



2024-
2025

**MEDIA
KIT**



**MAGAZINE &
EVENTS**

About MusicaIQ

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

50K

ONLINE MONTHLY
READERS

11K

AGE RANGE:

20-58

MEDIAN INCOME

\$70K



Why Musica IQ?

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	Quarterly Rate	Yearly Rate
Leaderboard	\$350	\$800	\$2,800
Sidebar	\$200	\$550	\$1,800

Newsletter Ads

Type	Monthly Rate	Quarterly Rate	Yearly Rate
Featured Spot	\$250	\$450	\$1,400
Standard Spot	\$150	\$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