The Music Scene 2012 Media Kit
Three Issues in 2011-12 focused on Education and Festivals serving Southern Ontario (Toronto and area) and Western Canada.

**Content:** Southern Ontario content plus highlights from La Scena Musicale’s new English Edition.

**NOTE:** The Ottawa-Gatineau region is now served monthly by La Scena Musicale’s new English Edition.

### TMS Fall 2011
- **Theme:** Higher Music Education
- **Appearance:** November 4, 2011
- **Ad Deadline:** October 28, 2011 • Artwork: October 28 or October 31 at noon.
- **Distribution:** 15,000 copies: Southern Ontario (12,000 copies), Music Schools (3000 copies)
- **Target audience:** amateur, student and professional musicians, music and arts lovers

### TMS Winter/Spring 2012
- **Theme:** Summer Camps and International Music Festivals
- **Appearance:** March 8, 2012
- **Ad Deadline:** February 29, 2012 • Artwork: March 2, 2012
- **Distribution:** 15,000 copies: Southern Ontario (12,000 copies), Music Schools (3000 copies)
- **Target audience:** amateur, student and professional musicians, music and arts lovers

### TMS Summer Jazz & Classical 2012
- **Theme:** Annual Jazz National Issue & Annual Classical Music and Arts Festivals National Issue
- **Guides:** Canadian Jazz, World and Folk Festivals and International Jazz Festivals
- **Guides:** Canadian Classical Music and Arts Festivals
- **Appearance:** June 7, 2012
- **Ad Deadline:** May 27, 2012 • Artwork: May 27, 2012
- **Distribution:** 15,000 copies: Southern Ontario (12,000 copies), Music Schools (3000 copies)
- **Target audience:** amateur, student and professional musicians, music and arts lovers

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