

## SPECIAL JAZZ ISSUE

### ADVERTISING ADVANTAGES

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

- **Prestige:** appear in the most widely-distributed jazz and classical music magazine in Canada
- **Reach:** over 100 000 dedicated readers across Canada
- **Good company:** our well-known writers and reviewers have established a loyal readership
- **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

**Advertising deadline**  
**April 22, 2008**

*"Canadian jazz festivals have been perennial sunflowers in the country's blossoming musical landscape. Our magazines have recognized this by profiling festivals across the country, showcasing in-depth articles and by publishing 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


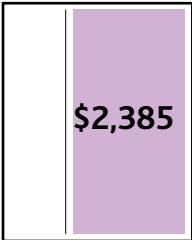
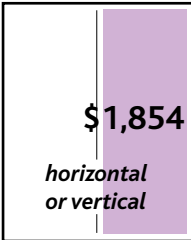
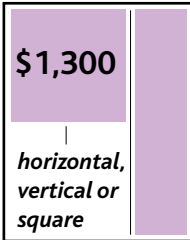
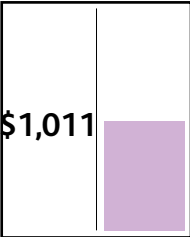
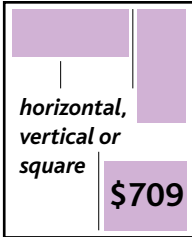
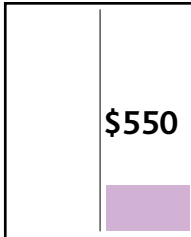
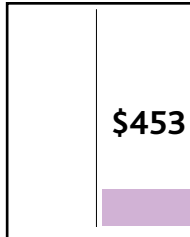
Canada's most important jazz and classical music magazine, *La Scena Musicale*, will feature jazz up-front and center in its May 2008 issue. Last year featured the most emblematic instrument of jazz: the tenor saxophone. For this year we have a Big Band special in store... past, present and future!

### The festival spirit

From St. John's to Victoria, this country perks up with the sound of jazz music. The Canadian National Jazz Fest Guide, by far the most authoritative listing of summer jazz events in the country, will present readers with over 40 jazz festivals, over 70 folk and world music festivals, and complementary feature articles covering all genres.

## ADVERTISING RATES

**Colour** four-colours on glossy

	Inside front	Inside back	Outside back	Double page
	\$5,040	\$4,725	\$5,512	\$6,238
				
1 page	2/3 page	1/2 page	1/3 page	
\$3,402	\$2,385	\$1,854	\$1,300	
		horizontal or vertical	horizontal, vertical or square	
				
1/4 page	1/6 page	1/8 page	business card	
\$1,011	\$709	\$550	\$453	

**Black & White**

1 page	\$2,044
2/3 page	\$1,434
1/2 page	\$1,114
1/3 page	\$781
1/4 page	\$607
1/6 page	\$426
1/8 page	\$331
double page	\$3,751

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

### Nationwide Distribution

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

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 promotions