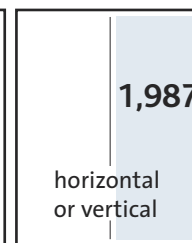
(four-colour on glossy)



1 page

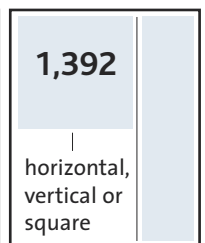


2/3 page



horizontal  
or vertical

1/2 page



horizontal,  
vertical or  
square

1/3 page

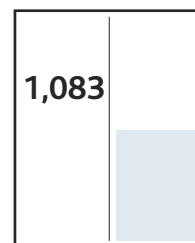
## Premium pages:

Inside front 5,398

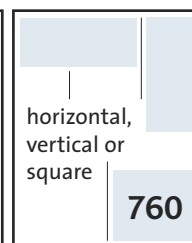
Inside back 5,061

Outside back 5,905

Double page 6,680

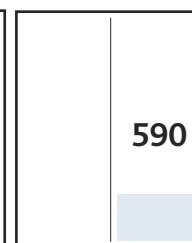


1/4 page

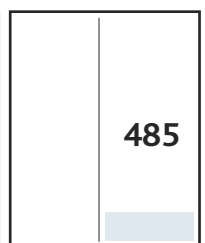


horizontal,  
vertical or  
square

1/6 page



1/8 page



business card

## Season Subscription Guide 2013

Organization name:

Address:

### SUBSCRIPTION INFORMATION

Telephone:

Email:

Fax:

Website:

Top 7 concerts/events, or 100-word season description:

Sample:



### Domaine Forget

Festival International du Domaine Forget  
Saint-Irénée, QC  
www.domaineforget.com  
info@domaineforget.com  
Tél.: 418-452-3535

Ne manquez rien de la saison qui souligne le 15<sup>e</sup> anniversaire de la Salle François-Bernier!

L'abonnement consiste en 10 billets de concert au choix dans la programmation régulière du Festival, du 22 juin au 28 août 2009 : le flûtiste Emmanuel Pahud, Les Violons du Roy, Louis Lortie, l'Ensemble Zefiro, François Rabbath, Alexandre Tharaud, le Zukerman Chamber Players, O Vertigo et plusieurs autres.

Découvrez aussi nos séries de 3 concerts : la Série Lortie en trois temps, la Série Grands Concerts et la Série Festival Extrême (3 concerts dans la même semaine). Et pour les amateurs de jazz ... Michel Donato, John Pizzarelli, Sophie Milman et Oliver Jones.

\* Contract void without Signature / Signature \_\_\_\_\_

### RATES (BOTH EDITIONS)

<input type="checkbox"/> Listing + Logo in April (bilingual edition) and Sept (English & French editions)	\$300.00
5% GST	\$15.00
9.975% PQST	\$29.93
<b>Total</b>	<b>\$344.93</b>

### METHOD OF PAYMENT

☐ Cheque ☐ VISA ☐ Amex ☐ Mastercard

Contact person \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please send colour logo (.tif or .jpg or .pdf) to graf@scena.org



## **La Scena Musicale launches the 9th Annual Guide to Primary & Secondary Music Education**

*La Scena Musicale* is proud to announce the launch of its **9th Annual Guide to Primary & Secondary Music Education**. This Guide will be published in the September 2013 edition of the magazine to help parents find a school corresponding to their needs and values.

**The section will contain:**

- A directory of public and private schools in Québec offering an arts-centered primary or secondary education, with their arts concentrations, educational philosophy, contact information and logo;
- Articles related to the new challenges in Music Education
- The Guide to Directory will be published in the September French and English issues of *La Scena Musicale* (Québec).
- 45 000 copies of *La Scena Musicale* will be distributed

**Cost:** Registration for the Guide to Primary & Secondary Music and Arts Education is based on logos and basic listings. Please see the price list on the attached form.

**Reservation deadline:** August 16 2013, 5pm

**Street date:** August 29, 2013

For reservations or more information, please contact:

**La Scena Musicale**  
514-948-0509 / 514-656-3948  
[sales@scena.org](mailto:sales@scena.org)

**WWW.SCENA.ORG**

# La Scena Musicale

5409 Waverly, Montréal, Québec, Canada H2T 2X8 • sales@scena.org • www.scena.org

## 9<sup>th</sup> Annual Guide to Primary, Secondary & Private Music Education

### Guide Information

School Name:

\_\_\_\_\_

☐ private school ☐ public school

Website:

\_\_\_\_\_

Public Email Address:

\_\_\_\_\_

Telephone:

\_\_\_\_\_

Fax:

\_\_\_\_\_

Grades:

\_\_\_\_\_

Registration deadlines:

\_\_\_\_\_

Costs:

\_\_\_\_\_

Scholarships:

\_\_\_\_\_

Concentrations :

\_\_\_\_\_

Educational philosophy (50 word limit):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### RATES

LSM (EN only)

☐ Guide description \$115

☐ Add a photo or logo \$75

LSM (EN+ FR)

☐ Guide description \$173

☐ Add a photo or logo \$86

Sous-total \_\_\_\_\_

+ 5% GST \_\_\_\_\_

+ 8.5% PQST \_\_\_\_\_

Total \_\_\_\_\_

### METHOD OF PAYMENT

☐ Cheque (payable to La Scena Musicale) ☐ VISA

☐ American Express ☐ Mastercard

School \_\_\_\_\_

Contact person \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

\*Contract void without Signature / Signature: \_\_\_\_\_

***La Scena Musicale* presents its 2013 Annual Competition Directory**

Next summer hundreds of music students will be looking for places to compete and demonstrate their skills. Thankfully, they will need to look no further than *La Scena Musicale's 2013 Annual Competition Directory*. The Directory serves as an invaluable resource to students across the country. Over **100,000** of them read the issue annually, making it the leading such guide in the nation.

The Competition Directory will be published in the October French and English issues of *La Scena Musicale*.

**Cost:** Registration for the Directory is based on logos and basic listings. Please see the price list on the attached form.

**Deadline for information and reservations: September 20, 2013**  
**Street date: September 27, 2013**

For reservations or more information, please contact:

**La Scena Musicale**

514-948-0509 / 514-656-3948

[sales@scena.org](mailto:sales@scena.org)

**WWW.SCENA.ORG**

## 2013 Guide to Music Competitions

Competition name: \_\_\_\_\_

Address: \_\_\_\_\_

### Contact Information

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Dates of Competition: \_\_\_\_\_

Age Range: \_\_\_\_\_

Deadline: \_\_\_\_\_

Instruments: \_\_\_\_\_

50-word expanded description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* Contract void without Signature / **Signature** \_\_\_\_\_

### RATES

LSM (EN  
only) -  
22,500 copies

LSM  
(FR+EN) -  
45,000 copies

☐ Basic  
Listing  
\$105

☐ Basic  
Listing \$160

☐ Logo  
\$80

☐ Logo \$105

Subtotal \_\_\_\_\_

5% GST \_\_\_\_\_

9.5% PQST \_\_\_\_\_

TOTAL \_\_\_\_\_

### METHOD OF PAYMENT

☐ Cheque ☐ VISA ☐ Amex ☐ Mastercard

Contact person \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**Please send logo (.jpg, .eps, .ai or .tif) to  
graf@scena.org**

### La Scena Musicale announces the 14th Annual Guide to Higher Music Education

The November 2013 issue of *La Scena Musicale* will contain a special advertising supplement - the **14th Annual Guide to Higher Education**. The supplement will be reaching over 100,000 readers across Canada.

This supplement will include:

**\* A special focus on Higher Education**

**\* A list of Canadian and International Schools** with details of programs offered. A questionnaire and sample layout is attached for your information. *La Scena Musicale* art department will take care of the visual presentation. Each school is entitled to a 1/4 page banner ad. Listings in both English and French editions can appear in either language. There is a translation charge of \$40 CAN.

**\* An Information Request Coupon.** Every school will be listed on a 1/4 page horizontal request coupon. When the coupon is returned to *La Scena Musicale*, an email will be sent to each school with the name and address of all students requesting information on their programs.

**\* Special section on the web.** The complete guide will be available on La Scena Musicale's award winning website **www.scena.org**, together with the information request form in Acrobat PDF format -- special hyperlinks will be made to the websites of each school listed.

**Cost:** The cost of the listing for each school is \$963 CAN (taxes not included). In addition, each school will be entitled to a discount of 15% on our normal advertising rates in this special issue.

**\* Maximal Visibility Option**

Schools requiring maximal visibility can have 2 pages in each magazine (1 page listing plus 1 page black and white display advertisement).

Price: \$3,441 (a 50% reduction on the list price - 4 pages for the price of 2 pages)

**Colour Option:** \$5,246 (4 pages in colour glossy)

**Deadline for reservations and information:** October 18, 2013 at 5 p.m.

**About the Higher Education 2013 Issue:**

- Direct distribution to music students.
- A look at some of the new and innovative education programs.
- A consideration of related career paths
- 40,000 copies of *La Scena Musicale* will be distributed free across Canada.
- Distribution Date LSM: October 31, 2013

For more information or reservations, please contact our sales department:

**La Scena Musicale**

514-948-0509/ 514-656-3948 • sales@scena.org

**WWW.SCENA.ORG**



## 14<sup>th</sup> Higher Music Education Guide

Name: \_\_\_\_\_

Programs offered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Facilities: \_\_\_\_\_

\_\_\_\_\_

Nb of full-time faculty: \_\_\_\_\_ Nb of part-time faculty: \_\_\_\_\_

Nb of full-time students: \_\_\_\_\_ Nb of part-time students: \_\_\_\_\_

Tuition fees (1 academic year, full-time, \$CAN): \_\_\_\_\_

\_\_\_\_\_

Short description (include strong points and special programs):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Entry in ☐ English ☐ French

Please send logo (.tif or .jpg) or photo to graf@scena.org

\* Contract void without Signature / Signature \_\_\_\_\_

### RATES

**LSM (EN only) -**  
22,500 copies

☐ Basic Listing  
\$642

☐ Maximum  
Visibility \$2,294

☐ Maximum  
Visibility (colour)  
\$3,497

**LSM (FR+EN) -**  
45,000 copies

☐ Basic Listing  
\$963

☐ Maximum  
Visibility \$3,441

☐ Maximum  
Visibility (colour)  
\$5,246

### METHOD OF PAYMENT

☐ Cheque (payable to La Scena Musicale) ☐ VISA ☐ Amex ☐ Mastercard

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## **La Scena Musicale announces the 3rd Annual Guide to Summer Music Academies**

The November 2013 issue of *La Scena Musicale* will contain a special advertising supplement - the **3rd Annual Guide to Summer Music Academies**. The guide will be reaching over 100,000 readers.

This supplement will include:

\* **A list of Summer Academies** with details of programs offered. A questionnaire is attached for your information. *La Scena Musicale*'s art department will take care of the visual presentation. Each school is entitled to a 1/4 page banner ad. Listings in both French and English editions can appear in either language. There is a translation charge of \$40 CAN.

\* **An Information Request Coupon**. Every school will be listed on a 1/4 page horizontal request coupon. When the coupon is returned to *La Scena Musicale*, an email will be sent to each school with the name and address of all students requesting information on their programs.

**Cost:** The cost of the listing for each school is \$963 CAN (taxes not included). In addition, each school will be entitled to a discount of 15% on our normal advertising rates in this special issue.

\* **Maximal Visibility Option**

Schools requiring maximal visibility can have 2 pages in each magazine (1 page listing plus 1 page black and white display advertisement).

Price: \$3,341 (a 50% reduction on the list price - 4 pages for the price of 2 pages)

**Colour Option:** \$5,246 (4 pages in colour glossy)

**Deadline for reservations and information:** October 18, 2013 at 5 p.m.

**Street date:** October 31, 2013

For more information or reservations, please contact our sales department:

**La Scena Musicale**

514-948-0509 / 514-656-3948

[sales@scena.org](mailto:sales@scena.org)

**WWW.SCENA.ORG**

## 3<sup>rd</sup> Annual Summer Music Academies Guide

Name: \_\_\_\_\_

Programs offered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Facilities: \_\_\_\_\_

\_\_\_\_\_

Nb of teachers: \_\_\_\_\_ Dates: From \_\_\_\_\_

Nb of students: \_\_\_\_\_ To \_\_\_\_\_

Session fees (\$CAN): \_\_\_\_\_

\_\_\_\_\_

Short description (include strong points and special programs):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please send logo (.tif or .jpg) or photo to graf@scena.org

\* Contract void without Signature / Signature \_\_\_\_\_

### RATES

**LSM (EN only) -**  
22,500 copies

☐ Basic Listing  
\$642

☐ Maximum  
Visibility \$2,294

☐ Maximum  
Visibility (colour)  
\$3,497

**LSM (FR+EN) -**  
45,000 copies

☐ Basic Listing  
\$963

☐ Maximum  
Visibility \$3,441

☐ Maximum  
Visibility (colour)  
\$5,246

### METHOD OF PAYMENT

☐ Cheque (payable to La Scena Musicale) ☐ VISA ☐ Amex ☐ Mastercard

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### **La SCENA Express / La Scena Musicale announces the Visual and Performing Arts Education Guide**

The December 2013 issue of *La Scena Musicale* will contain a special advertising supplement - **6th Annual Visual and Performing Arts Education Guide**, which will feature year-round as well as summer programs. This supplement will include:

\* **A list of Canadian and International Schools** with details of programs offered. A questionnaire and sample layout is attached for your information. *La SCENA*'s art department will take care of the visual presentation. Each school is entitled to a 1/4 page banner ad. Listings in both English and French editions can appear in either language. There is a translation charge of \$40 CAN if needed.

\* **An Information Request Coupon.** Every school will be listed on a 1/4 page horizontal request coupon. When the coupon is returned to *La SCENA*, an email will be sent to each school with the name and address of all students requesting information on their programs.

\* **Special section on the web.** The complete guide will be available on *La SCENA/La Scena Musicale*'s award-winning website [www.scena.org](http://www.scena.org), together with the information request form in Acrobat PDF format -- special hyperlinks will be made to the websites of each school listed.

**Cost:** The cost of the listing for each school is \$963 CAN (taxes not included). The listings will be published in colour on glossy paper.

**Deadline for reservations and information:** November 22, 2013 at 5 p.m.

**Distribution Date:** November 29, 2013

#### **About the Visual and Performing Arts Guide 2013 Issue:**

- Direct distribution to students
- Bilingual English/French edition
- 40,000 copies of *La SCENA Express /La Scena Musicale* will be distributed for free across Canada, with 10,000 copies reaching students, including 4,000 copies sent directly to schools across Canada.

**La SCENA / La Scena Musicale**

514-948-0509 / 514-656-3948

[sales@scena.org](mailto:sales@scena.org)

**WWW.SCENA.ORG**

# Arts Education Guide

Name: \_\_\_\_\_

Programs offered: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Facilities: \_\_\_\_\_  
 \_\_\_\_\_

No. of full-time faculty: \_\_\_\_\_ No. of part-time faculty: \_\_\_\_\_  
 No. of full-time students: \_\_\_\_\_ No. of part-time students: \_\_\_\_\_

Tuition fees (\$CAN): \_\_\_\_\_  
 \_\_\_\_\_

Short description (include strong points and special programs):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please send logo (.tif, .jpg) or photo to graf@scena.org

\* Contract void without Signature / **Signature** \_\_\_\_\_

## RATES

Arts Education Guide	\$642
Maximum Visibility Option	\$2294
Maximum Visibility (Colour)	\$3479
Subtotal	_____
5% GST (where applicable)	_____
9.5% PQST (where applicable)	_____
Total	_____

## METHOD OF PAYMENT

☐ Cheque (payable to La Scena Musicale) ☐ VISA ☐ Amex ☐ Mastercard

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_



***La Scena Musicale* presents the 17<sup>th</sup> Annual Summer Music and Arts Camp Directory**

Summer is just around the corner, and thousands of young music and arts students will be looking for places to hone their skills while having a good time. Thankfully, they will need to look no further than *La Scena Musicale's* **Annual Summer Music and Arts Camp Directory**. Now in its 17<sup>th</sup> year, the Directory serves as an invaluable resource to children and parents across the country. Over **50,000** of them read the Camps issue annually, making it the leading such guide in the nation.

This year's directory aims to be the most comprehensive: every Canadian music and arts camp will be listed for free.

The Camps Directory will be published in the February-March 2014 issue of *La Scena Musicale*.

In addition, the Camps Directory will get its own section on *La Scena Musicale's* award-winning website, [www.scena.org](http://www.scena.org), with links to the websites of the featured camps.

**Cost:** Registration for the Directory is free! Just fill out and return the attached form. To personalize a camp entry, a logo or an expanded listing can be added for a fee. Or, purchase an advertisement valued at \$500 or more and receive the logo free, and both the logo and expanded listing are free to purchases of advertising valued at \$1,000 or more. An advertising section for camps will be included in the Directory.

**Deadline for information and reservations: January 24, 2014.**

**Street date: January 31, 2014**

For reservations or more information, please contact:

**La Scena Musicale**

514-948-0509/ 514-656-3948

[guides@scena.org](mailto:guides@scena.org)

**WWW.SCENA.ORG**

## 17<sup>th</sup> Annual Summer Music Camp Directory

### REGISTRATION FORM

Camp name:

---

Address:

---



---

Website:

---

Camp dates:

---

Supplement your free listing with a description, logo, and/or an ad.

#### Sample Listing

*Tafelmusik*

**Tafelmusik Baroque Summer Institute**  
427 Bloor St W, Toronto, On M5S 1X7  
www.tafelmusik.org • June 7-20, 2011

**Tel** 416-964-9562 • **Fax** 416-964-2782  
**info@tafelmusik.org** • **Deadline:** March 24  
**Cost:** \$650-\$995 • **Scholarships:** Yes  
**Language:** English  
**Disciplines:** Vo, Fl, Ob, Ba, Tr, Hc, Vn, Va, Ce, Db, VdA, Lu, Con.  
**Description:** An intensive 14-day residency in baroque period performance with a focus on orchestral and choral performance.

*Spruce up your listing with your logo for only \$65!*

} \$25 / Free for Canadian camps

} Add an expanded description for only \$105!

An expanded description is free with the purchase of advertising valued at \$500 or more; the expanded description and the logo are free with the purchase of advertising valued at \$1,000 or more. An advertising section for camps will immediately follow the Directory. Please return the form by email at [guides@scena.org](mailto:guides@scena.org). Inscription is free, but must be received by **Jan. 24<sup>th</sup>**. Don't delay! For more information: 514-656-3948 or [guides@scena.org](mailto:guides@scena.org)

### OPTIONAL

LSM (Bilingual Edition) 22,500 copies

- ☐ Extended description \$105
- ☐ Add a photo or logo \$65
- ☐ Extended description + logo (special) \$150

Telephone:

Fax:

---

Email:

---

Application deadline:

---

Camp costs:

---

Are scholarships available?

---

Language(s) of instruction:

---

Instruments, ensembles and courses offered:

- |                                      |  |  |
|--------------------------------------|--|--|
| <input type="checkbox"/> Voice       | <input type="checkbox"/> Fiddle        | <input type="checkbox"/> Jazz            |
| <input type="checkbox"/> Flute       | <input type="checkbox"/> Harp          | <input type="checkbox"/> Blues           |
| <input type="checkbox"/> Piano       | <input type="checkbox"/> Organ         | <input type="checkbox"/> Early music     |
| <input type="checkbox"/> Recorder    | <input type="checkbox"/> Saxophone     | <input type="checkbox"/> World music     |
| <input type="checkbox"/> Trumpet     | <input type="checkbox"/> Clarinet      | <input type="checkbox"/> Other_____      |
| <input type="checkbox"/> Trombone    | <input type="checkbox"/> Bassoon       | <input type="checkbox"/> Theory          |
| <input type="checkbox"/> French horn | <input type="checkbox"/> Oboe          | <input type="checkbox"/> Conducting      |
| <input type="checkbox"/> Brass       | <input type="checkbox"/> Woodwinds     | <input type="checkbox"/> Improvisation   |
| <input type="checkbox"/> Violin      | <input type="checkbox"/> Percussion    | <input type="checkbox"/> Composition     |
| <input type="checkbox"/> Viola       | <input type="checkbox"/> Other_____    | <input type="checkbox"/> Musical theatre |
| <input type="checkbox"/> Cello       | <input type="checkbox"/> Orchestra     | <input type="checkbox"/> Dance           |
| <input type="checkbox"/> Bass        | <input type="checkbox"/> Choir         | <input type="checkbox"/> Sound tech.     |
| <input type="checkbox"/> Strings     | <input type="checkbox"/> Chamber music | <input type="checkbox"/> Other_____      |
| <input type="checkbox"/> Guitar      |  |  |

Important details and/or general camp description (50 words maximum, please email to [guides@scena.org](mailto:guides@scena.org))

Name:

---

Signature:

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**La Scena Musicale launches the 7th annual International Arts and Music Festival Guide**

*La Scena Musicale*, Canada's voice for Music and the Arts, is proud to announce the launch of its **7th Annual Guide to annual International Arts and Music Festivals**. This guide will be published in the April-May 2014 bilingual edition of LSM.

The magazines will offer over 100 000 readers throughout Canada a prelude to the international summer festival scene! Our annual guide covers international festivals in classical, jazz, world and folk music, theatre, dance and film festivals and arts exhibitions.

**Registration is FREE!** Please complete and verify the attached listing and email it back by March 14 to [guides@scena.org](mailto:guides@scena.org). Should you wish for better exposure, we offer:

- a short description of your festival (50 words) for \$160
- an extended description (100 words) for an extra \$100
- your logotype for \$105

**Reservation deadline for free listing:** March 14, 2014

**Deadlines for advertising:** March 21, 2014

**Release date:** March 28, 2014

**Sales Contacts**

[ads.scena.org](http://ads.scena.org)

514-948-0509 / 514-656-3948

[sales@scena.org](mailto:sales@scena.org)

**WWW.SCENA.ORG**

## 2014 International Festivals Guide

Name of Festival:

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Category (Music, Film, Dance, Theatre, Fine Arts):

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Dates of event (from yyyy-mm-dd to yyyy-mm-dd):

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City, region, country:

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Contact for public (website, telephone, email address):

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We would like to add our logo for \$105 CND: ☐ Yes ☐ No

**\*Please send your logo to graf@scena.org**

Description (see Additional Options above, fees apply):

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### Contact Information (for LSM)

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

**Contact our sales department at**

01-514-948-0509 / 01-514-656-3948

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