

PRINT / IMPRIMÉE

Target Clients / Clientèle ciblée



La Scena Musicale (1996 -)

- Contents: classical music, opera, jazz, world
Contenu : musique classique, opéra, jazz, monde
- 10 x year/an
- 25,000 copies/exemplaires
- Paper: glossy colour & newsprint
Papier: glacé couleur et journal
- Binding: stapled / Reliure : brochée
- \$2268: colour glossy page rate / tarif une page couleur glacée
- \$1363: BW newsprint page rate / tarif une page noir et blanc journal

Distribution: Montréal, Québec

- 50,000 readers/lecteurs

Profile

- Music Lovers: affluent, educated, 35+
- Musicians: professionals, students, amateurs, parents

Profil

- Mélomanes: à l'aise, instruits, 35 ans+
- Musiciens: professionnels, étudiants, amateurs, parents



La SCENA (2007 -)

- Contents: music (including *La Scena Musicale*), dance, theatre, film, visual arts
Contenu : musique (incluant *La Scena Musicale*), danse, théâtre, film, arts visuels
- 4 x year/an
- 25,000 copies/exemplaires
- Paper: glossy colour & newsprint
Papier: glacé couleur et journal
- Binding: perfect / Reliure : allemande
- \$2268: colour glossy page rate / tarif une page couleur glacée
- \$1363: BW newsprint page rate / tarif une page noir et blanc journal

Distribution: Montréal, Québec

- 50,000 readers/lecteurs

Profile

- Arts & Music Lovers: affluent, highly educated, 35+
- Artists & Musicians: professionals, students, amateurs, parents

Profil

- Mélomanes: à l'aise, instruits, 35 ans+
- Artistes et musiciens: professionnels, étudiants, amateurs, parents



The Music Scene Ontario (2002 -)

- Contents: classical music, opera, jazz
Contenu : musique classique, opéra, jazz
- 3 x year/an
- 25,000 copies/exemplaires
- Paper: glossy colour & newsprint
Papier: glacé couleur et journal
- Binding: stapled / Reliure : brochée
- \$2268: colour glossy page rate / tarif une page couleur glacée
- \$1363: BW newsprint page rate / tarif une page noir et blanc journal

Distribution: Ontario (Toronto & Ottawa), Western Canada, •50,000 readers/lecteurs

Profile

- Music Lovers: affluent, educated, 35+
- Musicians: professionals, students, amateurs, parents

Profil

- Mélomanes: à l'aise, instruits, 35 ans+
- Musiciens: professionnels, étudiants, amateurs, parents

WEBSITE / SITE WEB



SCENA.org (1996 -)

- Contents: classical music, jazz
Contenu : musique classique, jazz
- Features: world news, reviews, The Lebrecht Weekly, Canadian Classical Music Calendar, blogs, Newswire, articles archive
- Sections : nouvelles, critiques, The Lebrecht Weekly, Calendrier canadien de la musique classique, blogues, fil de presse, anciens articles
- 7000 pages (HTML & ASP)
- \$30-40 CPM

Distribution: International

- English Pages en anglais: US, Canada, UK
- French Pages en français: France, Québec
- 180,000 visitors per month/visiteurs par mois

Profile

- Music Lovers
- Musicians, Arts administrators

Profil

- Mélomanes
- Musiciens, milieu musical

- **NEW IN 2008:** Arts pages
NOUVEAU EN 2008 :
pages sur les arts

La SCENA

A BOLD new voice on Quebec's cultural stage!

August 31 marks the appearance of the new and exciting magazine, *La Scena*. From the team that brings you the award-winning *La Scena Musicale* and website www.scena.org, as well as *The Music Scene Ontario* and *The Music Scene West*, La Scène Musicale (LSM) presents a ground-breaking magazine for all lovers of arts and culture.

CONTENT

La Scena will be the only magazine of its kind in Montreal completely devoted to promoting Quebec's dynamic arts and culture scene. Critical reviews, previews, interviews, in-depth articles and a comprehensive events calendar will contribute to an overview that is as informative as it is entertaining. A bilingual magazine with over 100 pages of perfectly bound 4-colour glossy and newsprint, *La Scena* will be published quarterly (September, December, March and June) and will cover the spectrum of Quebec's arts world - * **Music** (*La Scena Musicale* will be included as an insert magazine) * **Dance** * **Theatre** * **Cinema** * **Visual Arts** * **Museums** * **Festivals**. National and international topics of interest will also be featured.

DISTRIBUTION

La Scena will be available throughout the Montreal regions at:

- music and arts schools
- newsstands across the province of Quebec (retail price: \$5.35) and through paid subscriptions
- targeted affluent residential areas including Montreal suburbs of Outremont and Westmount
- 25,000 copies of the inaugural issue!

READERSHIP

La Scena will build on the established readership of its sister magazine, *La Scena Musicale*, of which 76% are aged 40 and over, 92% are college-educated, 20% are artists and an additional 26% are amateur artists.

Reflective of its target audience, *La Scena* will cover both the French and English cultural scenes.

With its comprehensive 3-month cultural calendar, 50,000 readers are expected to consult each copy of *La Scena* 13.5 times totaling 700,000 readings per issue.

In September, *La Scena* makes its debut just in time for back-to-school. The Fall 2007 issue will feature a preview of the season's cultural events, comprehensive guides to art teachers, choirs, craftsmen and retailers, season subscriptions and competitions.

La Scena will be published by La Scène Musicale (LSM), a non-profit organization dedicated to the promotion of the arts. A major force in Canadian arts publishing since its inception in 1996, LSM and its website has won awards and accolades. *La Scena* will be led by LSM's founder, Wah Keung Chan, who was recently awarded Honorable Mention in the Arts and Entertainment Category of the 2006 National Magazine Awards.



“ Our goal is to continue promoting the love of culture and nurturing our readers' passion for the arts through excellence in writing and design. ”

- Wah Keung Chan,
La Scena founding editor and publisher

QUICK FACTS

- 25,000 copies
- 50,000 readers
- 700,000 readings
- colour page rate: \$2268

Expand your world through *La Scena*!!!

For more information and to discuss advertising opportunities, contact us (514-948-0509) or visit www.scena.org.



FROM THE TEAM WHO BRINGS YOU
La Scena Musicale & the music Scene

La
SCENA

THE NEW MAGAZINE ON ARTS AND CULTURE IN QUEBEC

CONTENTS

- La Scena Musicale: Classical Music, Jazz & World Music
- Dance
- Visual Arts
- Theater
- Film
- Museums
- And more...

DISTRIBUTION

25,000 Copies

● **24,000** in Montreal

● **1,000** in Quebec City

OF PAGES

84+

PAPER

Full-Colour Glossy and Newsprint

FREQUENCY 4 TIMES PER YEAR

- **Fall** : August 31
Deadline : August 20
- **Spring** : March 1st
Deadline : February 18
- **Winter** : December 1st
Deadline : November 20
- **Summer** : June 1st
Deadline : May 20

ADVERTISING RATES

	COLOUR	B&W
Inside front	\$ 3 360	
Inside back	\$ 3 150	
Outside back	\$ 3 675	
Double page	\$ 4 159	\$ 2 501
1 page	\$ 2 268	\$ 1 363
2/3 page	\$ 1 590	\$ 956
1/2 page	\$ 1 236	\$ 743
1/2 page island	\$ 1 421	\$ 854
1/3 page	\$ 867	\$ 521
1/4 page	\$ 674	\$ 405
1/6 page	\$ 473	\$ 284
1/8 page	\$ 367	\$ 221
Business card	\$ 302	\$ 181
Mini-card	\$ 164	\$ 99
Calendar Photo		\$ 75

1 page	2/3 page	1/2 page	1/3 page
\$ 2 268 colour	\$ 1 590 colour	\$ 1 236 colour	\$ 867 colour
\$ 1 363 black & white	\$ 956 black & white	\$ 743 black & white	\$ 521 black & white
		(horizontal or vertical)	(horizontal, vertical or square)
1/4 page	1/6 page	1/8 page	business card
\$ 674 colour	\$ 473 colour	\$ 367 colour	\$ 302 colour
\$ 405 black & white	\$ 284 black & white	\$ 221 black & white	\$ 181 black & white
		(horizontal, vertical or square)	

Taxes not included
 For specific placement add 15%

INFORMATION

sales@scena.org 514-948-0509 (office) 514-274-9456 (fax)

At the heart of music

A PASSION FOR MUSIC!

La Scena Musicale and its English counterpart, *The Music Scene*, are the most important classical music magazines in Quebec and Canada.

Studies on the readership of *La Scena Musicale* have revealed an interesting profile of readers that include:

Music lovers aged 40 years + (68.4%)

Musicians (46%)



One magazine for classical music

La Scena Musicale is the only classical music and jazz magazine in the province of Quebec. Since 1996, music lovers and musicians have been turning to the pages of *LSM* for their music news.

Over the last five years, *LSM's* team has acquired collaborators from all over Canada in order to strengthen and promote *The Music Scene*, Canada's most important classical music magazine.

LSM's Mission

The promotion of classical music, jazz and world music in the province of Quebec and in Canada. To achieve this, the team publishes two magazines and an enormously resourceful Web site in order to help promoters and musicians publicize their concerts and recordings.

Support of concerts Support of recordings

Keeping readers informed and educated by committing 60% of all space to in-depth articles and news on music and musicians.

Organizing activities that bring musicians and readers together.

11 years of LSM

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 launch of the classical music magazine *The Music Scene*.

May 2000 — The magazine *Le Monde* gives four stars on 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.

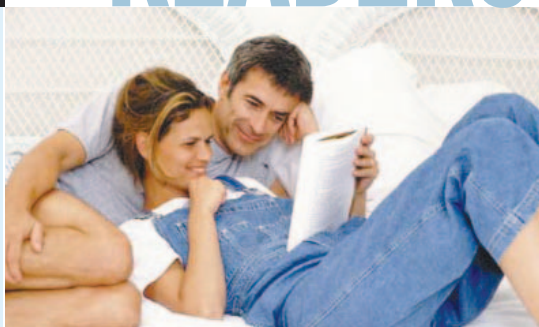
1996 — First issue of *La Scena Vocale*, printed as a newsletter offering news on Montreal's vocal scene.

READERS' PROFILE

A PASSION FOR MUSIC

La Scena Musicale and its English version, *The Music Scene*, are the most respected classical music magazines in Quebec and in Canada. Studies on the readership of *La Scena Musicale* have revealed two principal categories of readers:

Music lovers aged 40 years + (68.4%) and **Musicians** (46%)



Music Lovers 40 years + (34,200 readers: 68.4%)

They are older, better educated, and more financially stable than the average. Anyone who has attended symphonic concerts or opera knows who this group is. Often, their children have left home and they have time and money to spend on their hobbies and interests.

This is why they not only attend the concert, but also buy the CD and the DVD. They are prepared to upgrade their sound systems to high fidelity if this will improve the quality of their audio experience. Comfort and health become imperative. They read *La Scena Musicale* to choose their next concert experience, read CD reviews, and to get the latest news in the classical music world.



Musicians (10,000 readers: 20%)

For musicians, musical expression is a lifestyle. Some make a career of it while others progress along this path by taking music-related studies. They fall into all age groups and can be divided into two categories: music students and professional musicians. They read *La Scena Musicale* to find out the latest news in the classical music world, and also to pick out concerts to attend as well as CDs to add to their collections.

Amateur Musicians Music for the love of it (13,000 readers: 26%)

Besides professionals, 13 000 of our readers are music lovers who play just for fun, either in choirs, musical groups, or at home.

Statistics:

	Music Lovers	Musicians	Amateur Musicians
Economic profile	60.5% own homes 73.9% own cars (17% own > 1 car) Family Income: 53% over \$50 000 13% over \$100 000 43% parents, 22.3% parents of musicians	46% own homes 49% own cars Family Income: 48% over \$50 000 ■ 12% over \$100 000 43% parents, 22.3% parents of musicians	55% own homes 78% own cars Family Income: 48% over \$50 000 ■ 12% over \$100 000 43% parents, 22.3% parents of musicians
Profession	management ■ professionnels ■ employees retirees ■ others	management ■ professionnels ■ employees ■ students ■ others	management ■ professionnels ■ employees ■ students ■ others
Education	92% college and university	95% college and university	91% college and university
Consumption	2.7 CDs/month ■ 2 concerts/month 78% eye glasses ■ 44% arts & crafts 58% travel ■ 41% fine dining 4.7 visits to restaurants/month ■ 42% wine	3.2 CD/month ■ 3 concerts/month 78% eye glasses ■ 44% arts & crafts 64% travel ■ 44% fine dining 4.7 visits to restaurants/month ■ 23% wine	3.2 CD/month ■ 3 concerts/month 78% eye glasses ■ 44% arts & crafts 66% travel ■ 44% fine dining 4.7 visits to restaurants/month ■ 36% wine
Musical interests	79% orchestral 76% chamber music 66% opera 60% musique ancienne 45% world music and jazz 34% contemporary	83% chamber music 81% orchestral 65% opera 56% world music and jazz 52% musique ancienne 46% contemporary	81% orchestral 78% chamber music 63% musique ancienne 60% world music and jazz 52% opera 35% contemporary
Cultural interests	88% film ■ 87% books ■ 86% museums 68% theatre ■ 28% dance	88% film ■ 83% books ■ 75% museums ■ 51% theatre ■ 26% dance	91% film ■ 86% books ■ 87% museums ■ 64% theatre ■ 22% dance

ADVERTISING RATES

July 2007 to June 2008

GENERAL SALES INQUIRIES

Wah Keung Chan
(514) 274-1128
wkchan@scena.org

(514) 948-2520
sales@scena.org
fax: (514) 274-9456

SALES REPS

Mario Felton-Coletti
(514) 948-0509
mario@scena.org
Music software; legal
professionals; furniture and design;
French theatre; luthiers

Mélanie Tétreault-Friend
(514) 656-3948
melaniefriend@scena.org

Gregory Cerallo
(514) 656-3947
gcerallo@scena.org

PRODUCTION & DESIGN

Bruno Dubois
(514) 948-0019
graf@scena.org

11 years of production
10 issues per year
50,000 readers per issue
25,000 copies per month
225,000 readings per month

Insertions:	1 x	3 x	6 x	10 x
	Savings	5%	10%	15%
Colour Glossy				
Inside front (2 nd)	3360	3192	3024	2856
Inside back (3 rd)	3150	2992	2835	2677
Outside back (4 th)	3675	3491	3307	3123
1 page	2268	2154	2041	1927
2/3 page	1590	1510	1431	1351
1/2 page	1236	1174	1112	1050
1/2 page Island	1421	1349	1278	1207
1/3 page	867	823	780	736
1/4 page	674	640	606	572
1/6 page	473	449	425	402
1/8 page	367	348	330	311
BC / carte d'affairs	302	286	271	256
mini-card	164	155	147	139
double page	4159	3951	3743	3535
B/W Calender				
1 page	1363	1294	1226	1158
2/3 page	956	908	860	812
1/2 page	743	705	668	631
1/2 page Island	854	811	768	725
1/3 page	521	494	468	442
1/4 page	405	384	364	344
1/6 page	284	269	255	241
1/8 page	221	209	198	187
BC / carte d'affairs	181	171	162	153
mini-card	99	94	89	84
calendar photo	75	70	65	60
double page	2501	2375	2250	2125

**Receive an
Extra 3%
Discount
with
advanced
payment**

} new formats

Arts organizations discount: - 10%
Specific placement: +15%

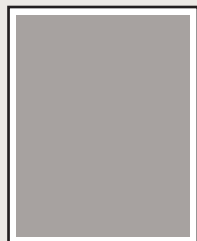
Advertising in *La Scena Musicale* means:

- Appearing in the largest and most important classical music magazine in Quebec
- Reaching 50 000 dedicated readers
- Maximum visibility: our comprehensive concert listings ensure repeated consultation.
- Choice: sophisticated four-colour process glossy pages, or newsprint calender section, along with the option for specific placement.
- Being in good company: our well-known writers have established a loyal readership.
- Check out our new sections: hi-fi audio, instruments, education, musician's corner, concert listings, visual arts, world music, and jazz.

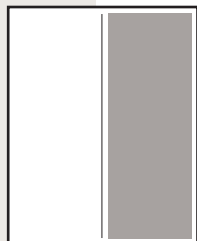
TECHNICAL SPECIFICATIONS

Trim Size	8" x 10.625"
Language	La Scena Musicale (bilingual)
Paper	Cover and Interior pages: glossy ■ Calender: Newsprint
Printing type	web press
Binding	stapled
Halftone Screen	newsprint: 100 lpi ■ glossy: 133 lpi
Art: Acceptable file formats	QuarkXpress including fonts and images (version 5), EPS (Illustrator version 9), (Stuffit), TIFF (include printed proof)
FTP address	Host: ftp.scena.org ■ Login: public ■ Password: public
Production department	(514) 948-0019 or graf@scena.org 5409 Waverly, Montreal (Quebec) H2T 2X8

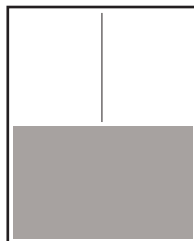
DIMENSIONS



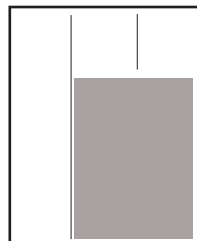
1 page
7.375" x 9.75"
8.375" x 10.875"
(bleed)



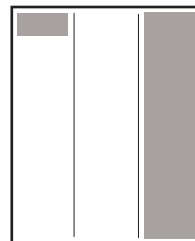
1/2 vertical
3.625" x 9.75"



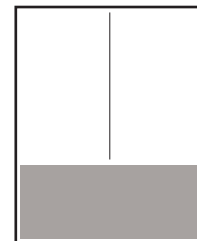
1/2 horizontal
7.375" x 4.875"



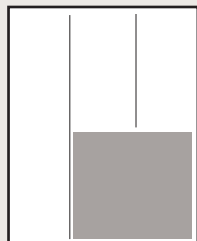
1/2 (+10%)
4.875" x 7.375"



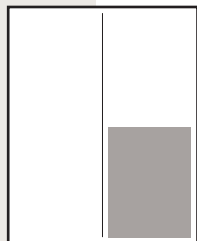
1/3 vertical
2.347" x 9.75"



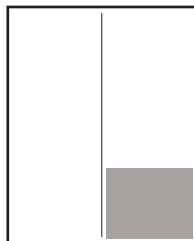
1/3 horizontal
7.375" x 3.165"



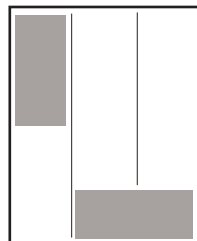
1/3 square



1/4 vertical
3.625" x 4.85"



1/6 square
3.625" x 3.165"



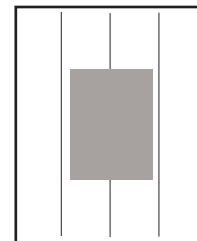
1/6 vertical
2.347" x 4.85"

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 center (+50%)
3.625" x 4.85"

Mini card

2.347" x 1.375"

DISTRIBUTION

DISTRIBUTION STRATEGY

Part of the success of *La Scena Musicale* lies in its strategy of distribution to the right readership.

Some of our distribution partners:

Musical groups

- Opéra de Montréal
- Canadian Opera Company
- Victoria Symphony Orchestra

International Events

- Festival de Lanaudière
- Festival de musique de chambre de Montréal
- Ottawa Music Chamber Festival
- Concours Musical International de Montréal

Education

- Universities and music schools
- Fédération des associations de musiciens-éducateurs du Québec

"97% of distributed magazines are picked up, and every month we study the return rate of each distribution point in order to evaluate its function with respect to our target readership."

- **Kali Halapua**
Distribution Manager



Reaching Music Lovers (40 000 readers)

La Scena Musicale reaches music lovers principally through venues that cater to the musical and cultural consumer (record stores, book stores, libraries, concert halls, cultural and community centres, and other artistic venues).

- Also: - Postal distribution to subscribers
- Copies handed out at concerts and by music groups among their members

Reaching Musicians and the Musical Community (10 000 readers)

La Scena Musicale reaches musicians directly and principally where music is taught (music schools and teachers, stores selling instruments, orchestras, and choirs).

Also: Postal distribution to orchestral musicians and music educators.

La Scena Musicale

25 000 copies:

Mail: 1 000

Newsstand: 1 000

Distribution points: 23 000

Our distribution:

Greater Montreal Area: 22 000

Newsstand Sales: 1 000

Subscriptions: 1 000

Music Schools: 600

Record Stores across Canada: 400

Calendrier de Production CALENDAR 2007-2008

LA SCENA MUSICALE

25 000 copies • Montréal, Québec

* Septembre 2007 September

Thèmes : Education, La Rentrée / Education, Back to School, Fall Preview

Sortie / Appearance : 2007-08-31

Date de tombée publicitaire / Ad Deadline : 2007-08-22

Maquettes / Artwork : 2007-08-24

Octobre 2007 October

Guides : Foreign Higher Education Guide, Competition Guide

Sortie / Appearance : 2007-09-28

Date de tombée publicitaire / Ad Deadline : 2007-09-18

Maquettes / Artwork : 2007-09-19

Novembre 2007 November

Thèmes : Canadian Higher Education Guide

Sortie / Appearance : 2007-10-31

Date de tombée publicitaire / Ad Deadline : 2007-10-22

Maquettes / Artwork : 2007-10-24

* Décembre 2007-Janvier 2008 / December - January

Thèmes : Philanthropy Guide / philanthropie

Sortie / Appearance : 2007-11-30

Date de tombée publicitaire / Ad Deadline : 2007-11-21

Maquettes / Artwork : 2007-11-22

Février 2008 February

Thèmes : L'amour / Love • Guide : Elementary & Secondary Education /
Éducation primaire et secondaire

Sortie / Appearance : 2008-01-31

Date de tombée publicitaire / Ad Deadline : 2008-01-24

Maquettes / Artwork : 2008-01-25

Mars 2008 March

Thèmes : Camps d'été / Summer Music & Arts camps

Sortie / Appearance : 2008-02-29

Date de tombée publicitaire / Ad Deadline : 2008-02-22

Maquettes / Artwork : 2008-02-22

* Avril 2008 April

Thèmes : Carrières / Careers • Guides: International Arts Festivals / Festivals
d'arts internationaux; 2007-2008 Season Subscriptions / Abonnements

Sortie / Appearance : 2008-04-02

Date de tombée publicitaire / Ad Deadline : 2008-03-19

Maquettes / Artwork : 2008-03-20

Mai 2008 May -

numéro nationale / National Issue (50 000 copies)

Thèmes : Jazz, World and Folk Music Festivals / Festivals de jazz, folk, et
musique du monde

Sortie / Appearance : 2008-05-01 • Date de tombée publicitaire / Ad

Deadline : 2008-04-21 • Maquettes / Artwork : 2008-04-22

* Juin 2008 June -

numéro nationale / National Issue (50 000 copies)

Thèmes : Festivals d'été II / Summer Classical Music Festivals

Sortie / Appearance : 2008-05-30

Date de tombée publicitaire / Ad Deadline : 2008-05-19

Maquettes / Artwork : 2008-05-20

Juillet-août 2008 July-August

Thèmes : Competitions / Concours

Sortie / Appearance : 2008-07-02

Date de tombée publicitaire / Ad Deadline : 2008-06-16

Maquettes / Artwork : 2008-06-18

* Fera partie de La SCENA Inserted in La SCENA

LA SCENA

25 000 copies • Montréal, Québec

Automne 2007 Fall

Thèmes : Education, La Rentrée / Education, Back to School, Fall Preview

Sortie / Appearance : 2007-08-31

Date de tombée publicitaire / Ad Deadline : 2007-08-22

Maquettes / Artwork : 2007-08-24

Hiver 2008 Winter

Thèmes : Philanthropy Guide / Guide de philanthropie

Sortie / Appearance : 2007-11-30

Date de tombée publicitaire / Ad Deadline : 2007-11-21

Maquettes / Artwork : 2007-11-22

Printemps 2008 Spring

Thèmes : Carrières / Careers

Guides: International Arts Festivals / Festivals d'arts internationaux; 2007-
2008 Season Subscriptions / Abonnements

Sortie / Appearance : 2008-04-02

Date de tombée publicitaire / Ad Deadline : 2008-03-19

Maquettes / Artwork : 2008-03-20

Été 2008 Summer -

numéro nationale / National Issue (50 000 copies)

Thèmes : Festivals d'été national / National Summer Arts Festivals

Sortie / Appearance : 2008-05-30

Date de tombée publicitaire / Ad Deadline : 2008-05-19

Maquettes / Artwork : 2008-05-20

THE MUSIC SCENE ONTARIO

25 000 copies • Ontario (Ottawa, Toronto), Western Canada

Winter 2008 Hiver

Thèmes : Canadian Higher Education Guide

Sortie / Appearance : 2007-10-31

Date de tombée publicitaire / Ad Deadline : 2007-10-22

Maquettes / Artwork : 2007-10-24

Printemps 2008 Spring

Guides : Camps d'été musical / Summer Music camps • International Arts
Festivals / Festivals internationaux

Sortie / Appearance : 2008-03-17

Date de tombée publicitaire / Ad Deadline : 2008-03-05

Maquettes / Artwork : 2008-03-07

INFORMATION

514 948.2520 • sales@scena.org • http://ads.scena.org