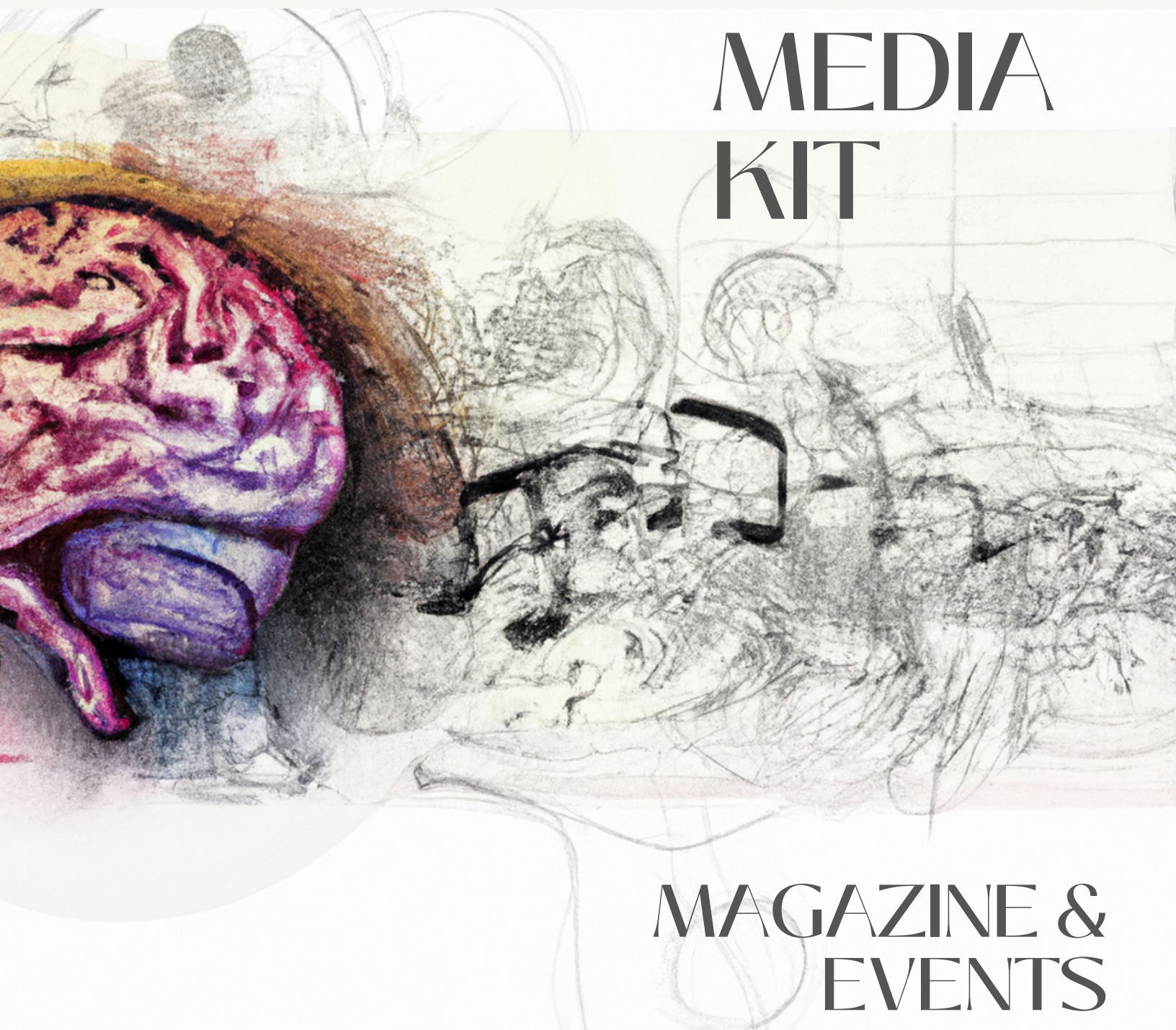




2025-  
2026

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)

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**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 31                      |
| December   | October 30                   |
| March      | January 30                   |
| June       | April 30                     |



## 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:

Account Representative Email: [advertising@musicaiq.com](mailto:advertising@musicaiq.com)