

2017 Media Kit

CLASSICAL SINGER

Auditions ^{plus+}



CLASSICAL SINGER magazine



Classical Singer magazine began in 1988 as *The New York Opera Newsletter*. For years it provided in-depth insights about the New York opera scene to its subscribers. But interest in the newsletter grew rapidly and the demand for more information by opera and classical singers from around the world stimulated a transformation. *Classical Singer* magazine was thus born out of demand from classical singers.

In 2011 Classical Singer launched its own auditions website, AuditionsPlus.com <<http://AuditionsPlus.com>> , to feature opportunities for all types of singers—classical, musical theatre, jazz, and more. Auditions Plus includes auditions, competitions, summer programs, university programs, young artist programs, and singer profiles. It has quickly become a vital source for singers and teachers as they look for paid jobs, volunteer positions, and training opportunities.

Today, Classical Singer is the premier magazine and website for singers of all levels and all styles. It's not just a magazine and a website—it's the leader of the movement to expand the dramatic vocal talents for the enjoyment of people everywhere. In doing so, we not only allow people to enjoy the benefits of magnificent music, but expand the horizons for our readers to give them more places to perform.

Welcome to Classical Singer and Auditions Plus. It's more than a magazine and website; it's a movement.

My students eagerly await each new issue of your wonderful magazine. It is a valuable source of practical, feet-on-the-ground information about both the profession and the Art form. I am especially pleased about your categorizing the auditions according to level of experience and ability of the singer.
—Glenda Maurice, Mezzo-Soprano, Professor of Voice

Classical Singer Reader Demographics



Circulation

4,000 subscribers

15,000 readership rate

Who are our Readers?*

Professional Singers	72%
Private Voice Teachers	49%
Emerging Professionals	41%
Students	23%
Music Educator's	16%
Vocal Coaches	8%
Choral Teachers	8%

*Percentages add to more than 100% as readers fit into multiple categories

Gender

Female	77%
Male	23%

Age

<17	4%
18-25	21%
26-30	15%
31-35	13%
36-40	8%
41-50	17%
50 +	22%

Distribution

East	50%
West	25%
Midwest and Canada	25%

Web

ClassicalSinger.com and AuditionsPlus.com average a combined 25,000 visitors and more than 150,000 page views a month.

Classical Singer Reader Demographics cont.

I highly recommend *Classical Singer*. The information it includes is highly valuable to singers. I myself enjoy reading it.
—Marilyn Horne,
Mezzo-Soprano

Education

High School	9%
Under Grad	28%
Grad	49%
Doctorate	12%
Artist Diploma	3%

Household Income

\$0-\$40,000	34%
\$40,000-\$60,000	21%
\$60,000-\$100,000	25%
\$100,000+	20%

Home Ownership

Yes	48%
No	52%

Marital Status*

Single	51%
Married	47%

*Some survey participants chose to leave this answer blank



Classical Singer Advertising Opportunities



Classical Singer magazine

10 issues filled with invaluable articles for all singers—from seasoned professionals to novice performers, from teacher and coach to student.

Every issue also includes the popular Auditions and Competitions listings within the Opportunities Section. This section is filled with more than 300 listings a month that serve as a lifeline for singers and teachers as they look for new performance and teaching opportunities.

Inserts

Advertisers can run an insert in any issue of the magazine. The advertiser is responsible to send the printed materials to the printer and Classical Singer will include it in any specified issue.

Classical Singer Convention

Each year more than 1,000 singers, teachers and parents participate in the annual Classical Singer Convention and Competition which include the University and High School vocal competitions. Advertising opportunities include print ads in the Convention program, sponsorship opportunities with the competitions, and exhibiting options at the Convention and College Expo recruiting fair. Find more details online at www.classicalsinger.com/convention. Contact us for rates and specific dates.



Classical Singer Advertising Opportunities cont.



ClassicalSinger.com and AuditionsPlus.com

Ads are displayed on both ClassicalSinger.com and AuditionsPlus.com. The combined sites average more than 150,000 page views a month and 20,000 unique visitors. Singers of all genres, types, and levels visit the sites to read articles and blogs, search for auditions and competitions, and track their next singing opportunities.

AuditionsPlus.com houses the Auditions, Competitions, Summer Programs, University Programs, and Young Artist Programs directories. Thousands of listings are updated each year so singers and teachers are constantly coming back to the site for fresh new content. Auditions Plus also includes the Business, Music, & More Blog, Singer Profiles, and the search, save, and track features for listings.

ClassicalSinger.com contains the current month of the magazine, the CS Archives with more than 20 years of back issues, the Voice Teacher and Coach & Accompanist directories, and all event details and registration pages for the CS Vocal Competition, Convention, and other CS events.

Sponsored E-mail

Advertisers can reach 45,000 singers and teachers with a sponsored email. The sponsored email can be plain text or HTML with active links and images.

Audition & Competition Alert E-mail

Nightly Auditions Plus Alerts are sent out to more than 6,000 subscribers with the newest audition and competition listings. These alerts are the primary reason singers and teachers pay for a web subscription as they are vital to active singers. Advertisers can get their logo and banner ad included in this email, which will link to the url of their choice, on a weekly or monthly basis.

Sponsored Facebook Post

Classical Singer and Auditions Plus have a combined audience of over 40,000 singers which you can reach with a Sponsored Post. There is a fifty word maximum on the post and a one image limit.



Classical Singer Advertising Rates

Print Advertising Rates (per month)

Size	1x	3x	6x	10x
Full Page	\$1,495	\$1,345	\$1,195	\$1,045
Jr. Page	\$895	\$795	\$715	\$625
Half Page	\$695	\$625	\$555	\$495
Third Page	\$455	\$410	\$365	\$325
Quarter Page	\$355	\$320	\$285	\$245
Sixth Page	\$275	\$245	\$220	\$195
Eight Page	\$195	\$180	\$165	\$145
Inserts	\$995	\$895	\$805	\$725

- Covers: Inside front: \$2,095, Inside back: \$1,890, Back: \$1,945
- Covers are 4-color only (color fee already included in space rate)
- Color Fees: Ad Price + 10%
- Design Fees: \$60 per hour (min. 1 hour)
- Insert artwork is the responsibility of the advertiser to get to the printer prior to the print deadline.

Pre-Pay: Full payment for the ad or an authorized Purchase Order is required 40 days before publication. All sales are final. All major credit cards are accepted. Please contact our office for any alternate payment arrangements.

Web Advertising Rates

Size	1x	2x	3x	4x
Small Block	\$250	\$235	\$220	\$200
Large Block	\$350	\$335	\$320	\$300
Banner	\$450	\$425	\$400	\$375
Classified	\$15			
Sponsored Post	\$250			
Email ad	\$250/wk	\$750/mo.		
Email Featured Listing	\$75/wk			
Sponsored email	\$2,500	per sponsored email		

- Design Fees: \$60 per hour (min. 1 hour). Changes to existing designs will be billed at the same rate.

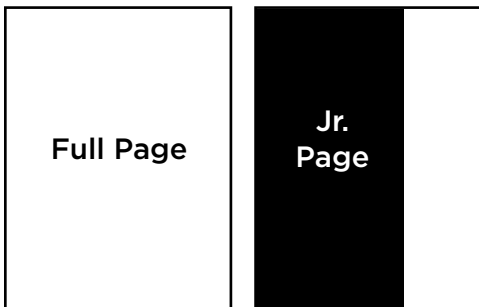
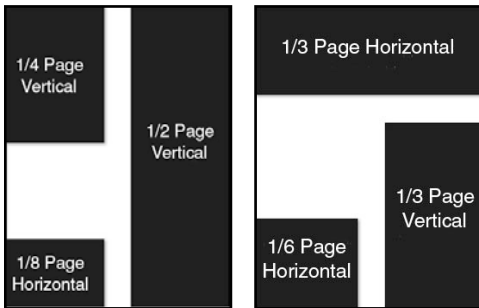
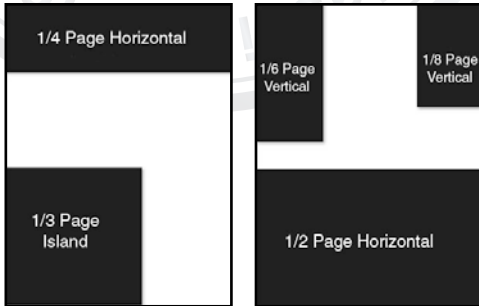
Agency Commissions

15% of gross billing allowed to recognized advertising agencies on space, color, and position, provided account is paid within 30 days of invoice date. Commission is not allowed on other charges such as backing up inserts, trimming, printing of inserts, etc. No cash discounts. Note: The 15% commission will not be allowed on any bills past due 30 days or longer.

Classical Singer Advertising Specifications

Mechanical Requirements

Advertisers are responsible for providing ads sized to the correct specifications. Incorrectly sized ads may be stretched or reduced to fit the reserved space.



Print Ads

Space Size	Width	Height
Full page bleed	8.75"	11.25"
Full page non-bleed	8"	10"
Inserts	8"	10"
Jr. Page	5"	10"
1/2 Horizontal	7.5"	5"
1/2 Vertical	3.67"	10"
1/3 Horizontal	7.5"	3.25"
1/3 Vertical	3.67"	6.75"
1/3 Island	5"	5"
1/4 Vertical	3.67"	5"
1/4 Horizontal	7.5"	2.5"
1/6 Horizontal	3.67"	3.25"
1/6 Vertical	2.5"	5"
1/8 Horizontal	3.67"	2.5"
Covers bleed	8.75"	11.25"
Covers non-bleed	8"	10"

Web and Other Digital Ads

Space Size	Width (pixels)	Height (pixels)
Small Block	100	150
Large Block	150	200
Banner	468	60
Alert Email Ad	468	60 + logo 150 x 100

Alert Email Featured Listing

Plain text Event Name, Location, Date, and link to website or listing.

Sponsored Post

Plain text 50 words max and single image limit.

Sponsored email

Plain text or html

Classical Singer Advertising Specifications cont.

Art Work and Materials

Ads **MUST** be submitted according to the following specifications. The advertiser is responsible for design fees incurred adjusting ads to fit published specifications.

Color: Non-color ads, including logos and images used within the ad, **MUST** be grayscale; 4-color ads **MUST** be in CMYK.

Digital Requirements: The preferred format is PDF. PDFs should be saved at 150-line screen resolution for optimum quality. Ads are also accepted in TIFF, EPS, or JPEG formats in either grayscale or CMYK. Advertiser is responsible for the quality of files, which should be saved at 300 dpi.

Web Ads: Web ads may be sent in any of the following graphic formats at 72 dpi resolution: JPEG, GIF, and animated GIF.



Classical Singer Editorial Calendar



Issue	Reservation Deadline*	Materials Due*	Editorial Highlights
January	11/27	12/04	Summer Programs Edition
February	12/28	1/04	
March	1/27	2/03	
April	2/24	3/03	
May/Convention Edition**	3/31	4/07	Convention Preview & Program
Summer Edition	6/02	6/09	Teachers, Coaches, & Educators
September	7/28	8/04	University Edition
October	9/01	9/08	
November	9/29	10/06	
December	10/27	11/03	
January '18	12/01	12/08	Summer Programs Edition
February '18	12/29	01/05	

* Preliminary Deadlines: Dates may change for a given issue

** Special rates available for Convention/College Expo exhibitors

Classical Singer Contact Information

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