

# 2024-2025



### **About MusicalQ**

Musica IQ is the premier destination for music education and scholarship, engaging a global community of music educators, scholars, students, and enthusiasts. Our platform offers an unparalleled opportunity for advertisers to connect with a highly engaged audience passionate about music.

#### **Music Industry Insights & Audience Engagement**

The music industry continues to evolve, with digital platforms playing a crucial role in how people discover, learn about, and engage with music. Music education and scholarship are at the heart of this transformation, driving interest and consumption among a diverse audience.

- Rising Demand: There's a growing appetite for quality music content, from educational articles and tutorials to in-depth analyses and industry insights.
- Digital Dominance: Online platforms have become the primary source for music education, with users seeking out reputable sources for reliable information.

#### **About Our Audience**

DISTRIBUTION

ONLINE MONTHLY **RFADFRS** 

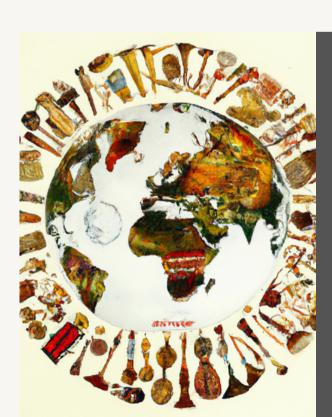
AGE RANGE:

MEDIAN INCOME

**50K** 

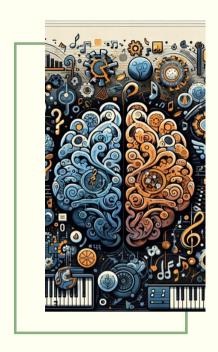
11K

20-58 \$70K



## Why Musica

Musica IQ offers advertisers a direct channel to a passionate and engaged audience in the music sector. Our diverse content and advertising solutions ensure your brand is seen and remembered.



#### **Advertising Opportunities**

Musica IQ offers a variety of advertising formats to suit your brand's needs, ensuring visibility and engagement within our music-focused community.

### **Quarterly Magazine Advertising (per issue)**

- **2-Page Spread**: \$2,235 (1-2 issues), \$2,015 (3-4 issues)
- Cover IV (Back Cover): \$1,675 (1-2 issues), \$1,615 (3-4 issues)
- Cover II (Inside Front): \$1,600 (1-2 issues), \$1,525 (3-4 issues)
- Cover III (Inside Back): \$1,515 (1-2 issues), \$1,445 (3-4 issues)
- Full Page: \$1,430 (1-2 issues), \$1,370 (3-4 issues)
- 2/3 Page: \$935 (1-2 issues), \$885 (3-4 issues)
- **1/2 Page**: \$685 (1-2 issues), \$540 (3-4 issues)
- 1/3 Page: \$595 (1-2 issues), \$470 (3-4 issues)
- 1/4 Page: \$425 (1-2 issues), \$400 (3-4 issues)
- **1/6 Page**: \$385 (1-2 issues), \$365 (3-4 issues)
- **2 Col. In.**: \$220 (1-2 issues), \$210 (3-4 issues)
- 1 Col. In.: \$ 195 (1-2 issues), \$ 190 (3-4 issues)

**Guaranteed position** Add 10% of the space rate. Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.

**Four-color rates** are included in the advertising rate.

**Rates** are based on the provision that all mechanical requirements have been met.

**Additional charges** for creating or making necessary alteration to artwork will be billed to the advertiser at a rate of \$50 per hour. Minimum charge of 1 (one) hour.

#### **Frequency Rates**

Discounts are determined by the number of insertions contracted for and used within a 12-month period. Discounts for multiple insertions will be given when an advertiser has placed ads in 4 consecutive issues. Multiple ads within a single issue are considered as a single insertion for volume discount purposes.

If the number of insertions completed within a 12-month period is different from what was initially contracted for, billing for short rates will be issued to the advertiser.

If insertions differ in size in a multiple-insertion contract, the smallest ad may not be less than half the size of the largest ad.

#### **Publication Dates and Deadlines**

Issue Date	Reservation/Artwork Deadline
September	July 15
December	October 15
March	January 15
June	April 15



#### **Website Banner Ads**

Placement	Monthly Rate	<b>Quarterly Rate</b>	Yearly Rate
Leaderboard	\$350	\$800	\$2,800
Sidebar	\$200	\$550	\$1,800

#### **Newsletter Ads**

Туре	Monthly Rate	<b>Quarterly Rate</b>	Yearly Rate
Featured Spot	\$250	\$450	\$1,400
Standard Spot	<b>\$150</b>	\$350	\$ 950

#### **Event Sponsorship**

Single Event: \$5,000 - \$10,000 (Varies by event scale and exclusivity)
Annual Conference Booklet Package: custom/ Ad spaces/ Sponsored Workshops

#### **Custom Packages**

Tailored advertising solutions combining magazine ads, website and newsletter placements, event sponsorships, and more to meet your specific goals.

#### **Contact**

To advertise with us, please get in touch with: Yvonne Butler (Account Representative) Email: ybutler@musicaiq.com or Noemi Bekteshi (Complaints Officer) Email: noemi.bekteshi@musicaiq.com