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**La Scena Musicale  
 NEW for 2011-2012**

**MORE COPIES, MORE CONTENTS**

**100% Content for 100% of Readers: Single Language Editions**

Beginning September 2011, *La Scena Musicale* will be published in separate English and French editions. The same great content will be available in Canada's official languages. This will allow:

- 100% of readers to access 100% of the content.

**100% More copies and Return to Quebec City and Ottawa**

Each of these editions will have a print run of 25,000 copies, effectively doubling our total print run to 50,000. In 2005, *La Scena Musicale* reduced its print run from 42,000 to 25,000 to apply for a Canada Council grant. As of September 2011, *La Scena Musicale* returns to Quebec City (5000 copies French) and the National Capital region (Ottawa-Gatineau, 5000 copies English), two markets generally served by our publication.

**NEW Editorial Focus**

*La Scena Musicale* will adopt a more national and international focus. The middle calendar section (16 pages) will continue to provide free concert listings in the Montreal, Quebec City, Ottawa-Gatineau and Elsewhere in Quebec regions, while expanding its concert picks section to the rest of the country.

**AD RATES AND PROMOTIONS**

Advertisers have an option to advertise in either the English or French editions.  
**Special Promotion:** Buy ad in one edition and get one at 50% off for the other!

**La Scena Musicale 15<sup>th</sup> Anniversary issue: September 2011**

Help LSM celebrate 15 years of promoting music and the arts. If you so wish, you may purchase an ad of congratulations.

- **Theme:** Fall Preview
- **Guides:** Canadian Classical Music and Arts Festivals
- Street date: September 2, 2011
- Ad Deadline: August 27, 2011 • Artwork: August 27, 2011
- Distribution: English and French Editions
- Target audience: non-professionals, student and working musicians, music and arts lovers

Contact: 514-948-0509 or [sales@lascena.org](mailto:sales@lascena.org)  
 Downloadable Media Kit: <http://ads.scena.org>

**Rates**

Colour	both	E/F
1 page	3750	2500
1/2 page	2045	1363
1/3 page	1434	956
1/4 page	1116	744
1/6 page	783	522
1/8 page	607	405
bus. card	499	333

**Black & White**

	both	E / F
1 page	2250	1500
½ page	1230	820
1/3 page	862	575
¼ page	670	447
1/6 page	471	314
1/8 page	364	243
bus. card	301	201
mini-card	163	109

**Frequency discounts:**

- 3x: 5%
- 6x: 10%
- 10x: 15%

**Also**

- 10% discount for arts groups

**Each Edition**

- 25,000 copies
- 50,000 readers
- 225,000 readings per month